

In house Digital Media Ltd.



# PANTERA PRESS

SOCIAL MEDIA  
& CAMPAIGN  
AMAZON

# MARKETING MAKEOVER CHALLENGE

PANTERA PRESS X SOCIAL HOUSE MEDIA

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# ORGANIZATIONAL OVERVIEW

Pantera Press was founded around the Green family's kitchen table out of a desire to publish great Australian stories that would be acclaimed by readers all over the world. They are a fast-growing organization that was established in 2008 with a diverse perspective on supporting writing literature by investing in the next generation of Australian readers and authors.

Pantera Press' mission is simple: spark imagination, conversation and change (Pantera Press). Pantera Press believes that literacy is the first step toward changing the world. By publishing books that matter they also fund charities and not-for-profit programs that work to minimize the literacy gap. They call their approach to merging social good and business Good Books Doing Good Things™.

Since the beginning of the company, the Pantera Press Foundation has donated over \$2.42 million to the next generation of authors, readers, and scholars (Pantera Press). Almost 80% of the collections have gone to programs aimed at closing the literacy gap or combating socioeconomic disadvantage. This includes \$70,000 to assist in the construction of seven new "Let's Read Centres" across Australia and over \$50,000 to Misfit Aid for a national sun/surf/read summer promotion. Pantera Press has recently collaborated with the Sydney Story Factory a non-profit creative writing center for young people in underserved areas of Sydney and New South Wales to extend the reach of their creative writing and storytelling. The Pantera Press Foundation raised \$150,000 for Sydney's Story Factory grand opening of their new centre in Western Sydney, and another \$50,000 in 2020 to ensure its continued success post-COVID-19 era.

Pantera Press is one of the leading companies dedicated to social purpose and social change not only in Australia but globally. In 2016 "Lost The Plot" was designed by director Marty Green to push the boundaries even further and provide beautiful and entertaining content and concepts to inspire and encourage the new millennial generations to spark care and change. Pantera has been recognized by many prestigious organizations and has won awards for its achieved excellence. Nielsen Bookscan has named Pantera a Heatseeker for three years in a row leading independent publishers both short-term and long-term growth. They have also been nominated for the Award for Innovation, (ABIA) and for the Australian Book Industry's Small Publisher of the Year Award in 2013, 2014, 2018, and 2019. What makes Pantera exceptional is its unique approach to Australian unsolicited manuscripts. To them, these manuscripts are a valuable resource and how Pantera chooses manuscripts to fit best with their core values. These core values include fostering authentic and transparent relationships, working with passionate forward-thinking, open-minded individuals. Pantera is committed to success and sustainability and always strives to go above and beyond and they actively encourage submissions from all individuals. Pantera's dedicated team is passionate about great storytelling and focused on building the brand of exceptional fiction and non-fiction authors. Ultimately Pantera Press is a social purpose business whose mission is to promote the Australian reading and writing culture and help to minimize and eventually abolish the literacy gap.

# EXECUTIVE INVESTMENT SUMMARY/ STAKEHOLDER ANALYSIS

Pantera Press is looking to enter the North American book market and will begin distributing two novels throughout the country in November of this year. This document is prepared to outline Social House Media's marketing plan and how we plan on executing our ideas. Pantera Press has authorized Social House Media Limited (SOHO) to distribute and allocate \$10,00CAD towards their marketing and advertising initiatives on their behalf. Pantera Press is seeking assistance with their mission to distribute their novels "The Trusted" and "The Days The Lies began" amongst the North American market. SOHO will distribute the budget as follows: \$1,350 (13.50%) will be allocated towards the purchase of Facebook advertisements with an estimated audience reach of twelve million active users. We believe Facebook is a key tool when marketing any product due to its sophisticated algorithm and historic success. \$2,750 (27.50%) will be used to purchase advertisements on the social media platform Instagram in the form of "Stories", "Scroll Ads" and "Posts". We believe that Instagram acts as a vehicle to our targeted demographic. Instagram has one of the largest social media user bases and is recognized as a prominent advertising tool. SOHO projects a total reach of fourteen million active users over an eight-month period. \$2,400 (24%) will be used to advertise the products through the use of social media influencers. Social media Influencers are often known for their loyal follower base and ability to sell products to them. We will source influencers that theme their account around the relative subject matter to ensure the viewing demographic already has an interest in similar products to Pantera's. \$2,250 (22.50%) will be used to assemble and kickstart an Amazon store in order to increase our ability to distribute Pantera's products throughout the North American market. In addition, this amount will provide us with the proficient ability to purchase advertisements on Amazon's platform by yielding user-traffic towards their listing. The remainder of the budget \$1,250 (12.50%) will be used to fund a strategic PR campaign that involves gifting prominent members of the North American book industry custom packages which include a copy of the product, an environmentally sustainable candle, a personalized tote and a bookmark. We believe that involving prominent members of the community will serve as a strong asset while beginning our entry into the market. The financing, provided by Pantera Press will allow SOHO to successfully market their desired products while decreasing the time to see an ROI.

# BUDGETARY CONSIDERATIONS

**Total Budget: \$10,000**

**\$1350**  
(13.5%)

**\$2750**  
(27.5%)

**\$2400**  
(24%)

**\$2250**  
(22.5%)

**\$1250**  
(12.5%)

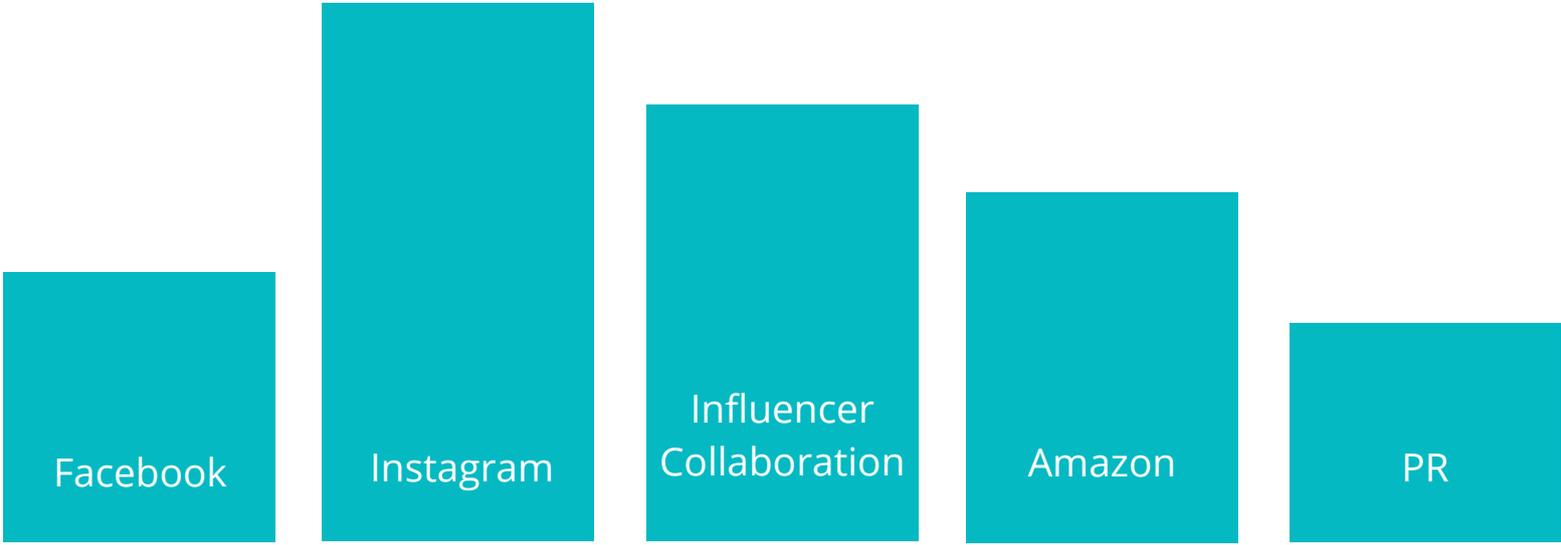
Facebook

Instagram

Influencer  
Collaboration

Amazon

PR



# GOALS

As laid out by the start from Ali Green, the CEO of Pantera Press, there are a set of goals that need to be achieved with this marketing makeover. Our overarching goal is to break Pantera into the North American market, as they have only ever catered to their Australian readers. We would like to grow their publishing presence in The United States and Canada with the hopes of becoming a household name in the years to come. We would also like to expand the idea of “Good Books Doing Good Things” and “Sparking Imagination, Conversation & Change” into the North American market. We want to propose the idea of reading for a good purpose through our campaign approach.

# OBJECTIVES

In order to achieve the goals that Pantera Press has set out for us, in combination with our own goals for the campaign, we have created a set of objectives that need to be fulfilled for us to reach our goals. Our objectives are as follows:

- Increase Instagram followers by double by January 2022 (roughly 7,000 followers)
- Increase North American Instagram followers
- Create a TikTok account and reach 1,000 followers by January 2022
- Increase North American sales of *The Trusted* and *The Day the Lies Began*
- Increase Amazon Sales
- Increase Amazon Reviews
- Improve North American readership of Pantera Press books overall



# SWOT ANALYSIS

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- Strong brand messaging and purpose</li> <li>- Good social presence</li> <li>- Great book/products and authors</li> <li>- Charitable</li> <li>- Works with young and upcoming authors</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of exposure to the North American Market</li> <li>- Physical book sales have declined with e-book subscriptions</li> <li>- Small budgets</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>- Expand into the North American Market</li> <li>- Content production, focus on social media and social media promotions: grow social media channels to market the Pantera Press brand, their philosophy and their books</li> <li>- Build an online community: Facebook Groups, Influencer relations</li> <li>- Introduce Pantera Press to Amazon</li> </ul>	<ul style="list-style-type: none"> <li>- North American Publisher competition (Ex. Penguin Random House, Hachette Livre, HarperCollins, Macmillan Publishers, Simon &amp; Schuster, etc.)</li> <li>- Global Pandemic makes traditional marketing and advertising difficult. We must think creatively and outside the norms.</li> </ul>

# AMAZON

Selling books on Amazon is a crucial way for Pantera Press to expand into the North American market and start building an Amazon business. Amazon Business is the B2B side of Amazon. It provides business customers with pricing information and a purchase solution for a business of any size. Amazon Business allows for buyers to be guided to your product and gives your business insights to enhance your selling techniques. Amazon Business Analytics also gets real-time data to settle on more astute planning and buying choices with devices and custom reports to break down spend information. Advertising that these novels are available for purchase on Amazon through other platforms such as social media platforms will steer purchasers to the correct products. In the United States, Amazon ranks first in shopping apps. In one month alone, 150.6 million people used the Amazon app (Statista 2019).

Amazon was already a massive factor in the industry and in the lives of its consumers before the Covid-19 crisis, but its scope and sheer scale are now almost unimaginable. The company reported at the end of July 2020 that its quarterly earnings had doubled to \$5.2 billion compared to \$2.6 billion at the same time last year (Harris 2020). Online retail grew massively during the worldwide lockdown and having the advantage of promoting Pantera Press novels on their “Amazon Store” and connecting Australian authors to North American readers, Amazon is essentially connecting two opposite sides of the globe. Amazon’s success hugely relies on its “Prime Delivery.” Primes guarantee the customer free same-day shipping or one-day shipping. Pantera Press should market these novels as having a piece of Australia to your door in less than a day. This will appeal to purchasers across North America especially since going to Australia is not currently an option. With everyone being stuck at home during lockdown this can give readers who already escape into fictional worlds in novels a fantasy “escape” to Australia by purchasing from Pantera through Amazon. One way to make these advertisements stand out is by having a catchy slogan that will attract the consumer. We propose the campaign “From down under to your front door.”



# SOCIAL MEDIA

Pantera is already great with engaging on social media and they are never shy to post aesthetic photos to their feed. Despite this, SOHO wants to amp up Pantera’s content and posting approach. The following section details our plan for Pantera’s social media accounts which will utilize tactics to result in achieving our goals and objectives for the campaign.

## Monthly Social Media Posting Schedule

This is an example of what Pantera’s monthly social media posting schedule could look like. We created mock-up posts and scheduled them throughout the month of April. Going forward, Pantera needs to have a regular posting schedule so they can keep followers engaged as well as remain relevant and top of mind to their customers and followers. It is also a great way to directly connect with consumers and see what they are saying about Pantera’s books. It is important to note that posts should be made to accommodate both Australian and North American time zones.

**April 2021**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 IG Post - Ali's Picks of the Month Facebook Post	2 IG Story	3 TikTok - The Trusted Aesthetic TikTok - Repost as IG Reels
4 IG Post Facebook Post	5 REPOST DAY	6 IG Story	7 FB Paid Ad - 1 Week	8 IG Post - Author Takeover Reminder Post (Paid Ad)	9 IG Story - John M. Green Author Takeover TikTok - The Trusted PFD Trend TikTok - Repost as IG Reels	10 REPOST DAY
11 IG Post Facebook Post	12 TikTok - The Trusted Movie Association TikTok - Repost as IG Reels	13 IG Story	14 REPOST DAY	15 REPOST DAY	16 IG Story	17 REPOST DAY
18 IG Post - Book Aesthetics Facebook Post	19 REPOST DAY	20 IG Story - Swipe Up: Amazon Store TikTok - The Day the Lies Began Aesthetic TikTok - Repost as IG Reels	21 FB Paid Ad - 1 Week	22 IG Post - Author Takeover Reminder Post (Paid Ad)	23 IG Story - Kylie Kaden Author Takeover TikTok - The Day the Lies Began PFD Trend TikTok - Repost as IG Reels	24 REPOST DAY
25 IG Post Facebook Post	26 FB Paid Ad - 1 Week	27 IG Story	28 REPOST DAY	29 TikTok - The Day the Lies Began Movie Association TikTok - Repost as IG Reels	30 IG Story	

Instagram

Facebook

TikTok

All Platforms

# INSTAGRAM

One of the social platforms we have decided to focus on is Instagram. Not only does it have over 1 billion users, but it is home to over 150 million North American users (Oberlo & Statista). With the help of a monthly social media posting schedule, it will become a lot easier to focus on posting quality content on a frequent basis. To start, we suggest Pantera focus on creating or posting existing content that can either be posted on their feed or be posted as a reel or story.

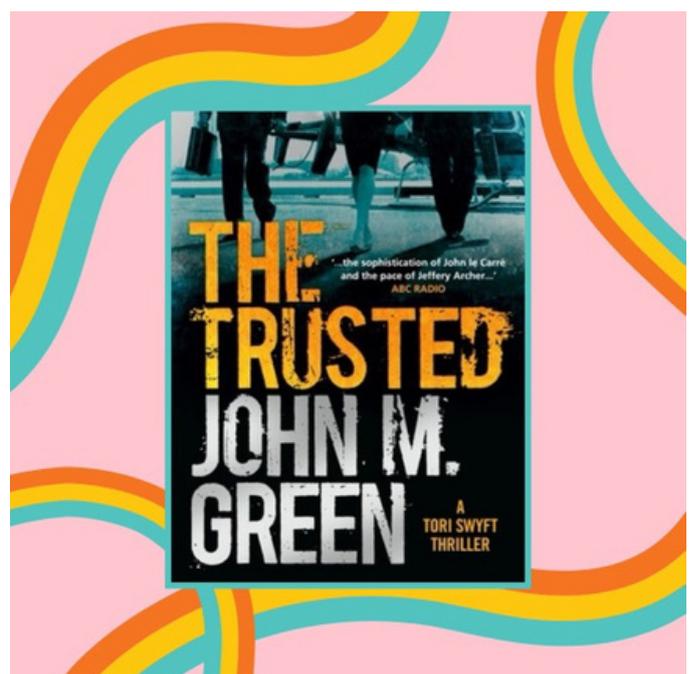
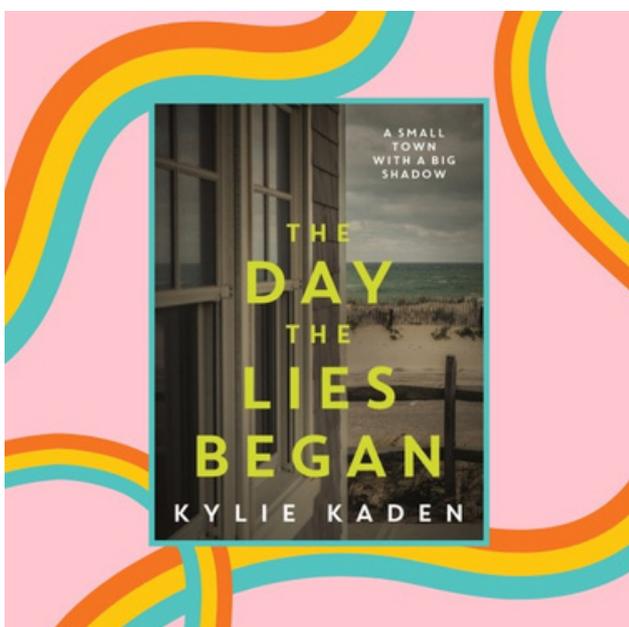
## Feed Content

For feed posts, we concluded that it would be more engaging to post less of solely book covers and more about new segments that will in turn keep followers engaged. One segment that is tied to Instagram lives and stories is our idea of “Author Takeovers.” This is something that many large corporations have already been doing, such as makeup brands, where they collaborate with makeup artists who take over the company’s Instagram lives or stories. To promote this segment, we have created feed posts that will go out a day or two before the scheduled segment to remind followers to join and at what time. As you can see by the posts below, they feature a similar layout and messaging, along with a picture of the author.



# ALI'S PICKS

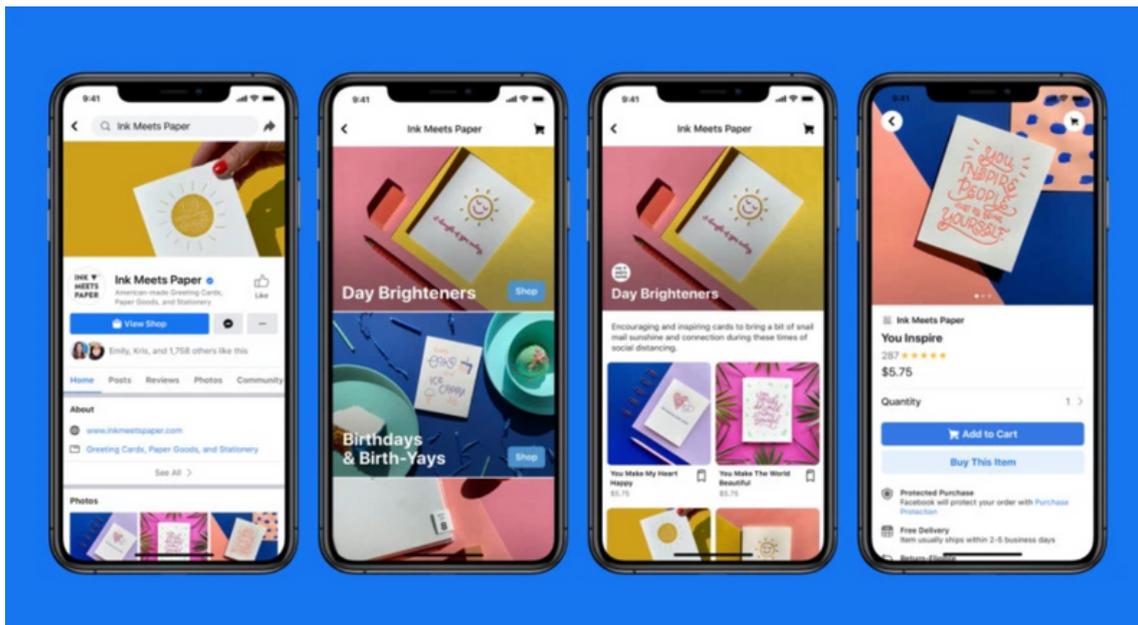
Another post segment we have created is called "Ali's Picks of the Month." Similar to Indigo/Chapters' "Heather's Picks," followers can expect a monthly post consisting of all the books Ali loves in that month. This is an opportunity to add a personal touch and create a face for the brand, which will welcome followers and keep them coming back to keep up with Ali and her monthly favourites. Consumers love the idea of connecting a brand to a person or group of people, and with this segment, they will be able to do just that. This monthly post is also the perfect way to promote Pantera's newest releases or the books that need to be advertised/pushed in a particular month.



# INSTAGRAM

## Instagram Shopping

In cohesion with regular Instagram feed posts, we have come up with a way to enhance posts by adding Instagram shopping. What this is, is a way of linking Pantera's shoppable products and website cart so followers can shop directly from Instagram. When followers are viewing a post with a book in the image, they have the ability to click on the tag on that image which will take them right to a cart where they can purchase the book instantly. Because Pantera already has a Facebook shop that is connected, setting this up on Instagram will be relatively simple. It is just another small feature that will grow sales in a big way.



## Reels Content

Reels are also another easy tool on Instagram that can be utilized and can reign great results. In the case of reels, we believe these should consist of mostly TikTok content that has already been posted on Pantera's TikTok account. This helps create a sense of connection and cohesion among Pantera's various platforms. This utilizes content that can be repurposed among all of Pantera's platforms, which will save Pantera time and money overall. It will also aid in driving traffic to Pantera's TikTok account and vice versa. \*See TikTok heading for reference\*

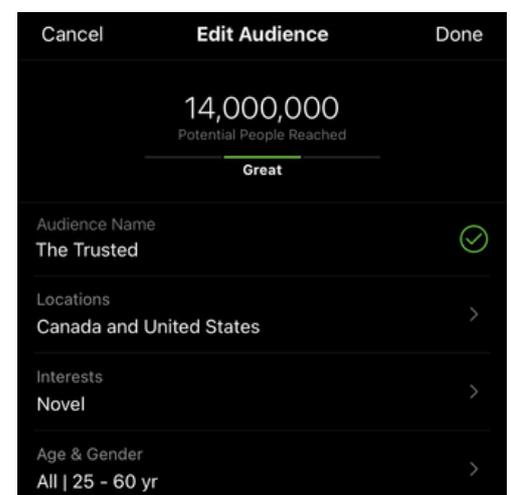
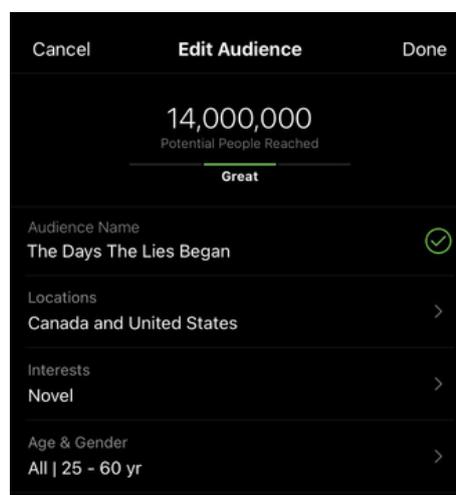
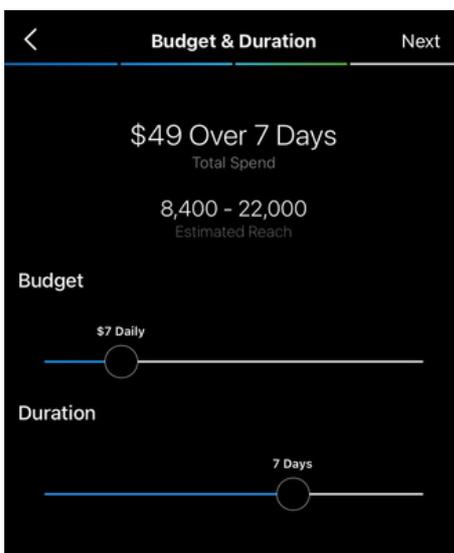
# INSTAGRAM

## Story Content/Instagram Lives

As mentioned previously, a large part of our vision for Pantera's Instagram story is the utilization of "Author Takeovers." Through the swipe-up feature on stories, books can easily be linked and shopping is made easier than ever. As Pantera gains followers from around the world, specifically when they hit 10,000 followers, they'll be able to utilize this feature. Our goal is to give Pantera the marketing tools to push-start their journey to more followers.

## Paid Advertising

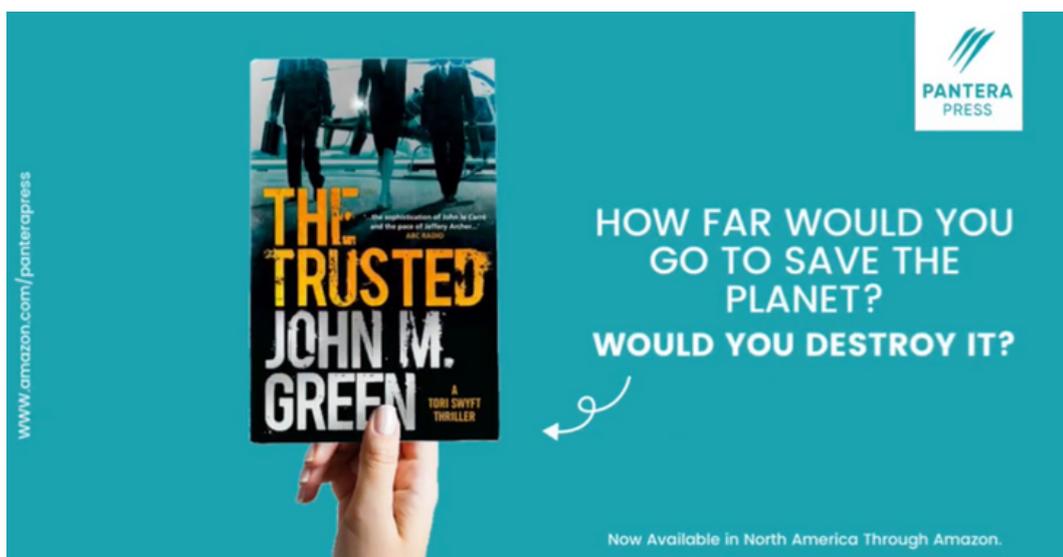
To boost audience, engagement and reach, we suggest doing paid promotions for feed posts and story content. This means putting money towards advertisements we would like to be circulated more and further. In the images below we broke down paid ads to cost \$50 per post that would circulate for one week. With this, we would reach 8,400-22,000 people within our target market. We planned to only pay for one ad a week to keep the cost down to \$50 a week. As shown in the other two images



# FACEBOOK

## Paid Advertising/Banner

Facebook advertising has grown in popularity in the last decade, roughly 92% of advertisers use Facebook Ads to advertise their companies (Statista 2019). Facebook allows you to gather a multitude of data from audience research. Perhaps you've noticed that you regularly receive advertisements for websites you've recently visited. This is how advertisers aim to turn viewers into consumers by retargeting their advertising. By employing a "retargeting technique" it reminds users that they can return to particular websites and make transactions especially on frequently visited sites such as Amazon. The success of Amazon is undeniable. In the United States, Amazon ranks first in shopping apps. In 2019, in one month alone, 150.6 million people used the Amazon app (Statista 2019). Additionally, almost 2.80 billion people actively use Facebook monthly and have 1.84 billion users that are visiting the social networking site on a daily basis. Creating paid banner advertisements on Facebook for Pantera Press that redirects consumers to their Amazon account simply adds the novels to their cart. The photo ad, also known as the Facebook Banner Ad, is the most effective way to advertise. It is referred to as a "photo ad" because it focuses on conveying a message through a picture with a brief summary and a clickable link to a website at the bottom. Considering Amazon is a huge market in North America advertising on other social media platforms such as Facebook allows consumers to quickly make what can be seen as an impulse purchase, which will assist in the boosting of sales. Also reminding people that their new favourite Australian authors are easily accessible and can be.



The image shows a Facebook banner advertisement. On the left, a hand holds a book cover for 'THE TRUSTED' by JOHN M. GREEN, a TORI SHYFT THRILLER. The cover features a dark background with silhouettes of people and a car. The text on the cover includes 'THE TRUSTED', 'JOHN M. GREEN', and 'A TORI SHYFT THRILLER'. To the right of the book cover, the text reads: 'HOW FAR WOULD YOU GO TO SAVE THE PLANET? WOULD YOU DESTROY IT?'. A white arrow points from this text towards the book cover. In the top right corner, the Pantera Press logo is visible. In the bottom right corner, it says 'Now Available in North America Through Amazon.' On the left side of the banner, the URL 'www.amazon.com/panterapress' is written vertically.

# PANTERA'S BOOK CLUB

The SOHO team came up with another idea that takes a classic experience for all readers but makes it virtual. We have created an online Pantera Press Book Club where readers everywhere could come to discuss their favourite Pantera books. There will be threads full of questions and prompts that readers can engage in together. As well as places where readers can share their reviews, thoughts and feelings on various titles. Pantera administrators can also post weekly book club questions to the group as shown in the 3rd image. This is a great way for Pantera to communicate directly with their readers and gauge their feelings toward the books and company as a whole.

## BOOK CLUB NOTES



PANTERA PRESS

SPARKING IMAGINATION, CONVERSATION & CHANGE

### THE DAY THE LIES BEGAN

by Kylie Kaden

TWO COUPLES, FOUR IRONCLAD FRIENDSHIPS, THE PERFECT COASTAL HOLIDAY TOWN.

It happened the day of the Moon Festival. It could have been left behind, they all could have moved on with their lives. But secrets have a habit of rising to the surface, especially in small towns.

With its salt-stung houses and tight community, Lago Point is the scene of postcards, not crime scenes. Wife and mother Abbi, town cop Blake, schoolteacher Hannah and local doctor Will are caught in their own tangled webs of deceit. Sometimes doing wrong can feel completely right.

When the truth washes in, so do the judgements: victim, or vigilante, who will forgive, who will betray? Not all relationships survive. Nor do all residents.



**About the author**

Kylie Kaden was raised in Queensland and is the author of two previous novels: *Losing Kate* and *Missing You*. She holds an honours degree in Psychology and works as a freelance writer and columnist. Her latest book, *The Day the Lies Began* is a domestic noir-thriller that explores one of her favourite themes: why good people do bad things.



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SPARKING IMAGINATION, CONVERSATION & CHANGE

Edit

### PANTERA PRESS BOOK CLUB >

🔒 Private group · 2 members

+ Invite

Rooms & chats
Photos
Events
Files
All



Write something...

📺 Live
📷 Photo
👥 Room

New Activity



**Jordanna Macchione**

👑 Admin · Wednesday at 12:51 AM · 📷

⋮



PANTERA PRESS

HOW FAR WOULD YOU

📄
👤
📺 3
🔔 9
☰

# TIKTOK

A successful marketer understands that having a strategic approach to developing a marketing campaign is the best way to remain ahead of the competition. Having a TikTok platform for Pantera Press is a well-thought-out decision. A social media presence is important to the brand's image because it can boost followers, likes and engagement which in turn will translate to consumers and clients.

Social media over the past decade has reached a saturation point, making it incredibly difficult to get a brand's message across to a specific target audience. Since TikTok is a relatively new platform, it is more concerned with attracting new users than with actively monetizing the platform. As marketers, we can effectively take advantage of this platform by concentrating solely on content development and gaining optimum reach in a limited period of time.

Some data that demonstrates and supports why Pantera Press cannot afford to neglect TikTok:

- It has 500 million active users all over the world including 80 million North American users
- It was the most downloaded app in 2019, with 33 million downloads
- It's available in over 155 different countries.
- 90% of TikTok users use the app several times a day

(Maheshwari 2020)

Additionally, TikTok is a simple and easy method for forming communities. This is beneficial for marketing specific genres of novels, for instance, murder mysteries, thrillers, romance, true crime. The premise of the "For You Page" is that it is for you, you being the consumers. Using relevant and trending hashtags will ensure your content will be shared and shown to users who enjoy and have similar interests.

It should be apparent that conventional marketing strategies would not appeal to modern-day consumers. In a world where everything is instantaneous and uses eye-catching visuals, the majority of consumers view their content through videos. These digital-age consumers dislike being bothered by ads, which is why about 51% of them use ad-blocking software (Maheshwari 2020). Advertising and promoting Pantera's novels through trends on TikTok such as the "Put a Finger Down Challenge" or "Books As Aesthetics" or the "This or That Challenge" allows consumers to see the brand, product and author in the most organic and authentic style of marketing. It also allows fans and other users to participate in these interactive challenges without feeling like they are being marketed towards.

TikTok is not saturated like Instagram, Facebook, and Twitter and would be less costly to advertise on than other social platforms, which is beneficial to our small budget of \$10,000. The constant changes in social media platform makers' algorithms are resulting in a steady decline in organic reach. Pantera Press should now either invest more money into current social media marketing or find a new social media channel to reach out to their customers. TikTok can also create its own generation of micro-influencers as the user base expands.

# TIKTOK

The most valuable form of content to share on TikTok is content created by the brands' team.

Some key techniques to consider in creating TikTok content :

Authenticity- the majority of users use their phones and natural lighting to create images.

Apply the same strategy to your material.

Visuals- This is Pantera's chance to connect with their audience as individuals rather than as a corporation. Users aren't interested in watching objects; they're interested in watching people.

Relatability- Users watch, share, and like content that they can relate to and understand. This isn't the same as conventional ads.

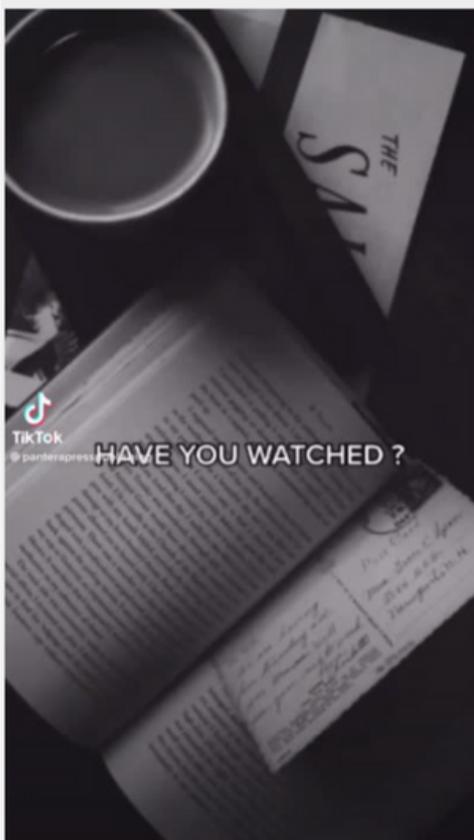
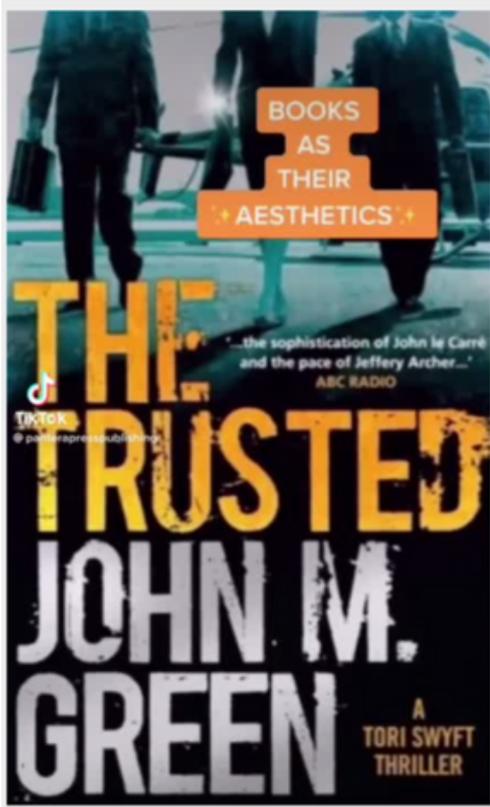
Challenges- Everybody enjoys a good challenge, and TikTok users would want to join in the fun if it's a good one.

The videos' ultimate aim is for them to go viral. That is, however, better said than done. The more you can focus on the qualities mentioned above as well as captioning each video with relevant and trending hashtags, the better chances the video has of going viral.

The strategic approach we used when creating Tiktoks for our campaign is to attract people through visuals and trending challenges. One thing our team realized early on that the best way to promote these novels to the North American market is through visuals. We want to give the consumers a sense of the novel, themes and storyline through quick, aesthetically pleasing promotional videos. We decided that this method would be the best way to attract current readers and book lovers who are already interested in these genres. It is a lot harder to convince people who don't read to buy a new book rather than to convince someone who likes to read to buy these books.

Tiktok can make the most significant impact on the readers in North America rather than waste our budget trying to convince a whole new demographic of non-readers to buy and invest in these novels. The videos created for Tiktok can be repurposed and will be used as Instagram reels as well have the goal to attract and engage with North American consumers. Tiktok allows Pantera to target a specific niche of readers. By giving consumers a sense of visual aesthetics of each book and what the storyline would entail along with referencing something that they are familiar with ie. a popular American television series, will allow Pantera to target an audience of an already loyal fanbase. Australian book association to North American TV series and movies can help when establishing book clubs and Facebook groups because using certain trending hashtags or genre niches greatens the odds of the book's success in North America.

# TIKTOK



# EARNED MEDIA

## INFLUENCER/PR PROGRAM

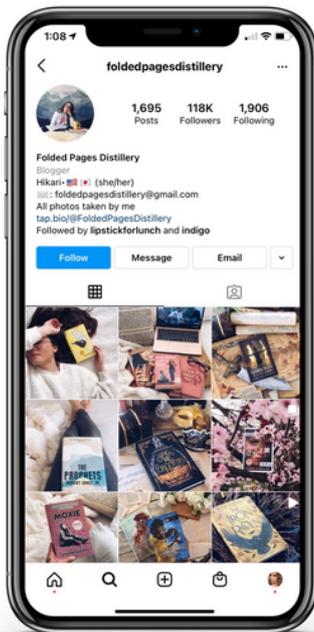
Influencer marketing is bigger and more important than ever. Throughout this pandemic, people have been spending more time on their phones and the influencer world has expanded. Utilizing influencer marketing for any business is crucial in order to inform more people about your business and/or brand. Working with influencers in the book space will connect their audiences of book lovers to Pantera Press and what they have to offer the book community. Selecting North American book influencers that align with Pantera Press' brand will result in great exposure to the North American market.

Below are twelve North American book influencers that we hand-selected from Instagram, TikTok, and YouTube that Pantera Press should connect with to review and share its books with its audience.



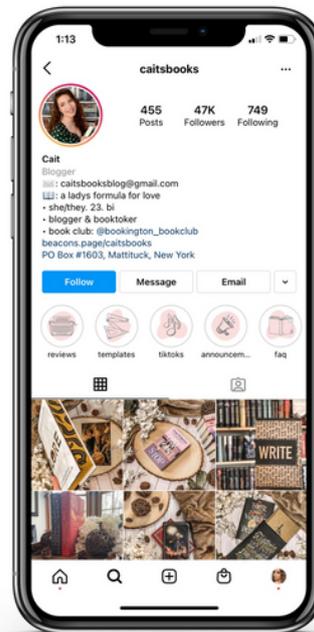
# INSTAGRAM

Instagram Influencers



@foldedpagesdistillery

Content: reviews, synopsis  
 Location: USA  
 Contact: [foldedpagesdistillery@gmail.com](mailto:foldedpagesdistillery@gmail.com)



@caitsbooks

Content: reviews, bookclubs  
 Location: New York, USA  
 Contact: [caitsbooksblog@gmail.com](mailto:caitsbooksblog@gmail.com)

Instagram Influencers



@ezeekat

Content: video book reviews  
 Location: Florida, USA  
 Contact: [ezeekatcontact@gmail.com](mailto:ezeekatcontact@gmail.com)

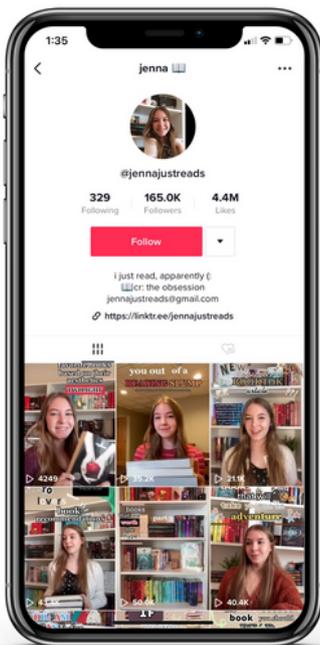


@artisticallyreading

Content: reviews, recommendations  
 Location: Arkansas, USA  
 Contact: [artisticallyreading@gmail.com](mailto:artisticallyreading@gmail.com)

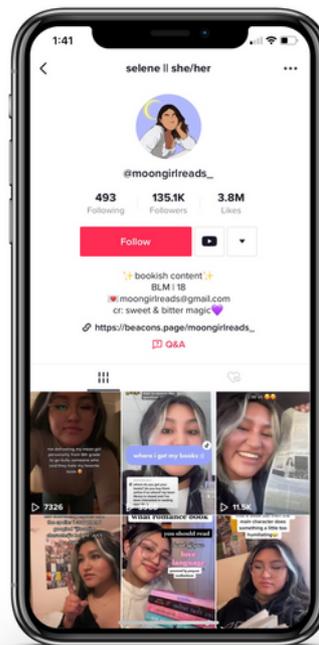
# TIKTOK

## TikTok Influencers



@jennajustreads

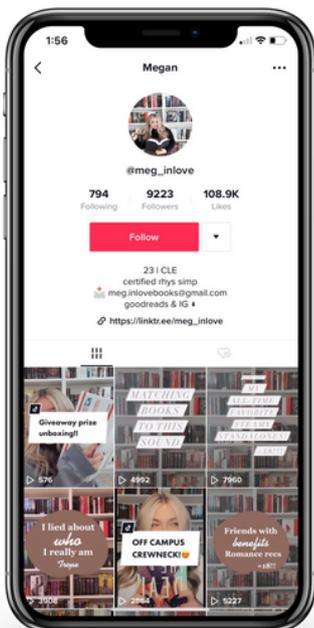
Content: reviews, recommendations  
 Location: USA/Cad  
 Contact: [jennajustreads@gmail.com](mailto:jennajustreads@gmail.com)



@moongirlreads\_

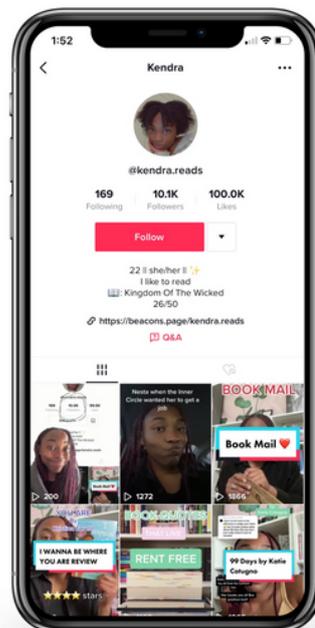
Content: reviews, recommendations  
 Location: USA  
 Contact: [moongirlreads@gmail.com](mailto:moongirlreads@gmail.com)

## TikTok Influencers



@meg\_inlove

Content: reviews, recommendations  
 Location: USA  
 Contact: [meg.inlovebooks@gmail.com](mailto:meg.inlovebooks@gmail.com)



@kendra.reads

Content: reviews, recommendations  
 Location: USA  
 Contact: [kendreadsalot@gmail.com](mailto:kendreadsalot@gmail.com)

# YOUTUBE

## YouTube Influencers

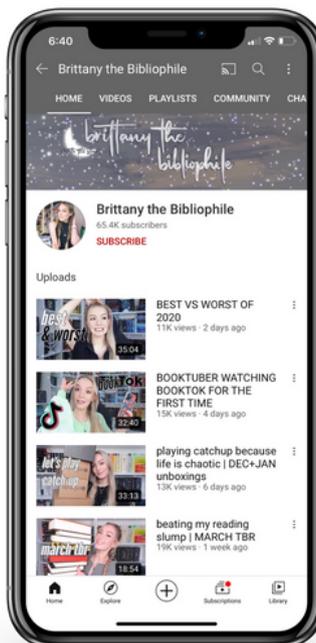


**jessethereader**  
 Content: reviews, recommendations, Book hauls and un-boxings  
 Location: USA  
 Contact: [jessethereader@gmail.com](mailto:jessethereader@gmail.com)

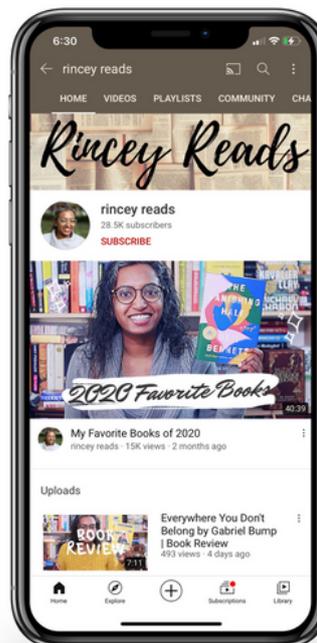


**PeruseProject**  
 Content: reviews, recommendations  
 Location: New York City, USA  
 Contact: [regan@gb-dm.com](mailto:regan@gb-dm.com)

## YouTube Influencers



**Brittany the Bibliophile**  
 Content: reviews, recommendations, Book hauls and un-boxings  
 Location: USA  
 Contact: [brittanythebibliophile@gmail.com](mailto:brittanythebibliophile@gmail.com)



**Rincey Reads**  
 Content: reviews, recommendations  
 Location: USA  
 Contact: Direct message (no direct email)

# ADDITIONAL COMMUNICATION CHANNELS

## Virtual Book Clubs

Engage online with virtual book clubs. Many of these book clubs exist through webpages, blogs and Instagram accounts. With these initiatives you participate within the global community of book lovers with the convenience of the Internet, online book clubs have challenged the role of the traditional book club, offering book lovers modern platforms to share, discuss, and connect with other literature fanatics around the world.

## PureWow Book Club

- Focuses on reading and discussing one book each month
- No set theme for the books selected.
- The Instagram page (@purewowbookclub) includes content related to the current book club read as well as motivational photos that will inspire you to get out your favourite mug, brew a hot cup of coffee, and crack open a good book.

## Book of the Month Subscription

- Book of the Month is a monthly subscription box that sends books directly to your doorstep
- For a monthly fee of \$14.99 USD, you will be able to select which of the five books you would like delivered to your home
- Available in the US only

# ADDITIONAL COMMUNICATION CHANNELS

## BookSparks

- Aim to "spark conversations about books and authors in fun, fresh ways."
- A website that offers both blog posts and publication services for author clients
- A string of book clubs throughout the year on their Instagram page @booksparks.

This summer, BookSparks launched a four-month Summer Reading Challenge called BookSparks in Paradise. This past summer, the BookSparks team selected New York Times best-selling author Jessica Knoll as the club's host, and multiple books have been selected for each month. New and best-selling reads were picked for the summer's lineup, making this book club perfect for readers who want to keep up with popular releases.

## Book Baristas

- Integrates blog content, book reviews, and book club picks
- Features adult, young adult, adult fiction, suspense, or thriller genres top reads and book recommendations

## Book Recommendation Apps

LIKEWISE - Likewise is a recommendation and lead generation app for everything books, movies and tv shows. The app is able to generate recommendations for your next read based on the genres and stories that you have read and enjoyed in the past. It is personalized based on interests and favourites so you know that the recommendations for your book will be optimized by targeting the demographic of readers that you are aiming to reach. Likewise is a great choice to optimize your potential for advertising and to be discovered because it is not only specific to books, to the users are from a variety of interests and may have the curiosity to explore the app as a whole.

# PR PACKAGES

In conjunction with the influencer examples provided, PR boxes/packages would be sent out to the respective influencers that would align with the target demographic of the book genre. In order to be unique in the delivery of the boxes, the boxes would appear as the books themselves do, only to be opened, containing a copy of the book (1) and items that have relevance to the story itself. As an example for the novel “The Day the Lies Began” by Kylie Kaden, alongside the copy of the novel, the PR box may contain an item such as a beach scented candle for readers to burn while enjoying the novel to bring aspects of the beachside setting alive and immerse the readers within the story but in their own home. Keeping with Pantera’s key values to spark change, a big change within our society as a whole is how we nurture our planet. In addition to using fully recyclable materials for the box itself, included will be a personalized tote bag to reduce the use of plastic bags and a bookmark that can be used both traditionally and later submerged in soil and watered to bloom into a wildflower.

## PR Program Breakdown:

We project to send 12 influencers (4 influencers per platform, 3 different platforms) PR packages for each book (24 influencers total). The estimated cost per PR box is \$51. Each package will include:

- Book \$15
- Tote Bag \$1
- Soy Candle \$15
- BookMark \$1
- Shipping \$15
- Packaging/Box \$4

### BOX/PACKAGE



### CONTENTS



# KEY MESSAGES

Pantera Press stands behind these values and creates equal opportunity for all of its authors. With all marketing efforts, we want to ensure that these key messages are communicated in every deliverable and endeavour.

“Sparking imagination, conversation and change.”

“Publish books that matter and tell a story”

“On a mission to close the literacy gap”



## Campaign Key Messages

Regarding a comment made by Ali Green in our discovery meeting, the traditional marketing campaigns that are developed with the purpose to be cohesive with the cover including imagery, typeface and colour schemes, these methods are contradicting the time old message which is to “never judge a book by the cover”. While the cover of a book can tell a lot about the contents of the art is designed strategically, we believe that the marketing efforts should unite with the inspiration that the author originally had when they began writing their book, which is the story. In our efforts to shift the focus on the storytelling the key messages communicated in our marketing plan play upon the aesthetics that the novel represents, the emotions the novel provokes and the inspiration the novel generated to the readers.

# MEASUREMENTS OF SUCCESS

What is success? At SOHO marketing, we believe that the definition of success is subjective and the answer will vary based on who you ask. However, our team found that there was one universal aspect of success regardless of the industry in question and it was the sense of achievement that a company feels when their product first enters the market. Furthermore, our team at SOHO wanted to propel our understanding of success specifically in regards to a publishing company such as Pantera Press which we have been assisting with their entry into the North American book industry. After intensive consideration, our team concluded that the first major achievement for Pantera will be the sale of their first book to the North American market as it will give their hard-working team a symbolic reminder that all of their hard work was worth it. Pantera's first North American sale will also be a massive achievement for our team at SOHO as it will be a positive indication of the work we put into our marketing plan. Moving forward our team's long-term goal following the execution of our marketing plan will be getting Pantera's book on the number one bestseller list. Everyone has an idea about what success looks like for them but SOHO believes that milestones are the ultimate accomplishments and the more milestones we are able to help our clients cross, the more we are able to accelerate our idea of what success is. Our team's promise to Pantera and clients to come is to never settle for one definition of success but rather continue raising the bar and pushing forward to excel our understanding of the word. Some aspects that SOHO considers when deciding if a project was successful are 1. Was it executed within budget? 2. Was it done in the timeframe given by the client and 3. Does the client feel accomplished? If all three criteria have been met we know we have done a good job. However, we know that success is often associated with our clients' return on investment, and the sense of accomplishment that comes when they cross the breakeven-point and begin profiting. Our team at SOHO is dedicated to crafting our projects with a strong focus on the quickest turnaround time for a product while never compromising the integrity of our client's moral and ethical principles. In conclusion, in order for our team to reach a sense of success we need to ensure that all previously stated criteria are met and that our clients never leave a meeting unsatisfied.

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