



DIGITAL MARKETING CAMPAIGN PLANS BOOK

By
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INTRODUCTION



Leigh Ann Agee, the creator of Moon Bound Girl, was born and raised in the small town of Blountville, Tennessee, but eventually made the move to Nashville to pursue her talents of painting, singing, and songwriting. While dabbling in several creative passions, Leigh Ann made a living painting murals in the homes of Nashville natives (even some country singers and Tennessee Titans football players). In 2013, when Leigh Ann was still painting murals in children's rooms full time, the Moon Bound Girl character was born. Inspired by the talented people of Nashville, Moon Bound Girl is a faceless girl named Melody with a passion so strong that it "makes her hair stand on end." The character is illustrated with different skin and hair colors, but remains faceless so that any girl or woman can see herself in Melody.

Today, Moon Bound Girl: Melody's Music is being sold online, in retail shows, and in boutiques across the United States. While one of Leigh Ann's goals for Moon Bound Girl is to expand to other boutiques and larger stores, her main goal is to increase online sales. That's where the power of digital marketing comes in. With a comprehensive digital campaign, I will aim to take Moon Bound Girl to the next level by increasing the brand's online presence and driving more potential customers to the Moon Bound Girl website, ultimately resulting in more online sales -- because using digital marketing to help small businesses with a good cause achieve their goals is what makes *my* hair stand on end.

SITUATION ANALYSIS

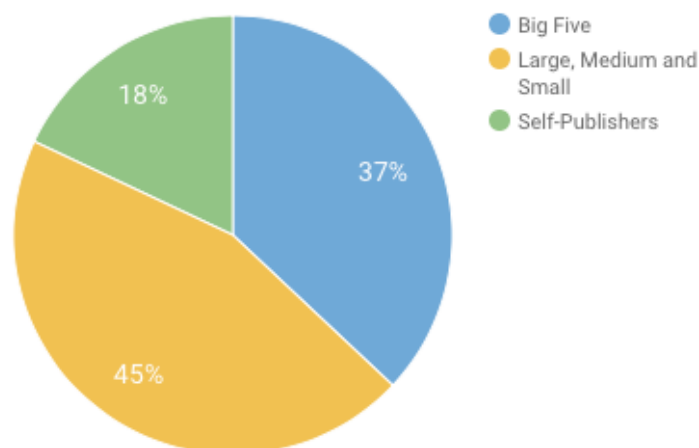
The Industry

The Book Industry

With the rising popularity of e-books over the past decade, the print book industry experienced a stage of transformation. Sales of print books plummeted in the early 2010s as increasing numbers of consumers traded in their hard copies in favor of e-readers. At that time, there was great uncertainty surrounding the future of the print book industry. However, print book sales have stabilized over the past two years. In 2015, the Association of American Publishers reported an increase in hardback and paperback sales, up by 8.3% and 2.8%, respectively (1). Nielsen research shows that e-book sales began to plateau in 2015, with market share decreasing for the first time since 2009.

While the overall book market has grown 33% since 2004, the children's book market experienced even more growth, increasing 52%. In 2016, the children's book market was still going strong, with sales up 5% over the previous year (2). Also on the rise is the market for self-published books. According to Nielsen data, the market for self-published books grew from 14% to 18% in 2015 over 2014, while the Big Five's (Hachette, HarperCollins, Macmillan, Penguin Random House, and Simon and Schuster) share inflated from 28% to 37% within the same time period. On the decline are the large, medium, and small publishers, who saw a decrease in market share from 58% to 45% (3).

2015 U.S. Book Industry Market Share



Source: Nielsen Insights

Data from the Pew Research Center shows an interesting generational pattern in book reading. Young adults aged 18 to 29 are more likely than older generations to have read a book in the past year -- 80% read a book in any format in the past 12 months (5). Perhaps this is due to the fact that members of this age group “had a richer diet of superb books published for them than any before” with books such as Harry Potter and The Hunger Games, as well as other popular books that have turned into movies (5). It is to be expected that members of this group, and younger age groups, will remain active in reading and purchasing books in the future.

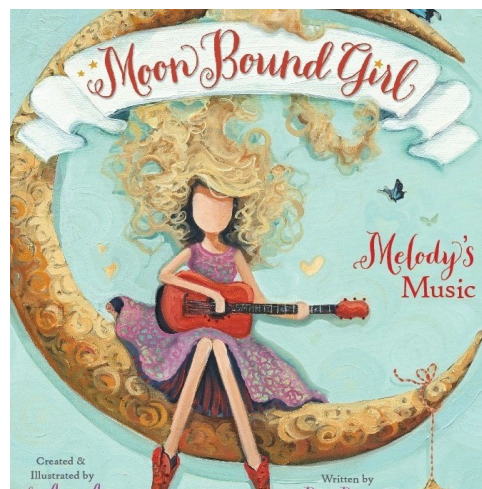
Another current trend in the publishing industry is the rise in self-published books (like *Moon Bound Girl*). In a report from Author Earnings, “self-published books now represent 31% of e-book sales on Amazon’s Kindle Store” (6). Additionally, self-published authors are dominating in the sci-fi/fantasy, mystery/thriller, and romance genres -- and in fact, they are also taking “significant market share in all genres” (6). Regarding self-publishers, Michael Pietsch says, “a publishing company with longstanding media and marketing relationships is far more capable of getting attention for a new book than a writer working alone” (5). However, while lack of marketing acumen and media relationships could prove a challenge for self-publishers, the self-publishing industry can expect to see growth in future years.

Technological Environment

The development of e-readers like the Amazon Kindle and the Barnes and Noble Nook changed the book industry, and many began to fear that print books were dying out. However, while sales of e-books rose in the early 2010, e-book consumption has leveled off in recent years, and print books remain the most popular format. In a recent Wall Street Journal article, Hachette CEO Michael Pietsch discusses the durability of print books, saying, “they’re simply hard to improve on. Music, movies and TV were all fundamentally altered because digitization allowed readers to experience those entertainments anywhere. Books were portable the day they were invented” (5). Even as the e-book industry emerged, print books did not become obsolete; and despite the development of new technologies, the future of print books looks bright.



Print books give the reader something tangible. They can feel it in their hands and see the illustrations in full color. Because of this fact, they also have something else e-books do not have -- the ability to give them as gifts. Whether for a birthday, graduation, or another special occasion, books have long been considered a special keepsake for one person to gift to another. Think about it -- would you rather receive an email with a link to download an e-book to your tablet or e-reader that you may one day replace for another gadget, or a physical, tangible, and personalized copy of a book? This is what sets print books, and books like *Moon Bound Girl* in particular, apart. These are the kind of books that are largely unaffected by the influence of technology on the book industry today.



Legal Considerations for Marketing

When thinking about the publishing industry, specifically the market for smaller, self-published books, the same Federal Trade Commission (7) guidelines for advertising apply. The fundamental principle for marketing and advertising is that “claims in advertisements must be truthful, cannot be deceptive or unfair, and must be evidence-based” (7).

In the world of online advertising, one legal issue that many advertisers face is complying with the FTC’s guidelines in regards to native advertising. Native advertising is defined as, “content that bears a similarity to the news, feature articles, product reviews, entertainment, and other material that surrounds it online” but is actually an advertisement for a product or service (8). Thus, the FTC regulates that advertisers must make native ads identifiable as advertising.

The Moon Bound Girl Story

Background

Moon Bound Girl started off as a simple series of paintings; however, the faceless girl with crazy, swirly hair began to really resonate with everyone who came into Leigh Ann’s studio. In June 2014, the first Moon Bound Girl book was published, complete with original, colorful illustrations created by Leigh Ann.

Since then, Leigh Ann appears at several retail shows throughout the year to promote her book, and sells it in many boutiques across the United States. Leigh Ann created Moon Bound Girl to resonate with women of all ages, not only young girls. About the book, she says:

"I wanted to create a character that exudes the joy I feel when creating art. All my life I was torn between my two loves, music and art. Melody's Music was the perfect place for me to start. She is truly me and every other girl dreaming of shooting for the moon and following her heart. I believe that if you do what you love and love what you do, the whole world will be a better place."

- Leigh Ann Agee

Current Position + Goals

Currently, Moon Bound Girl is in the growth stage of the Product Life Cycle. The brand has been established, and while the book is already featured in many boutiques and stores from Los Angeles to Boston, Leigh Ann is ready to take her business to the next level. Leigh Ann makes the most sales from retail shows and festivals; however, they take a lot of time and hard work, and involve being away from home for a significant portion of the year.

Leigh Ann makes book sales in three different channels: retail shows (as discussed above), boutiques, and through her website, MoonBoundGirl.com. Although the website is the easiest way for Leigh Ann to make sales, as it requires minimal effort from her, she makes the least amount of sales through this channel. Her goal is to get more books into the hands of customers without relying on retail show appearances to make her sales. Thus, she wants to promote her website to potential consumers as a way to purchase the book.



As far as positioning in the minds of the fans of the book, Moon Bound Girl is positioned to be a keepsake given to women of all ages from a mentor or loved one, whether it be a mother, grandmother, aunt, godmother, teacher, coach, or someone else close to the recipient of the book. Whether the book is given as a birthday gift, graduation memento, special occasion, or just because, ***it is a way for a woman to empower and inspire the next generation of women to reach for the moon and achieve her dreams.***

Branding + Online Presence

As shown in Table 1, Leigh Ann primarily uses organic channels to promote Moon Bound Girl. Her social media pages, in-person appearances, shelf space in boutiques, and a few local news profiles are the only channels she utilizes.

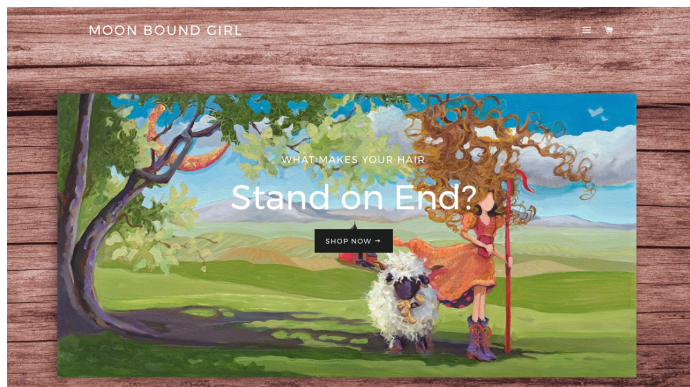
Table 1

Moon Bound Girl - "The 4 P's"	
Product	Book (Leigh Ann also sells posters, T-shirts, and canvas and wood art prints)
Price	\$19.99
Physical Distribution	Retail shows, small boutiques, and online
Promotion	Social media, retail show and festival appearances, and local news features

Branding. The main focus of the Moon Bound Girl branding is the artwork and paintings of the character. The branding is extremely colorful, using a mix of many pastel colors to create the book cover. The logo is made up of the words "Moon Bound Girl" in a swirly, script typeface with three stars and a small crescent moon in the lower left corner. From simply looking at the logo, book cover, and other creative materials, it is obvious that the brand is targeted at girls and women.

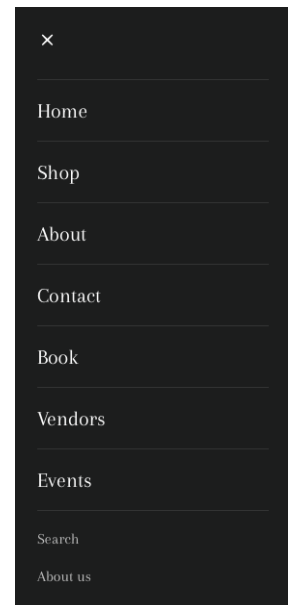
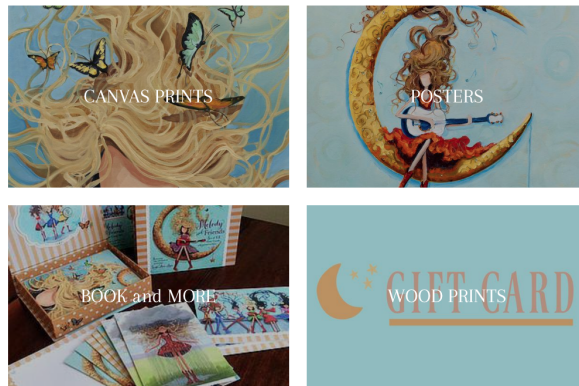


Website. MoonBoundGirl.com is an ecommerce website built in Shopify. The homepage features a static image of a Moon Bound Girl painting with the question "What makes your hair stand on end?" overlaid on top of the artwork. There is also a "shop now" link that takes visitors straight to the page where they can purchase the book. Scrolling down, the visitor sees a short description of the brand, as well as a video interview with Leigh Ann. This allows the consumer to see the face behind the brand.



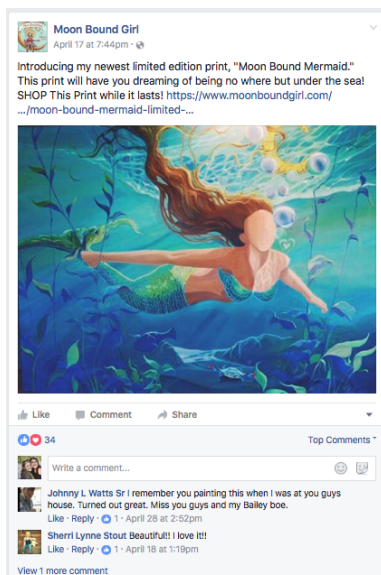
Next are links to shop the various Moon Bound Girl products, followed by an invitation to join the email newsletter. Missing from the homepage are the Moon Bound Girl logo and icons guiding the visitor to the Moon Bound Girl social media pages.

The menu button located in the upper right corner features links to Shop, About, Contact, Book, Vendors, and Events pages. The vendors page showcases each of the boutiques that sell the book by state. The events page has not been updated since March, featuring a painting class event with Leigh Ann on March 11th. There is no schedule of retail show appearances Leigh Ann will be making this year. The website also does not have a blog page.



Social Media. Moon Bound Girl is active on Facebook, Instagram, Twitter, and Pinterest. The posts are playful, with colorful language and Emoji usage. The Facebook, Instagram, and Twitter posts typically fall into five categories, to put it simply: unveiling new MBG paintings, promoting the book, showcasing booths at retail shows, original MBG artwork for holidays (most recently, St. Patrick's Day and International Women's Day), and event promotion. Video content is also utilized and enjoys good engagement. However, the posts that

garner the most engagement are posts featuring new paintings. It is obvious that Leigh Ann herself writes many of the posts, giving the social media pages a more personal touch. Generally, content is posted once every four to five days.



The Competitors

Overview

Because Moon Bound Girl is such a unique story and concept, it is often difficult to identify direct competitors. Even so, Leigh Ann identifies three main competitors: The American Girl Series, Oh, The Places You'll Go!, and Eat Your Peas. Reference Table 2 for a comparison of Moon Bound Girl to competitors.

Table 2

Competitor Matrix				
	Moon Bound Girl	American Girl Series	Oh, The Places You'll Go!	Eat Your Peas
Product	A book with original illustrations about following your dreams written by Leigh Ann Agee.	A collection of historical fiction novels based on American Girl Dolls written by various authors.	An inspirational book that encourages readers to "find success from within" and face new challenges written by Dr. Seuss.	An inspiring and "good for the soul" series of 12 books from young girls, to teens, and even adults, written by Cheryl Karpen.
Price	\$19.99	\$9.99	\$9.99	\$9.95
Physical Distribution	Online, retail shows, and boutiques.	Online, American Girl Stores, and big box bookstores.	Online and big box bookstores.	Online, boutiques, and big box bookstores.
Promotion	Social media, local news stories, and retail shows.	Social media, magazines, television, and name recognition.	Name recognition.	Social media and speaking engagements from author.
Strengths	Inspirational message, relatability, and beautiful illustrations.	Name recognition, educational aspect, empowering message to young girls, large series, dolls to go with the books.	Significant name recognition, can be given to males and females of all ages.	Large series, specialized books for different types of people of all ages (daughters, girlfriends, grandkids, mothers, sisters, etc.).
Weaknesses	Newer to the industry, lower name recognition.	Only targeted to young girls. Less of a "picture book".	Lacks artistic illustrations, more generic audience makes it less relatable.	The books may not grow with the owner of the book (not a grandkid forever, etc.)
"Why?"		Much like Moon Bound Girl, the American Girl books feature inspiring messages to young girls. Girls are also able to find a book/doll that looks like them.	Oh, The Places You'll Go! Is a hugely popular gift for special occasions, from birthdays to graduations.	Eat Your Peas books touch the hearts of women and girls of all ages, and are a keepsake for older women to pass on.

The Moon Bound Girls

“The whole message is...if you are a dreamer shooting for the moon, you are Moon Bound, and you can do it!”

- Leigh Ann

Consumer Analysis

A huge strength that the Moon Bound Girl brand possesses is the fact that Leigh Ann really knows her audience. She says that the brand is for girls of all ages with passions, dreams, and goals, or something that “makes their hair stand on end.” Most girls and women have at least one thing that they are passionate about, that gets them excited just by thinking about it. Whether it be singing, acting, painting, playing sports, or anything else, anyone and everyone that has a passion is a Moon Bound Girl.

Moon Bound Girls are all ages, starting from the year age that can understand the concept. This is a unique feature about the brand -- while it is filled with illustrations and could seem like a children’s book at first glance, a great-grandmother could read it and still feel touched and inspired. The value is intangible -- It is something special for the older generation of women to pass down to the younger ones as a way to empower and inspire them to reach for the moon. It is a keepsake that can grow with the reader as she grows and evolves. With that being said, although the book can be cherished by girls as young as four or five years old, adults are the ones who are making the purchasing decisions. They love and are able to relate to the book themselves, while also seeing it as something that is worth purchasing to keep or pass on to a younger woman or girl. These adults typically consist of older sisters, aunts, cousins, mothers, grandmothers, teachers, and more influential women.

There are two approaches to increasing sales: advertising to the current target market of the brand, or identifying a new, potential target market to appeal to. For this campaign, I chose the first approach: to find out who loves and buys the book the most, and try to reach more of these people. Although a wide variety of women purchase the book, Leigh Ann says that her top customers are mothers and grandmothers, that the book is often given as a birthday or graduation gift, making the end recipient of the book typically between the ages of 9 and 22. Therefore, the book is most popular among moms and grandmothers of girls ages 9 to 22.

As mentioned earlier, the book is available for purchase at retail shows throughout the year, in smaller boutiques across the United States, and online; however, the main challenge of this campaign is rooted in the fact that Leigh Ann makes the least of her sales online. People love meeting and chatting with Leigh Ann at retail shows and seeing how her passion shines through the book, and therefore are likely to buy it. In boutiques, consumers can see a physical copy of the book, look through it, and view all of the colorful illustrations that make it unique. Online, none of those things are visible; and, although the social media pages have a solid following, posts are not necessarily driving customers to the website to ultimately purchase the book.

This is the untapped potential we see with Moon Bound Girl fans: they have social media, and are likely to follow the brand's pages for the breathtaking artwork and news, but they need to have the book staring them in the face in order to buy it. Like in the boutiques and retail shows, we need to put the book right in front of them online.

CONSUMER INSIGHTS

In addition to secondary research and insight from Leigh Ann, I also conducted primary research in order to determine the ideal target audience for the Moon Bound Girl digital campaign. Because Leigh Ann sees a large chunk of her sales coming from mothers and grandmothers of daughters ages 9 to 22, I wanted to start there to get a better idea of the type of woman that would be most inclined to purchase the book.

We already had the demographics, but a successful campaign is not solely built on targeting people based on demographics -- a successful campaign targets people based on demographics and psychographics, or their attitudes, opinions, and behaviors. Per referrals from Leigh Ann, we selected five women that fit within the demographic characteristics to participate in a qualitative survey to learn more about their psychographics.

According to Leigh Ann, these women "are not close friends of [hers], but they are more like clients who support and love Moon Bound Girl." They are fans of the brand and book, and have purchased multiple copies to give to keep for themselves or give to friends and family. The 15-question surveys were then emailed out to the five women. Reference Appendix 1 for the full survey.

Empowering the Next Generation of Women

In the surveys, the participants were asked questions such as what Moon Bound Girl means to them and how the book helps them encourage their daughter(s). When asked about important lessons they want to instill in their daughter, one respondent said, "To be true to herself. Find what makes her happy and don't let others ever bring her down or doubt herself. There are so many people that would have never experienced the happiness and success if they had lacked determination." Another said, "Have faith, believe, be curious, and know the possibilities."

All women surveyed agreed that Moon Bound Girl is a way to support the messages that they are trying to convey to their daughters. One participant said, "While it is better than it used to be, girls are still being told that they can't have big dreams and achieve them. Moon Bound Girl helps show my daughters that they can be anything they want to be." Participants also felt that it was a way to show girls that it is okay to follow their passions. One respondent referenced Leigh Ann's experience: "Yes, it's a great message and it comes from the heart of the illustrator that created the character. She said that growing up, she never considered the possibilities or thought big.....that was a lesson that she learned much later. Later in life, after settling in a job that wasn't satisfying or fulfilling, she decided to take a chance. She went for it and even though it wasn't easy, even though she had many disappointments and setbacks and even though she was on her own and single....she found that it made her happy and more at peace than she had ever been. That's what want for my girls....peace, joy, and happiness."



Many Moon Bound Girls

All five of the women surveyed stated that they have purchased more than one copy of the book. One participant said, "After the first purchase, I turned around and bought two prints (one original and one print) a dozen books and cards." Another said, "I don't think there is a limit on how many books you can buy. There will always be young girls in your life who would love and benefit from this book." For these women who believe in the message, there is no shortage of Moon Bound Girls in their lives that will treasure the book. This is important to know because not only can we try to attract new buyers of the book, but we can also cause purchasers of the book to want to buy it again.

Although the proposed target market is made up of moms, they have a propensity to not only purchase the book for their daughter, but other young women and girls in their lives whom they want to empower.

Online Behaviors

Four out of five of the survey participants said they are active on social media. The most popular social media platforms among them were Facebook and Instagram, with a few on Pinterest as well. They use social media primarily to keep up with friends and family. They also keep up with the Moon Bound Girl brand and are active on its social media pages.

All five of the women have visited the Moon Bound Girl website before, but it is not where they first purchased the book. Although some respondents purchased additional copies of the book from the website eventually, they all initially find out about and purchased the books from retail shows or boutiques.

Introducing...*Moon Bound Moms!*

Based on primary and secondary research, I have come to the conclusion that the ideal target market for the Moon Bound Girl digital campaign is Moon Bound Moms. Moon Bound Moms have their own passions and dreams, and they know how it feels to do something they love. They are strong, powerful women who are raising their daughters to be the best versions of themselves that they can possibly be. They want to show the next generation of women that they can reach for the moon and do anything they want to do.

These women are working moms who are educated with at least a bachelor's degree. They are teachers, business owners, CEOs, and more who pushed themselves to reach their dreams and do what they love. While they love their jobs and hobbies, they love their family more, and spending time with them is their number one favorite thing to do. Between a career and a family, their lives are hectic, but they always find time to hang out with their loved ones.

Regarding demographics, these women are females ages 35 to 54 who have at least one daughter who is between the ages of 9 and 17. They are college educated and may have a graduate school degree, and they work either full time or part time. They also live in the Southeastern region of the United States. According to Simmons OneView, it is estimated that there are 41,751,000 women that fit these demographics.

OBJECTIVES

Based on the insights gleaned from primary and secondary research and Leigh Ann's goals for her brand, I have drafted a set of objectives that I believe will achieve the overarching campaign goal of increasing online sales of Moon Bound Girl by specifically targeting Moon Bound Moms. In addition to the main objective of increasing online sales, I have outlined three objectives that will work together to ultimately achieve the main campaign goal. I am proposing a 12-month campaign period within which to reach the following objectives. The campaign period will run from June 2017 to May 2018, so as to get the earliest start possible to begin digital marketing efforts and promotion for Leigh Ann's upcoming retail shows.

It is important to note that because this is the first digital marketing strategy enacted by the Moon Bound Girl brand, this year-long campaign will set the baseline for future years in terms of analytics. This first year will act as a "trial run" and we will be striving for month-over-month growth. Baseline numbers will be identified at the beginning of the campaign and then again at the end of each month to track progress.

The objectives are as follows:

Main Objective

- *Increase month-over-month online sales of Moon Bound Girl for the 12-month campaign.*

Online sales require the least amount of effort from Leigh Ann, yet the majority of her sales are coming from elsewhere. Therefore, the overall focus of this campaign will be to boost online sales for month-over-month growth. The following three objectives will support this objective.

Supporting Objectives

- *Boost traffic to the Moon Bound Girl website.*

Increasing online sales starts with driving more potential customers to the website. Once they're on the website, they will see that the book is available for purchase with a few clicks of a button. Like our main objective, we will be aiming for month-over-month growth.

- *Increase following across social media pages.*

The more followers Moon Bound Girl has on social media, the more people will see your content and be led to your website. We will use a creative content strategy and follower building tactics to increase month-over-month following on Facebook, Instagram, Twitter, and Pinterest.

- *Increase awareness of and attendance at events.*

While this is not an online-focused objective, sending more people to the retail shows will generate more brand awareness, resulting in more social media follows and increased website traffic.

RECOMMENDATIONS

Introduction

After primary and secondary research, identifying the ideal target market, and outlining the campaign objectives, I am thrilled to present the recommendations for this digital campaign. In order to meet the Moon Bound Girl brand's unique needs and objectives, I have prepared a set of recommendations utilizing owned, paid, and earned media, as well as creative samples for retail show and event promotion. With a campaign term of June 2017 through May 2018 and a budget of \$12,000, the campaign aims to reach and resonate with as many Moon Bound Moms as possible.

Owned Media

Owned media is any property on the Internet that belongs to Moon Bound Girl. These are the platforms that you are in full control of, and examples include the Moon Bound Girl website and social media pages. For the owned media portion of this digital campaign, I am making recommendations for the social media pages, the addition of a blog page, and the creation of a quarterly newsletter.

Social Media

Right now, the Moon Bound Girl social media pages are successful. With almost 4,000 likes on Facebook, nearly 1,000 followers on Instagram, over 3,000 followers on Twitter, and 470 pins on Pinterest. However, the beauty of social media is that there is no limit to its success --

and the more Facebook likes, and Instagram, Twitter, and Pinterest followers means more people who will see the content you want them to see and follow the links to your website that you post. With Facebook ads and boosted posts, you will reach a lot of people, especially those that are not yet following Moon Bound Girl -- but that costs money (I will explain further in the Paid Media section). However, with organic social media posts, only people who follow the brand automatically see the posts, so the goal is to increase the number of followers as much as possible. There are two parts to increasing social media following: effortfully driving more traffic to your social media pages (more on this later) and creating engaging content.

With increasing social media following being one of the campaign objectives, creating a social media strategy will play a key role in this. You want to be posting consistently, and know what you will be posting each week. For example, if your goal is to consistently post five times a week, break those five posts into categories so you'll know exactly what you are posting each week. Categories can include featuring artwork, holiday and special occasion posts, event promotion, motivational quotes, blog posts, user-generated content, and whatever else you see fit. The Moon Bound Girl content is already engaging, but more consistency and a wide variety of posts can help increase followership and boost engagement even more.

Because the most popular social media platform among Moon Bound Moms is Facebook, I recommend that you channel most of your efforts there. Choose the most visual content (artwork, branded motivational quotes, photos from events) for Instagram. All bets are off for Twitter -- tweet as much as you want, especially when a show or event is coming up.

Blog

I cannot stress the importance of a blog enough. When aiming to increase your website traffic, a blog is essential. It adds relevant content to your website that your audience will want to read, and it is a direct link back to your website when you share your latest blog posts on your social media pages. For a brand of this size, I recommend striving to post two posts per month. This means that you can share these blog posts at least twice a month on social media, and once you build up a decent amount of blog posts, you can recycle older posts each month on social. The options for blog post topics are endless, and they will be fun to write. These posts can be written by anyone, whether it is Leigh Ann, a guest blogger (like a mommy blogger), or even the same person that maintains the social media pages because they will know the brand inside and out. Scheduling the topics in advance can also help with staying on track and motivated to write. Include the month, post date, and topic.

Reference Table 3 for a three-month portion of a 12-month blog content calendar.

Table 3

Moon Bound Girl Blog Calendar					
June 2017		July 2017		August 2017	
6-1	MBG of the Month	7-1	MBG of the Month	8-1	MBG of the Month
6-15	Graduation Gift Guide	7-15	Summer Activities for Mother-Daughter Duos	8-5	Show Recap

One recurring topic idea I would like to suggest would be a “Moon Bound Girl of the Month” post every month that highlights an influential woman in the present or past that followed their passions. Referring to these women as Moon Bound Girls themselves will resonate with the target audience’s desire to empower their daughters to become Moon Bound Girls too.

Newsletter

The last piece of owned media that I recommend utilizing for this campaign are quarterly email newsletters. Moon Bound Moms are working women that are constantly checking their emails, so they will be likely to read an email update from Moon Bound Girl.

Moon Bound Girl fans can sign up on the website, and it will be promoted on social media. These newsletters will be sent once every three months, or four times during the campaign, and give readers an update on Moon Bound Girl. They can give a recap of recent shows and events that Moon Bound Girl has appeared at, include links to some of the blog posts, highlight new products, current promotions (if you choose to run any), and provide an overview of upcoming appearances and events.

News articles and other mentions of Moon Bound Girl in the press can also be highlighted in the newsletter. This will keep Moon Bound Girl fresh on the minds of the audience and provide another opportunity to link back to the website. Because of the personal nature of newsletters, I recommend that Leigh Ann write these so she can connect with the audience and share her true voice and perspective.

Paid Media

Paid media is any type of media you pay for, like Facebook ads, boosted posts, and paid influencers. While these cost money, paid media is great for enhancing your owned media and helping you win earned media.

Facebook Ads

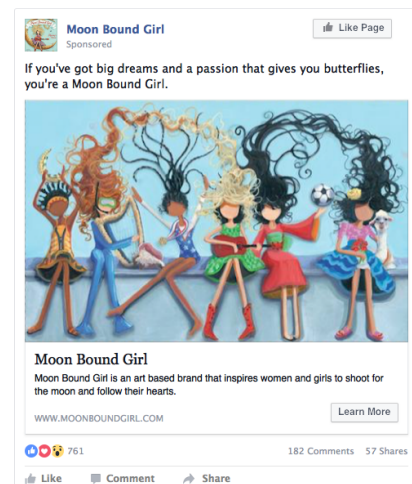
For this campaign, I recommend using Facebook ads as your primary form of paid media. Because Facebook is the most popular social media platform that Moon Bound Moms are active on, utilizing Facebook ads to target them will be advantageous.

Facebook ads are simple to set up, and you can target the audience you want to reach based on both demographics and psychographics (by things they “like” on Facebook). With these Facebook ads, we will be targeting Moon Bound Moms (a quick refresher -- ages 35 to 54, mom of daughter ages 9-18, college graduate, works full-time or part-time, and lives in the Southeast).

Another great thing about Facebook ads is that you can choose what you want to accomplish with the ads. There are a variety of “goals” you can pick from, including brand awareness, reach, and conversions. To reach the objectives set for this campaign, I recommend choosing the awareness goal of “promote your page” and the consideration goal of “send people to your website.” These ads will run every month of the campaign, but more money will be spent in the month of May for exposure during graduation season.

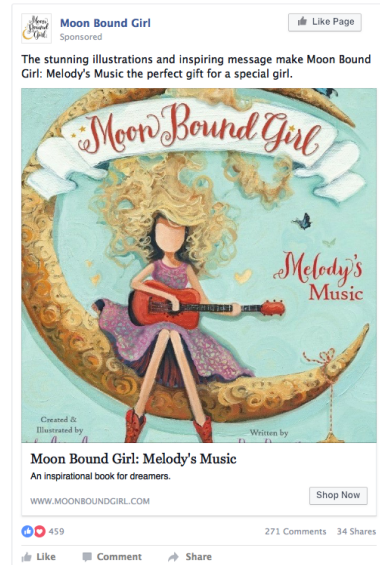
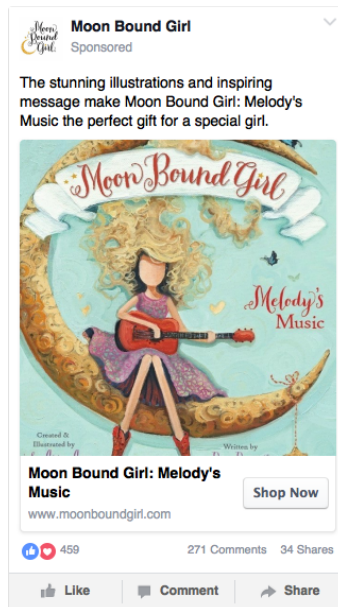
Promote Your Page

This is the first step in enhancing your owned media. You want as many Moon Bound Moms as possible to like your page so that they can see your posts regularly. Selecting “Promote your Page” when creating a Facebook ad will do this for you. Reference the Facebook ad to the right to see an example of what one of these ads might look like on desktop. The beautiful artwork will catch the attention of Moon Bound Moms and the caption will make them want to learn more. This will lead to them clicking on your Facebook page, hopefully resulting in an increased number of page likes.



Send People to Your Website

The next step to achieving the main campaign objective is to send people to the Moon Bound Girl website via Facebook ads. Unlike the previous ad where the main goal was to get Moon Bound Moms to “learn more” and visit the Facebook page, this time we are trying to drive them to the website to ultimately purchase the book. With the photo being the book itself and a more sales-based message, people will know what the product is and will want to visit the website. The two ads to the right are examples of what this might look like on a desktop and mobile.



Earned Media

Simply put, earned media is any media exposure that has been earned. It is the recognition your brand receives by customers who love the brand. Earned media includes press mentions and news stories (which Moon Bound Girl already has quite a bit of), posts by customers, reviews, and more. For this section of the campaign recommendations, we will be focusing on accumulating user-generated content.

User-generated content is a source of content created by the customer instead of the brand. Companies can then use this content to help promote their brand. To help generate this content from customers, I am recommending two different social media mini-campaigns/sweepstakes: #ShelsMoonBound and #MoonBoundGrad.

#ShelsMoonBound

This social media campaign is all about Moon Bound Girls of all ages. Mothers will post a photo of themselves with their daughter, or just their daughter, write a caption about what their daughter is passionate about (what makes her a Moon Bound Girl), use the hashtag #ShelsMoonBound, and post it on

the Moon Bound Girl Facebook page for a chance to win a free copy of the book and a poster of their choice. This campaign will take place in October 2017.

#MoonBoundGrad

This user-generated content campaign will be the same format as the #ShelsMoonBound campaign, but with upcoming high school and college graduations. This way, there is a contest for moms of older daughters as well. The mom will take a photo of her graduating daughter, post it to the Moon Bound Girl Facebook page, hashtag #MoonBoundGrad with a caption about her daughter's future plans, and be entered to win a copy of the book and a poster of their choice. This campaign will run in May of 2018.



Facebook Promotion Guidelines. Something important to note is Facebook's guidelines for promotions. According to the Promotions section of Facebook's Terms of Service, "promotions may be administered on Pages or within apps on Facebook. Personal Timelines and friend connections must not be used to administer promotions (ex: "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries", and "tag your friends in this post to enter" are not permitted)." By asking followers of the Facebook page to simply post directly to the Moon Bound Girl Facebook page, we are staying within the Facebook's guidelines for promotions.

These campaigns are a simple way to get Moon Bound Moms engaging with the brand -- and the best part is, you will have plenty of content to re-share on the Facebook page and show how much the brand is loved by its customers. Remember that social media content strategy we talked about? You could fill up one of the five posts per week with user-generated posts until you run out.

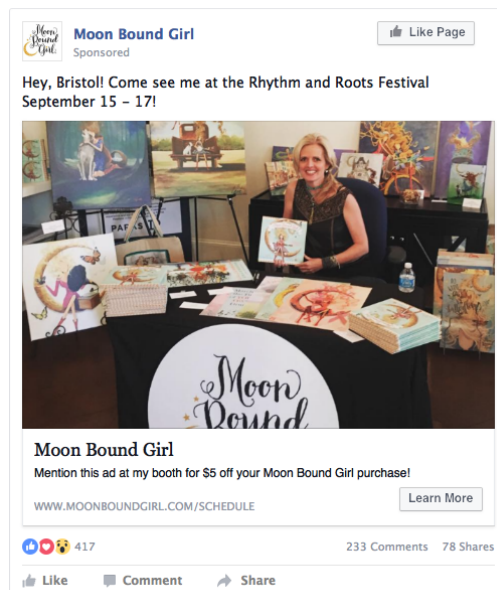
Event Promotion

The last objective for this campaign is to increase buzz and attendance at the retail shows and other events throughout the year. The goal is to harness the power of the events and turn them into more sales, more social media followers, and more website visits. I am recommending three fun tactics to get people to the events, engage with the events, and then visit the social media pages and website after they get home.

Step One: Get Them There

In addition to using Moon Bound Girl's social media platforms, blog page, and newsletters to promote events, we will be once again using the power of Facebook ads to effectively target potential event-goers. Moon Bound Moms can still be targeted, but we can take it a step further by targeting women in the area where the show or event will be. These Facebook ads will run starting two weeks out from the date of the show. The ads will link to a page of the Moon Bound Girl website that has a schedule of each events for the year. Right now, appearances are scheduled for September, October, November, and December, so the Facebook ads will run in those months. An example of one of these ads can be seen to the right.

Bonus: To measure the effectiveness of these ads driving customers to the show, I suggest running some type of promotion. An example would be: "Mention this Facebook ad for \$5 off your Moon Bound Girl Purchase." This is completely optional, so I am not including it in the campaign budget; however, I think this is a good way to see if these ads are actually bringing people to the retail shows.



Step Two: Get Them to Stay

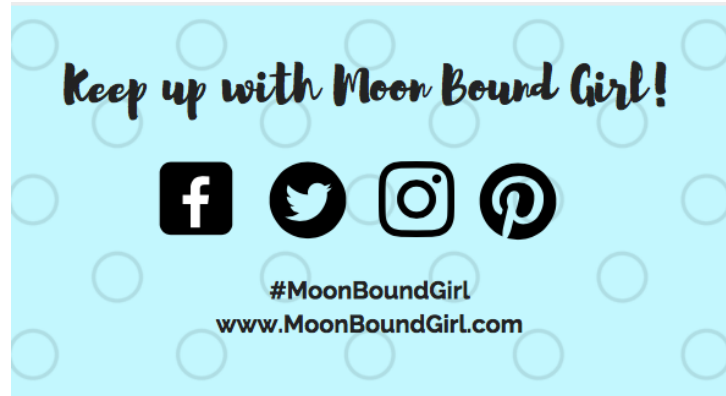
At retail shows, festivals, and other events, people are just browsing through. They might simply look at the Moon Bound Girl merchandise and leave, or stay and chat with Leigh Ann, but the more things they have at the booth that will make them stick around, the better. I am recommending a fun photobooth to



bring to events, where people at the events can take pictures of themselves and friends. For this recommendation, I am imagining a "Face in Hole" type photobooth, where there are Moon Bound Girls printed on a large piece of cardboard with holes instead of faces. Visitors can come and put their faces in the holes for a fun picture. The hashtag #MoonBoundGirl will be printed on the cardboard to encourage visitors to post the photo on social media with the hashtag (leading to even more user-generated content!).

Step Three: Keep Them Engaged

After getting customers to attend the event and stick around there, the final step is keeping them engaged with Moon Bound Girl after the event. For this step, I am recommending small, postcard-size inserts that will stick to the inside cover of each copy of Moon Bound Girl: Melody's Music at the events. These inserts will list all of the Moon Bound Girl social media pages, as well as the website URL. This is so that fans and purchasers of the book will take it home, see the insert, and be prompted to follow the brand on social media and visit the website, which helps accomplish two of the campaign objectives. An example of one of the inserts is to the right.



Blastoff!

Each recommendation listed above will help achieve at least one of the campaign objectives. Table 4 shows how each secondary objective will be met through the recommendations, leading to the overall achievement of the main objective of increasing online sales.

To measure the success of the campaign in reaching the objectives, website and social media analytics will be measured on a month-to-month basis.

Table 4

How the Recommendations will Meet Campaign Objectives		
Main Objective: Increase online sales of Moon Bound Girl		
Boost traffic to the Moon Bound Girl website.	Increase following across social media pages.	Increase awareness of and attendance at retail shows.
Addition of blog page	Development of social media content strategy	Geographically-targeted Facebook ads promoting upcoming events
Creation of newsletter	Facebook ads for social media page promotion	Construction of photobooth
Facebook ads for website clicks	#ShellsMoonBound and #MoonBoundGrad content campaigns	Addition of schedule page to website
Creation of postcard inserts with website listed	Creation of postcard inserts with social media listed	Social media event promotion

BUDGET BREAKDOWN

These campaign objectives will be met with a budget of \$12,000 stretched over 12 months from June 2017 to May 2018. The budget will be allocated toward seven categories: social media management (monthly fee for person who manages social media pages), blog posts (fee per post written), Facebook ads, Facebook ads for event promotion, photobooth (one-time fee), postcard inserts, and materials for the user-generated content giveaways. A contingency fund of \$1,000 has been set aside for any expenses that have not been accounted for. Reference Table 5 for the full budget breakdown.

Table 5

Moon Bound Girl Digital Campaign Budget Breakdown								
Month	Social Media Management	Blog Posts (2/month)	Facebook Ads	Facebook Ads for Event Promotion	Photo Booth	Postcard Inserts	User-Generated Content Giveaways	Total
Jun-17	\$400	\$150	\$200		\$300			\$1,050
July-17	\$400	\$150	\$300					\$850
Aug-17	\$400	\$150	\$300					\$850
Sept-17	\$400	\$150	\$150	\$150		\$100		\$950
Oct-17	\$400	\$150	\$150	\$150		\$100	\$50	\$1,000
Nov-17	\$400	\$150	\$150	\$150		\$100		\$950
Dec-17	\$400	\$150	\$150	\$150		\$100		\$950
Jan-18	\$400	\$150	\$200					\$750
Feb-18	\$400	\$150	\$250					\$800
March-18	\$400	\$150	\$300					\$850
April-18	\$400	\$150	\$300					\$850
May-18	\$400	\$150	\$300	\$150		\$100	\$50	\$1,150
Total	\$4,800	\$1,800	\$2,750	\$750	\$300	\$500	\$100	\$11,000
Contingency: \$1,000								

CONCLUSION

After primary and secondary research, selecting the ideal target market, drafting objectives, and providing recommendations, I am thrilled to finally present to you the 2017-2018 digital campaign for Moon Bound Girl. Given the main objective of increasing online sales from the Moon Bound Girl website, I set three other objectives to help support the main goal: to boost website traffic, to increase social media following, and to increase attendance at shows and events. This campaign will meet these objectives through owned, paid, and earned media, as well as other tactics to enhance Moon Bound Girl events. With a budget of \$12,000, funds are allocated among seven different media types and tactics.

This campaign will effectively reach Moon Bound Moms because we are using the types of media they are on most, and explicitly targeting them through ads on social media. We already know that moms of daughters ages 9 to 18 are the top purchasers of the Moon Bound Girl brand. We will keep Moon Bound Girl on the forefront of the minds of previous purchasers that fit within this demographic through engaging social media content, blog posts, newsletters, and giveaways. We will attract more Moon Bound Moms who are unaware of the brand through targeted Facebook ads, leading them to the social media pages and website of Moon Bound Girl, thus converting them into fans and ultimately to purchasers.

One of the many wonderful things about a digital campaign is that the success is extremely trackable. With website and social media analytics, monthly monitoring will be a breeze.

I have thoroughly enjoyed working on this campaign, and I can't wait to see what is in store for Moon Bound Girl in the future!

Love,
Mara

Appendix 1

Moon Bound Girl Survey

1. How did you first find out about Moon Bound Girl?
2. If you have purchased the book, what motivated you to purchase it?
3. Did you purchase the book as a gift for a special occasion? If so, what was it?
4. Would you purchase it again to give to another special girl in your life?
5. What does Moon Bound Girl mean to you? What does it mean to your daughter?
6. What are some of the most important lessons you want to teach your daughter?
7. Do you feel that Moon Bound Girl is a way to empower your daughter and encourage her to reach her dreams?
8. Do you use social media? If so, which platforms are you active on?
9. Do you read/follow any blogs?
10. Have you ever visited the Moon Bound Girl website?
11. Where did you purchase the book? (Ex: website, retail show, boutique, directly from Leigh Ann, etc.)
12. What is your age?
13. What is your daughter's age? (If you have multiple, you can put all of their ages)
14. What is your job?

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