

Nature Girl for Tween Girls Sample Marketing plans (coauthored with Rebecca White)

### **Marketing Plans**

- Visits to Christian schools to share materials in the book. The author has done many school visits in the past related to her other books.
- Online website pages for kids and their families related to Going Green
- Media interviews. Whiting has been a guest on radio and TV hundreds of times. She will provide the publisher with a list of her media contacts for review copies to be sent and follow up to schedule interviews.
- Promotional twitters and social entries for Christian camp and girl's group leaders will provide ideas based on the book to promote the book. These will be developed as the book is written to make posting easy to pre-date at the time of the book's release.
- Many churches are working at going green. The authors can speak at these churches and provide tips linked to the book to help churches educate their young members.
- Parenting seminars will be developed to encourage families to Go Green God's way with their daughters
- Holidays and historic dates such as Arbor Day and date of Valdez oil spill, can serve as marketing pivots as well, with press releases and publicity to media outlets.
- The author has a track record of published articles and will submit articles on the topic to kid's magazines as well as parenting magazines.

### **Specific Marketing Plans to Consider**

#### Connecting to Churches

- Rebecca White communicates with two UM Church camps in Florida who are interested in using the book with campers.
- Rebecca White will promote the book at the UM annual conference in Florida and through her network as Program director of the UM wives' group, including setting up to speak at member churches.

#### Connecting to Stores

- Karen Whiting spoke at the 2011 Muncie Christian Product Expo, 111 independent retail stores attended. She will use the database to send promotional material to the stores and offer workshops for girls on the topic plus live video workshops for stores too far for travel. Muncie has invited Karen to post news for stores on their website for independent member stores.
- Karen Whiting will be presented a PowerPoint on successful store events at ICRS at ICRS and Muncie CPE. She has spoken to more than 150 independent Christian retailers over the past year.

#### Seminars for Girls

- One-day seminars on going green will combine fun of spa days with making beauty products and recycled crafts to experiments and projects for helping the earth. Some churches and even camps have already expressed interest in holding these events.