

MARKETING PROJECT PLAN FOR: David Murphy

The Gospel, Trial and Claims of Mary Magdalene

Marketing is the vehicle that runs all businesses and no businesses will survive without it. In any line of business, everything starts with a saleable product. To be successful with the saleable product, all depends on how well it fared in the market and how big the recognition it acquired.

PUBLISHING AND MARKETING ASSESSMENT:

STRONG POINT: Physicality.

The strong point of the book is its physicality. People would appreciate the book more if given a chance to see the entire physical book. Let maximize the visibility of the book.

WEAK POINT: Obscurity Factor.

I am talking about how we can get the key players in the publishing industry and the retail-publishing group's attention. Success in the publishing industry depends on recognition and trust. No matter how great the book is, if the book is not recognized and trusted, it will not reach its potential.

THREATS: Competition for attention.

All authors want to gain the same attention, importance and even time from the investors in the publishing industry. We live in an ultra-competitive market. There are already 23 million active books in the market and the authors of these books aim for fame and success as well.

OPPORTUNITIES: Success factor.

It is true that the competition for attention is tight but not in all areas of opportunities. Almost 90% of these 23 million books take advantage of the internet avenue especially the social media and search engines. This is where the competition for attention is at its worst as your visibility depends on your products online rankings. This is true should you be reliant to just pure online availability. Physical Marketing will play a very big role for the book's success.

As you can see, there is no negative assessment towards the book. The book deserves every opportunity to be successful. I wish to extend our help in marketing your book on an international marketing scale and especially marketing the book towards our stronghold market, US market.

MARKETING OBJECTIVE:

- **Credibility boost in the Publishing Industry.** Establish a solid foundation of credibility through getting the book towards the highest book awards platform in the publishing industry.
- **Reinforcement.** To provide the book a continuous physical marketing program to strengthen and intensify the marketing perspective of the book project and its strong point.
- **Direct Marketing.** Directly target the investors and important people in the industry by making them see the importance of your book project by highlighting its credibility and authority.
- **Competition.** Providing the book, a rare marketing opportunity to gain substantial marketing edge over 23 million other books.

MARKETING PLAN:

1. BOOK AWARDS OPPORTUNITY
2. International Focused Marketing – continuous marketing exposure
3. EXTENSIVE 5 YEARS DIRECT ONLINE MARKETING through PUBMATCH SYSTEM

MARKETING SERVICE DISCUSSION:

1. BOOK AWARDS OPPORTUNITY

ESTABLISHING CREDIBILITY & AUTHORITY QUALITY OVER ANYTHING ELSE:

Persuading a business entity to invest on any new product involves a lengthy process should they fail to qualify the product as a high standard. Publishing industry is a billion-dollar per year industry. With this huge amount of investment ready to put into a book project, **QUALITY** will be the number 1 factor value. In order for anybody to achieve this, we have to achieve **RECOGNITION**. The higher the recognition, the higher the **VALUE OF QUALITY**. Hence, full-investment and consideration follows-up unconditionally without a doubt.

One way to establish credibility as a newly published author is to get thumbs up from professional book reviewers. A credible review is an invaluable tool for any writer. Whether you are an author working on your second series or a novice with a first title, a review is essential to be competitive in this industry. A book review is critical for any book's success. It gives you a definite edge over countless other authors waiting to be heard. A positive review is the stamp that tells investors, *"This book is relevant. Pay attention."*

Getting the review is almost already a brilliant idea but getting an automatic entry on publishing industry's 2 prestigious book awards tops it all. Authors and even businesses advertise and promote their hoping they can get attention and visibility. Imagine an opportunity giving you both but this time, with a **GUARANTEE!**

This rare opportunity will allow us to grab one of these seals that we can add in the cover of the book as a stamp of quality investment.



Prestigious Host of the Book Awards opportunity:

- ✓ US REVIEW OF BOOKS
- ✓ PACIFIC BOOK REVIEWS

THE US REVIEW OF BOOKS (USRB) - The US Review of Books is a contemporary book review publication. The US Review of Books is different from other on-line book review publications and reviewers in several major ways. The US Review has carefully cultivated book-reviewing talent, resulting in a consistent staff and publication. All US Review coverage falls under strict guidelines and style restrictions. Reviews are original and written with the entire authority of the US Review masthead. We are a professional publication with a solid subscription base and a legitimate social media audience. The reviewers are not assigned randomly to the books, again like most of our competitors. Reviewers select the books that they desire, which makes for a better pairing of reviewer and book, as well as more insightful coverage. US Review's clean presentation is focused on books and book-related coverage. The US Review of Books is the place readers go to find their next book.

THE PACIFIC BOOK REVIEW (PBR) - Founded in 2005, Pacific Book Review is a recognizable name in the business for publishers, authors, literary agents and the media. We specialize in authoritative, objective book reviews, written by specialists selected for their knowledge and expertise in

each genre. Our reviews have received accolades from all aspects of the publishing industry, e-Commerce recognition, scholastic recognition, news media and personal praise from most every author.

We review books for well-known authors as well as emerging authors; enabling many first time authors to reach the publishers with a recognizable review. We help you get the exposure you need to market your book effectively.

"The only wish we have is for your success as an author"

What you are getting?

- Automatic entry to The PACIFIC BOOK AWARDS
- Automatic entry to The ERIC HOFFER AWARDS.
- Entry for the "BOOK OF THE YEAR AWARD" AND "LITERARY AWARD OF THE YEAR"
- Entry for book honors seal such as "Montaigne Medal", Da Vinci Eye, First Horizon Award

- GUARANTEED REVIEW from PACIFIC BOOK REVIEW.
- GUARANTEED REVIEW from US REVIEW OF BOOKS.
- 5-star review SEAL from Pacific Book Review be printed on your book cover
- Author highlight in the Author Spotlight Listing on Pacific Book Review, giving the book added exposure.
- Author's book will be eligible to become a featured book of the month or one of the top 5 reviews on Pacific Book Reviews Homepage.
- Feature placement in the USRB homepage for one month.

These services from book awards hosts:

- Book awards entries will receive National Media & Industry Exposure!
- Announcements and online listings of winning titles.
- Results tweeted & re-tweeted and posted on all our social media sites.
- Results emailed to our database of authors, agents and publishers.
- Results announced to 100,000 booksellers, publishers, public and academic librarians, wholesalers, distributors, movie industries and agents through Publishers Weekly.
- Enhanced prospects for sales and acquisition.

What is the importance of a Book Awards?

- ✓ An automatic entry on prestigious book awards can help spark readers' interest and build your credibility as a new author, more so as a self-published author.
- ✓ A credible book review from the host of these book awards is essential to ensure your book's success.
- ✓ Your work will be evaluated by well-respected industry professionals, and gaining book awards entry as early as now ignite the interest of book lovers and readers everywhere about your book.
- ✓ Books who get considerable review by these entities gets more likely the seal of excellence in the publishing industry.
- ✓ Getting into the finalist entry and winning one of the five titles secures your book's marketing progress.

2. International Focused Marketing – continuous marketing exposure

In addition, our business runs in the publishing industry and investors in the publishing industry are open and in search for new book to invest on. The successful books we have in the published were all discovered on book events. As one of the leaders in the marketing team, it is my job to assess and prepare your book for extensive marketing. 76% of the publishing market still prefers a physical copy of the book. Thus, our aim here is not to just get attention but to dominate the market.

In spite of the digital age in the publishing industry, self-published authors still dream to see their books physically displayed on stores, shops and more importantly on book events. We cannot disregard the number of avid readers and especially investors, who still prefer a physical exposure of the book as it allows them to pick it up, turn the pages, and see the essence of the book. Considering the number of book lovers who still choose the traditional way of going to book events and look for new books, self-published authors are still keen to tap in to this potential market.

The Book Exhibit Plus – International Book Fair is the answer you've been looking for if your desire is to target international coverage and target potential international publishers. Xlibris offers this marketing service to render your talent worthy amongst international rights agents and publishers.

- Frankfurt International Book Fair
 - London International Book Fair
 - New-Title Showcase - BookExpo America
 - Guadalajara International Book Fair
 - Beijing International Book Fair
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- ✓ **Frankfurt International Book Fair**
 - The biggest book and media fair in the world, attracting roughly 7500 exhibitors from over 100 countries. As the whole industry gathers, business opportunities and networking activities are endless.
 - ✓ **London International Book Fair**
 - A global market place for negotiating sales, distribution and content rights across print, audio, TV, film and digital platforms. The 2014 London Book Fair saw over 24,000 attendees from 124 countries congregate to celebrate books and negotiate potential business.
 - ✓ **New-Title Showcase - BookExpo America**
 - BookExpo America (BEA) offers a dynamic environment for sourcing new titles, relationship building, discovering the latest technology trends, as well as educational programs to support your success.
 - ✓ **Guadalajara International Book Fair**
 - This fair is focused on professionals and the public alike. Over nine days, Guadalajara is transformed into the epitome of the book industry, as book enthusiasts congregate to experience one of the renowned international literary festivals.
 - ✓ **Beijing International Book Fair**
 - In the past twenty years, the BIBF has developed into a prominent feature in the publishing industry. The 2014 fair boasted over 2000 exhibitors from 76 countries, incorporating copyright trade, book trade, cultural events, displays, consultation services and professional networking.

Each of these shows will give you:

- ✓ Your book will be displayed along with other Xlibris Publishing titles in a **PRIME POSITION** on the exhibit floor.
- ✓ Your book will be displayed face-out on the shelf.
- ✓ GUARANTEED entry + physical exposure of your book in each of these shows.
- ✓ GUARANTEED prime positioning on the exhibit floor
- ✓ Ground crew set-up for each of the show – a group of professionals assigned to professionally recommend and represent your book on each of these shows.
- ✓ Post-fulfillment report. After each show, we will be sending you a fulfillment report, which allow you to know how things went with the events.
- ✓ 24/7 marketing support team will be activated to any of your concern regarding the marketing plan.

3. Pubmatch System – direct online marketing towards key decision makers – 5 years marketing plan

PubMatch.com assists communication and simplifies rights marketing and business relationships between agents, authors, publishers and other representatives. Once you have logged in, you are able to search for publishers seeking new titles, or agencies seeking new authors to represent and seeing what they need and demand. Only member of this program can match/send their titles to these publishers, agencies, retail stores and more. An internal messaging system permits member to member messaging with the ability to dictate which type of member can contact you by controlling your privacy settings. We will be adding all these exposures and achievements to your profile to expose how beautiful your books is whilst drawing attention to these important people