

Title Campaigns

Trellis Press, A Nonfiction Imprint

ENTER LAUGHING

On Sale: 10 October 2017

PRE-PUBLICATION

Promotion:

- Send early reads to big name comedians/entertainers with connections to Don Rickles, i.e. Jimmy Kimmel, Jimmy Fallon, Samantha Bee, etc.
- Promote book at BookExpo and distribute “chachka,” i.e. Don Rickles bobble head, laughing wind-up teeth, etc.
- Host giveaway on Goodreads and advertise on the Goodreads site
- Promote launch party in Las Vegas

Advertising:

- Sponsor posts on Facebook, targeting older users who are familiar with and/or fans of Don Rickles
- Take out print ad in AARP

Marketing:

- Create promotional video featuring comedians who contributed to book; work with social media department and contributors to spread across internet

Publicity

- Packages with national broadcast networks, such as NBC: Today, Access Hollywood, and The Tonight Show
- Packages with broadcast media like PBS and NPR
- Feature book in SNL special through personal connection with Lorne Michaels

Social Media:

- Post links to contributing comedians’ social media accounts across Facebook, Twitter, and Instagram to encourage engagement and bring traffic to #EnterLaughingBook
- Develop campaign (blurbs, memes, and GIFs) to increase recognition of Don Rickles and his popular roles (Toy Story) via Facebook, Twitter, and Instagram with #EnterLaughingBook
- Promote positive reviews via Facebook and Twitter
- Post pre-sale links on social media

SELL-THROUGH

Marketing:

- Plan and host launch party in Las Vegas, NV in conjunction with Red Nose Day public charity to start off book tour; invite big name comedians to attend and celebrate with us

Publicity:

- Five-city author tour in comedy clubs including: Los Angeles, CA; New York, NY (Queens is Rickles' hometown); Austin, TX; Atlanta, GA; Chicago, IL with a selection of the contributing authors like, Amy Poehler, Patton Oswalt, Bob Saget, Whoopie Goldberg, etc.

Social Media:

- Promote positive reviews, TV appearances, and mentions on Facebook, Twitter, and Instagram with #EnterLaughingBook
- Collaborate with marketing department to produce short video segments of each of the contributing comedians and distribute across social media, primarily Facebook

POST-PUBLICATION

Marketing:

- Release special edition signed paperback during Black Friday of the following year featuring signatures from Jerry Seinfeld, Patton Oswalt, Ellen Degeneres, and Tina Fey

Social Media:

- Annual video of contributors discussing making *Enter Laughing* via Facebook and Instagram with #EnterLaughingBook
- Promote Don Rickles' work (Ex: YouTube videos) across all platforms, primarily Facebook

GIRLS OF CHAMPAIGN

On Sale: 10 April 2018

PRE-PUBLICATION

Promotion:

- Send early reads to Jeannette Walls, author of *The Glass Castle*; send early reads to other influencers, such as nonfiction literature and history professors
- Promote at BookExpo
- Promote as a good title for women's book clubs through articles on Bustle or Real Simple
- Host giveaway on Goodreads and advertise on the Goodreads site

Publicity:

- Press release announcing title in lead up to International Women's Day in March
- Pitch to broadcast media like *The View* and *The Ellen DeGeneres Show*
- Pitch to printed and broadcast media near Champaign, IL
- Pitch to Mommy Bloggers & Mommy Vloggers such as *Pamela Maynard of Mom Does Reviews* blog and *The Mom's View* on YouTube

Marketing:

- Work with female-only production firm to create promotional video featuring Dana Rethwisch and her sisters; video will debut on International Women's Day and be distributed by social media department
- Partner with Minibar to offer discount code if a user preorders the book

Social Media:

- Promote International Women's Day as part of the announcement strategy via Facebook, Twitter, and Instagram
- Pair up with high-profile mothers/daughters to promote #GirlsofChampaignBook via Facebook, Twitter, and Instagram
- Pair up with nonfiction literature and history professors to promote #GirlsofChampaignBook via Facebook and Twitter
- Post pre-sale links on social media

SELL-THROUGH

Marketing:

- Create promotional giveaway leading up to book's release that will drive subscriptions to Trellis Press newsletter
- Create reading guide with questions that readers can use for bookclubs

Publicity:

- Book signing and Q&A with author and family in/near Champaign, IL area
- Two-city book tour: Chicago, IL; New York, NY

Social Media:

- Promote Mother's Day gifting *Girls of Champaign* across Facebook, Twitter, and Instagram
- Develop a personality/character quiz ("Which Girl Are You?") for the characters in *Girls of Champaign* and distribute frequently on Facebook
- Develop profile campaign on Instagram featuring each of the characters' responses to questions about their lives and experiences with the book

POST-PUBLICATION

Social Media:

- Develop Facebook Live online book club for #GirlsofChampaignBook and promote across all platforms, including Facebook
 - Produce annual short video featuring Trellis Press staff discussing mothers/daughters via Facebook and Instagram
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SPIT TAKE

On Sale: 18 September 2018

PRE-PUBLICATION

Promotion:

- Send early reads to Social Workers Speak and Charles Seife; send early reads to influencers in genealogy and the sciences, i.e. librarians and academics
- Promote book at BookExpo
- Host giveaway on Goodreads and advertise on Goodreads site

Marketing:

- Sponsor episode(s) with YouTube channels like SciShow and ASAP
- Pay for placement in Barnes & Noble on tables such as “New Nonfiction”

Publicity:

- Pitch to broadcast media like *The View*, *Good Morning America*, and *60 Minutes* and see if they could offer a broadcast package

Social Media:

- Develop a profile campaign of interviews with everyday people and their experiences with adoption or genealogy (ex: Humans of New York) via Instagram and Facebook with #SpitTakeBook
- Promote all *Spit Take* TV appearances or mentions on Facebook, Twitter, and Instagram
- Promote positive reviews via Facebook and Twitter
- Post pre-sale links on social media

SELL-THROUGH

Advertising:

- Use targeted Facebook Ads to promote book to female Facebook users

Marketing:

- Partner with DNA Learning Center to create a fun poster visualizing the journey of the spit sample; poster will be distributed at bookstores as “swag” to consumers who purchase book

Publicity:

- Four-city book tour: Rochester, NY; New York, NY; Raleigh, NC; Los Angeles, CA
- Pitch to regional printed media in Rochester, NY; Raleigh, NC; South Hill, VA
- Authors write op-eds for printed media like *The New York Times*, *Washington Post*, and *Scientific American*

Social Media:

- Develop adoption/genealogy fact quiz based on *Spit Take* via Facebook and Twitter
- Post links to *The Scientific American*'s site in all social media bios to encourage readership and audience engagement with advertising

POST-PUBLICATION

Social Media:

- Pair up with social workers and adoption lawyers to promote their thoughts on the book via Facebook and Twitter with #SpitTakeBook
- Develop a profile campaign for readers who want to share their similar experiences after having read #SpitTakeBook via Facebook and Instagram