

REGIONAL LITERARY FESTIVAL Promotional Strategy

General Info

Goal

- 500 tickets sold

Space

- 50 seats each,
- Plus 10 possible overflow seats

Events during festival

- 9 total
- Free live streaming

Audience

Local Book Lovers

- To get them into the store and familiar with it
- Attendees get a copy of the book with an event ticket
- Send emails to:
 - Specialized Content Emails:
 - Newsletter subscribers
 - Past attendees
 - Past event authors – offer them a complimentary ticket
 - Local authors – offer an industry discount
 - Local book bloggers
 - Local Bookstores
 - English teachers and professors
 - Creative writing programs
 - Local book clubs
 - Community organizations– offer an industry discount
 - Area book reviewers– offer an industry discount
 - Press Releases:
 - Local government
 - Local news
 - Local radio
 - Event posting sites

Publishers & Agents

- To introduce them to the space for their author events
- Send emails with space information to:
 - Area literary agents
 - Other people in the book industry
 - author's agents, publicists, etc.

- Create a one-sheet about space use
 - Include size, capacity, rates, what's included for free or with a fee, what marketing you would be doing
 - Share social media followers as of a specific date
 - Mention if you are part of the New York Times index
- Have a print version prominently displayed during the event

Website

- Run site audit and fix any issues
- SEMRush keyword research and Google Trends for website content, event descriptions, social content, etc.

Email Campaign

Press Releases

Save the Date

- Send to each list in Excel

Announcement Email

- Second and third press releases include the link to the press kit with author and book images and posters, logo, etc.
- Author #1
- Author #2
- Author #3
- Author #4

Final Announcement

- Second and third press releases include the link to the press kit with author and book images and posters, logo, etc.
- Author #5
- Author #6
- YA Panel
- Poetry Panel
- Stand-up troupe

Specialized Lists

- Create email content specific to each audience list

Confirmed Attendees

Reminder to Purchasers

- Send the week before
- Has social and other ways to connect with the authors

Social Campaign

- Save the date social media post with a photo of signage in the store
- Posts with the book of the author and their event info
- Posts with images of the author and their event info
- Ladder book pile with some of them in brown paper saying “announcing ____” with the date
- Post when an event is sold out to push to other events
- Clips of articles written about the event
 - Create Google alerts for the event, author name, titles, and organization name to find everything published
- Author info needed to include in posts:
 - Title
 - Bio
 - Photo
 - Contact email
 - Website
 - Facebook page
 - Instagram page
 - Twitter page
 - LinkedIn page
 - Goodreads author page
 - Amazon author page
 - Publicist/Agent Name
 - Publicist/Agent contact email
 - Publisher
 - Publisher contact email

Ad Campaign

Facebook

- Three different target audiences:
- Lookalike audience – inputting the email addresses you already have, FB will serve up people who are similar, then narrow down by relevant zip codes
- Fans of specific authors – you can list each author and it will target people who interact with them, again narrowed by zip code
- Literary-specific keywords - (ex: reading, bookstores, Kindle, book fair, book tour). Google Trends can really help figure this out, again narrow by zip code

Spotify

- Women
- 18-44
- Income \$54,000-75,000

Misc

- Sponsor local news – emails or ads
- Create bookmarks that the local libraries and bookstores can give out
- Local theatre Playbill ad – lots of overlap between literary and theatre people

Author Involvement

- Create messaging for them to share with images optimized to each social media type
 - Amazon Author Page update/ Goodreads Author Page update
 - Personal Author Website
 - Personal newsletter subscribers
 - Facebook
 - Instagram
 - Twitter

Reporting

- Pull reports on past years from Google Analytics, Eventbrite, and Mailchimp
- Create campaign links for each campaign and post
- Use these reports to track this year's progress and identify weak areas
 - Track when tickets were purchased so that you can see if you are on track