Marketing Promotion Essay, Research Paper

2,500 Plan: write press release; design promotional flyer; make 100 contacts to local, regional and related newsletters, newspapers, magazines; place book with retail and library distributor(s); place book with major Internet booksellers; promote book to national chains.

$5,000 Plan: write press release; design promotional flyer, bookmark, poster, postcard/invitation; make 250 contacts to local, regional and related newsletters, newspapers, magazines; place book with retail and library distributor(s); place book with major Internet booksellers; promote book to national chains; promote book to book clubs and catalogs; identify and alert interested publishers, agents, and rights agents of book’s availability.

10,000 Plan: write press release; design promotional flyer, bookmark, poster, postcard/invitation; make 500 contacts to local, regional and related newsletters, newspapers, magazines; place book with retail and library distributor(s); place book with major Internet booksellers; promote book to national chains; promote book to book clubs and catalogs; arrange for local speaking/book-signing tour; identify and alert interested publishers, agents, and rights agents of book’s availability.

$15,000 Plan: write press release; design promotional flyer, bookmark, poster, postcard/invitation; make 750 contacts to local, regional and related newsletters, newspapers, magazines; place book with retail and library distributor(s); place book with major Internet booksellers; promote book to national chains; promote book to book clubs and catalogs; arrange for local speaking/book-signing tour; identify and alert interested publishers, agents, and rights agents of book’s availability; participate in state, regional, and national library shows; participate in booksellers trade shows; promote book to radio & TV producers; promote the book to specialized bookstores; set up author with an 800# merchant account.

$20,000+ Plan: write press release; design promotional flyer, bookmark, poster, postcard/invitation; make 1,000 contacts to local, regional and related newsletters, newspapers, magazines; place book with retail and library distributor(s); place book with major Internet booksellers; promote book to national chains; promote book to book clubs and catalogs; arrange for national speaking/book-signing tour; identify and alert interested publishers, agents, and rights agents of book’s availability; participate in state, regional, and national library shows; participate in booksellers trade shows; promote book to radio & TV producers; promote the book to specialized bookstores; set up author with an 800# merchant account; advertise in library and bookseller’s trade magazines.