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# FORTY GAVELS

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## Marketing Plan (Preliminary)

### OUR GOAL

To move 1,000 books in the next six months through a comprehensive and aggressive advertisement campaign.

### BUDGETING

Our overall marketing budget is \$25,000. This budget is to be dispersed through the outreach methods and distribution channels listed below.

### PRICING

List pricing is **\$200**. Sale pricing (via promotional codes & union membership) is \$149.99 - \$99.99

### OUR CLASSIFICATION

Forty Gavels is the three-volume biography of Reuben Soderstrom, a labor leader who served as an Illinois State Representative (1918-1936), President of the Illinois State Federation of Labor (1930-1958), and President of the Illinois AFL-CIO (1958-1970). The books' primary BISAC designations are **Biography: Social Activists** (BI0032000) and **Political Science: Labor & Industrial Relations** (POL013000). In the Amazon catalog, we are classified under **Social Activists** (Biographies/Leaders & Notable People) and **Labor & Industrial Relations** (Politics & Political Science/Politics & Government).

### OUR AUDIENCE

#### **Primary Audience**

Our primary audience are members of the **Illinois union members**, who are 827,000 at present.<sup>1</sup> They are enthusiastic about organized labor and take pride in their status as union members.

#### **Secondary Markets**

Secondary markets include union members generally (national & international), enthusiasts and professional practitioners of organized labor, Illinois history, midwestern history, and Swedish heritage. Secondary targets also include those seeking books with large and lavish illustration (AKA "coffee table book").

## WHERE TO REACH OUR READERS

### 1. **Illinois Labor Organizations**

A key way to reach our audience is through direct promotion via Illinois labor organizations. These mediums include (but are not limited to):

- **Illinois AFL-CIO**
  - Contact: Michael Carrigan (President)
  - Deliverables: mailing list, email blasts, event participation, direct promotion via Facebook, Twitter, and website
  - Incentives: Member discount, profit donation, list share
- **Affiliate Organizations (Labor organizations, centers, foundations)**
  - Contact: [Various](#)
  - Deliverables: Mailing list, email blasts, event participation, direct promotion via Facebook, Twitter, and website
  - Incentives: Member discounts, profit donation, list share
- **AFL-CIO Convention**
  - Contact: Michael Carrigan (President)
  - Date / Location: September 20-21, Crowne Plaza Chicago
  - Incentives: Member discount, event discount, profit donation

### 2. **Organized Labor Blogs**

Labor blogs are destinations for many union enthusiasts. A review or posting of our press release will increase our visibility and help direct traffic to our site. Popular blogs include:

- [AFL-CIO](#)
- [Labor Notes](#)
- [On Labor](#)
- [Talk in Union](#)

### 3. **Book Review Sites/Blogs**

In addition to union-specific sites, having a review of our book posted on general book review/reading sites will both increase visibility and produce product (reviews) that can be utilized in other media. Sites to target include:

- [Bookpage](#)
- [NPR](#)
- [Goodreads](#)

Review sites that target independent publishers are of particular value, as they are more likely to provide review (copy). Sites to target include:

- [Independent Publisher](#)
- [Washington Independent](#)
- [Indie View](#)

## WHERE TO REACH OUR READERS (cont'd)

### 4. **Facebook Campaign**

One of the most effective marketing buys is Facebook. A FB ad campaign can effectively target our demo at an estimated cost of **\$0.20--\$0.80 per click.**<sup>2</sup> Promotion costs start at **\$2 per day.** A customized FB promotion would initially result in 3-12 clicks and a reach of 200-910 audience members. To launch an effective FB campaign, we should:

- Begin a post schedule, including a virtual release, event and product promotions, and re-posts of target pages.
- Create a shop for our FB page (complete)
- Create custom advertisements / promotions via [FB business tools](#)

### 5. **Newspaper Promotions**

Print releases and reviews remain effective (and often necessary) methods of promotion. Our print-buy approach should pursue two avenues:

- A national media buy based on our work's profile. This listing has been prepared via the [Jenkins Group](#).
- A local media buy based on existing networks and connections. This should include publications like the [Peoria Journal Star](#) and feature full-page ads. Reviews should also be sought from these outlets.

### 6. **Labor Day Parades / Festivals**

The 2018 Labor Day parades offer a unique opportunity to promote Forty Gavel. The upcoming **Streator Labor Day Parade** (Sept. 2), **Morton Pumpkin Festival** (September 13-16) are events at which our participation can be leveraged through the outlets listed above.

### 7. **Book Release Party**

The biggest event surrounding the promotion of the book is the formal book release. The release is currently scheduled for Sunday September 15 at the **Peoria Labor Temple**.

### 8. **Retail Booksellers**

Brick-and-mortar bookstores are also a prime outlet for our book and increase visibility. Two of the largest targets include [Barnes & Noble](#) and [Powell's Books](#). Early discussions have indicated interest, but require further discussion & developed market planning.

### 9. **Mass email campaign**

A direct email-marketing campaign is an effective and efficient way to send our message to additional outlets. The key is compiling effective lists. A preliminary list of **86 names** has been provided by the Illinois Labor to date; a more robust list will assist in extending our reach. Direct mailing will be directed through [Mail Chimp](#), and will consist of 7-10 touches.

## WHERE TO REACH OUR READERS (cont'd)

### 10. **Award Submissions**

One of the best ways to enhance our profile is by winning awards. So far, we have targeted over a dozen literary competitions, focusing on those that cater to independent publishers and/or regional history. We have currently **won 2 awards** and are proceeding apace.

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<sup>1</sup> <https://www.bls.gov/news.release/union2.t05.htm>

<sup>2</sup> <https://karolakarlson.com/facebook-ads-cost-and-bidding>