## Marketing plan brainstorm for each book:

### Identify Key Audiences

* Create a mailing list that includes the groups relevant to the book:
  + University community
  + Potential faculty adopters
  + Subject librarians

### Possible Collaborators

* Arrange meetings with representatives of the following for collaboration and ideas on marketing:
  + Campus and library marketing departments
  + Faculty author’s department
  + Discipline associations, societies

## Marketing & Promotion

* Create [an author to-do list](https://docs.google.com/document/d/1vMuy-qeyQ3Jk1HNTVdKpYKi4PjH1LAW0iDCbXyNVMxo/edit?tab=t.0#heading=h.ybnllkz4tdir) for your authors so they know what your expectations are for book promotion. Communicate about what they can and are willing to do.
* Create a short (>60 sec.) video as a fun interview with the author about why they wrote the book, who they collaborated with, and how they have been using it.
* Create an “expert” profile for the author that includes their areas of expertise, bio, photo, publications, and contact info. Host it on the college/university website or on your own blog/website. [See [examples of expert profiles](https://www.usu.edu/experts/search/index.cfm) at Utah State University.]
* Write a press release with info about the book, quotes from author, quote from publisher, and information about how to download or access. Include an image of the author and the book cover. Promote any ancillary materials that accompany the book. Contact college/university PR dept. for help with distribution to local and regional media.
* Write a Blog post that can also serve as a mini “landing page” for the book. Include the basics about publication and any links to ancillary materials, reviews, positive feedback, etc.
* Plan out social media campaigns. Ask the author’s college/university to broadcast up to three posts on its social media accounts: a preview, a release date and a follow up. Provide the video interview for inclusion on relevant accounts.
* Help authors write a promotional email or emails that will go out to their networks, announcing the book.
* Brainstorm about “influencers” who could post on author’s/your behalf on Reddit and other relevant social networking sites.
* Post an announcement to relevant listservs, including LibOER, OEN, CCCOER.
* Liaison librarian for that discipline to send to their subject librarian listservs.
* Create a list of contacts from author’s discipline and OER networks.
* Publish a column in scholarly or teaching & learning journal for that subject area, written by author and mentioning book.

## Events

* Plan an online/Zoom event for the date of book launch.
  + Create awards for all collaborators to honor contributions.
  + Have a happy hour celebration that includes a cocktail recipe on a theme connected to the book. Send out ingredient list (or ingredients, if budget allows) ahead of time and mix the cocktail or mocktail together to start the event.
  + Use an emcee or celebrity interviewer (Sports announcer from your college/university? Dean of department?) to interview author about the book and the process of writing and releasing it.
  + Have an “open mic” time for those who have used or previewed the book to comment on it.
  + Plan a giveaway (not the book) of a relevant prize or prizes for those in attendance.
* Host a webinar featuring the author. Calibrate with the author in advance to see what their lens was, what they’re comfortable talking about, what they did “behind the scenes” that led to successful publication.
* Identify conferences where the author can serve on relevant panels or give a presentation relevant to the book.