“Share the Truth”
THE
SUN
THE
MOON
AND THE
TRUTH
A novel by KASIE WEST

Integrated Marketing Campaign – Product
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I. Executive Summary

Description

_The Sun, the Moon, and the Truth_ is a young adult contemporary romance novel by Kasie West. Kasie West has written 11 young adult novels that are currently on the market—six of which have been nominated for the Goodreads choice awards—and has one more coming out in mid-2019. In _The Sun, the Moon, and the Truth_, "a post from a fake celebrity social media account sets a single-minded swimmer on a hunt to find out the person's true identity" (Source: "The Sun..."). The book is set to come out in February 2020 with preorders becoming available on August 9th.

Problem

The young adult literature market overall has been steadily growing for years. In fact, in the last five years it has grown 11.3% in revenue. However, the number of authors and published books are growing significantly faster due to the rise of self-publishing. Thus, the market is experiencing increased competition. To ensure success, it's vital that a lucrative marketing campaign be implemented to stimulate preorders. Preorders indicate interest, help encourage word of mouth, and validate the publisher's choice to publish the book, meaning they are extremely important in the industry.

Objectives

_Share the Truth_ is a marketing campaign aimed to stimulate preorders for _The Sun, the Moon, and the Truth_ as well as ensure success of future Kasie West publications. The specific objectives are as follows:

1. Obtain 1,500 preorders
2. Increase Kasie West Instagram, Twitter, Goodreads, and Facebook followers by 10%
3. Increase author brand awareness to generate interest for future books through search tool analysis

Target Market

**Primary Market**
- Women & girls ages 12-24
- High school and college students

**Secondary Market**
- Adults with children in the primary target market
- Middle-upper income
- College educated

**Demographics**

**Psychographics**
- Enjoy reading for pleasure
- Technologically savvy

**Demographics**

**Psychographics**
- Family oriented
- Value reading

Campaign Activities

_Digital Marketing_ → Search Engine Optimization, Google Ad Words, "Scan for the Truth" Quick Response (QR) Codes, Epic Reads Blog Advertising, BookTube (YouTube) Ambassadors, Instagram, Twitter, Facebook, Goodreads "Truth Time" Q & A

_Sales Promotion & Charity/Business Partnerships_ → Preorder Gift Offer, Book Aid International & Little Free Library Charity Partnerships, Young Adult Books Central Affinity Marketing Partnership

_Contests & Events_ → "Truly Beautiful" Fan Art Contest, SMT Barnes and Noble Book Tour

Schedule

This campaign, _Share the Truth_, will run from July 21 to August 31, 2019, six months before the book is released in February 2020. Preorders will become available on Friday, August 9th, which will also allow time to set up several of the campaign activities such as mailing the advanced reader copies to the BookTube ambassadors and starting the fan art contest.

Budget & Key Metrics

_Share the Truth_ requires a _budget of $10,600_. Throughout the campaign, progress will be reviewed through web and sales analytics. The expected _return on investment_ is _125_%, and it will be achieved in part by generating a reach of 3,621,000 and a total of 7,651,000 impressions.
II. Description of the Product

The Sun, the Moon, and the Truth is a young adult contemporary romance novel by Kasie West, which is set to come out in February 2020. Kasie West has written 11 young adult novels that are currently on the market—six of which have been nominated for the Goodreads choice awards—and has one more coming out in mid-2019. In The Sun, the Moon, and the Truth, "a post from a fake celebrity social media account sets a single-minded swimmer on a hunt to find out the person's true identity" (Source: "The Sun...").

When Kasie West and her agent, Michelle Wolfson, first pitched the book, it was sold to Egmont USA, a division of the Danish publishing company Egmont. However, after failing to establish a market leading position in the states, Egmont USA announced their plans to close the US unit effective in 2016. Eventually, the book rights were resold to HarperTeen, a branch of HarperCollins Publishers. The hardcover copy will cost $17.99, the eBook $9.99, and the paperback, which will be released one year after the hardcover, will also be priced at $9.99.

Aside from issues due to switching publishing houses, Kasie West also faces considerable challenges due to the growing market. In 2017, the children and young adult fiction markets made $3.67 billion in revenue, marking an 11.3% growth in five years (Source: Rowe). However, with rise of self-publishing, the number of books published in a year is growing more rapidly. Thus, the market is experiencing increased competition. To ensure success, it's vital that a lucrative marketing campaign be implemented to stimulate preorders. Preorders indicate interest, help encourage word of mouth, and validate the publisher's choice to publish the book, meaning they are extremely important in the industry. Preorders for The Sun, the Moon, and the Truth become available August 9th.

III. Campaign Objectives

The Share the Truth preorder campaign is designed to ensure the success of The Sun, the Moon, and the Truth by Kasie West by stimulating sales when preorders first become available. With an abundance of authors aiming to get the attention of readers, it's crucial that Share the Truth is successful in generating interest for Kasie West's novel. However, the objectives also reflect long-term growth goals which will help ensure the success of future publications. The specific objectives are as follows:

1. Obtain 1,500 preorders
2. Increase Kasie West Instagram, Twitter, Goodreads, and Facebook followers by 10%
3. Increase author brand awareness to generate interest for future books through search tool analysis