**MARKETING PLAN TEMPLATE – BOOK PUBLISHING**

*A Marketing Plan**is a map and to-do list for achieving success with your product(s) that outline your goals, and reflect your creative practice and business. A Marketing Plan is a valuable professional tool for you to use that is specific, detailed and focused. It is also a living document that should be updated and modified as your business grows and new products are launched, and be flexible to respond to changes in customer perceptions and demand.*

*This template is to help you understand what the basic elements of a Marketing Plan are. It is a flexible guide and you are encouraged to be creative and make yours unique!*

Company Overview

Provide a brief overview of yourself/company that lists your accolades/awards, achievements/accomplishments and goals. Also include information about your past marketing activity.

Review /Selection Process of Manuscripts

As a publisher, how do you select the books your company publishes? How does this selection process align with the growth of the company’s brand and market presence?

Most Current Catalogue

Include a link to a PDF of your catalogue that is on your website. If you do not have a catalogue, provide a link to your website.

Target Market(s)

Describe the target market(s) the product is geared towards (age, gender, location, culture, etc.). Explain how you will identify, reach, and develop this target market.

Distribution Channels

Provide information on your existing or past distribution channels. For example: retailers, educational, wholesale, ebook. Describe your sales and supply chain.

Describe the distribution channels you will be working with for the proposed books that you have applied for grant support. If you are handling your own distribution, explain how you will successfully fill these roles. You may also want to highlight the support network available to you.

Publicity

Give details on any publicity campaigns or strategies that have been planned or executed to support your product. Will you create media releases? Do you expect radio, TV, print or blog interviews?

Print Advertising

If applicable, list publications you plan on targeting to promote the product release. Indicate whether these initiatives are confirmed or proposed. Provide details such as the name of the publication, the dates in which it will be featured and the reach of the publication. Often this information is available on the publication’s website.

Online & Social Media

Detail your online marketing and promotional initiatives. Highlight the type of advertisement and social network (exposure, frequency, reach, and impact of ad).

Branding Tools

Describe your company’s branding and visual approach (from your website design to signage used at booths and displays).

Video

If applicable, outline any video plans to support the books (book trailers, commercials etc).

Markets, Events and/or Conferences:

Outline your plans, goals, and strategies for potential or confirmed markets (or conferences) in support of the publications. Useful details to include:

* Events that will be held in support of marketing of the books (launches, author readings, etc.)
* Confirmed dates to attend markets or conferences
* List the regions (domestic/national/international) and why you have selected these regions to attend markets/conferences or host events
* Proposed dates to attend markets, events or conferences
* Notable past show or market successes

Pricing Your Work

How are you pricing the books (retail, wholesale, ebook, etc)? Also include how you plan to charge for shipping costs, if applicable.