EXECUTIVE SUMMARY

Client
The following social media marketing plan has been created for poetry author, Christopher Ward, specifically focused toward his forthcoming self-published book, *Man Poems: From Beers to Gears to Grills and Girls*. The book is scheduled for publishing in April 2011.

Situational Analysis
Christopher Ward is a poetry writer who is currently working towards a Master’s degree in Professional Writing from Kennesaw State University. As part of his graduation capstone project, he will be self-publishing a book of poems entitled *Man Poems: From Beers to Gears to Grills and Girls*. The social media marketing plan will account for the majority of the book’s marketing and advertising, relying on both the scale of social media user communities as well as social media’s inexpensive nature. This plan’s initiatives will not only act in publicizing the book, its works and the author, but look to take advantage of the viral potential of content in social media outlets.

Social Media Initiatives
The Christopher Ward *Man Poems* Social Media plan includes seven specific initiatives; each initiative will include five sub-sections that will detail the following:

- **Objectives**, includes goals and expected outcomes of each initiative.
- **Strategy**, includes tactics that will be employed to achieve the objective.
- **Target Audience**, includes the likely audience and demographic for each initiative.
- **Schedule**, includes the timetable for implementation and duration of initiative.
- **Tracking and Evaluation**, includes metrics gathering and determination if initiative was successful and/or reached specific goals and outcomes.

**CLIENT PROFILE**

Christopher Ward is a poetry writer who is currently working towards a Master’s degree in Professional Writing from Kennesaw State University. As part of his graduation capstone project, he will self-publishing a book of poems in April 2011 entitled *Man Poems: From Beers to Gears to Grills and Girls*.

The author firmly believes that “well-regarded poetry, besides being eons in age, is based on lofty thoughts and ideas delivered – and sometime buried – in endless meanings and incomprehensible language.” As such, the author believes “that makes poetry, even at its most beautiful, a form that is largely inaccessible to average people.” His philosophy is poetry should be easily digestible and fun. The forthcoming book, like most of his poetry, is based on the following “Man Poem Credo:”

There are enough poems
About trees, rivers, lakes, and mountains.

Give the people what they want –
Beers and gears; grills and girls

It’s time to make
The excessive accessible!

Through lines of love
We give a voice to our vice!

Christopher Ward’s first book of poetry, *Seventeen Days*, was published through Blurb and Amazon.com in January 2010. In addition to writing, he is also a professional graphic designer and Webmaster for Kennesaw State University.
SITUATIONAL ANALYSIS

When Christopher Ward’s *Man Poems* is published, the book will rely on advertising and marketing strategies that not only take advantage of social media avenues, but also the author’s graphic design and Web technology skills.

Social media provides new types of advertising that are not only affordable – particularly for an author who is using his own minimal funds – but because it is potentially tapping into online communities that are both established and extraordinarily large. Traditional advertising - with comparable impressionable audiences - include television, radio and print; however, all come with a heavy price tag in both production and implementation.

In addition to cost, the other motivation for reliance in social media marketing is the author’s technology background. Christopher Ward has not only spent over twelve years designing and building Web sites for companies and businesses of all sizes – but he has also edited video, produced audio and incorporated dynamic features and functionality, such as blogs and forums, into his sites. Where many authors would rely on a third party to design and implement social media strategies, Christopher Ward can do the work – for free. Social media Web sites and technologies, if for no other reasons than cost and client expertise, makes the ideal route for publicizing Christopher Ward and his book.

In developing this plan, it was determined that there are few, if any, writers who specialize in writing “mainstream” poetry for “average guys.” This plan will focus on “writing for average males between the ages of 20-40,” but for books in a different genre than poetry.

Tucker Max

Tucker Max is a writer, best know for detailing his debauchery – mostly in form of drinking and sexual encounters – on his Web site, TuckerMax.com. His book, *I Hope They Serve Beer In Hell*, was released in 2006 and has consistently made the New York Times Best Seller list every year since.
Tucker Max currently has prominent profiles on the following social media sites: Facebook (177,000+ fans), Twitter (51,000+ followers), and MySpace (62,000+ friends). There are also numerous stories and files that can be found at Delicious.com, Digg.com and YouTube.com.

His book is available from most major online book retailers, including Amazon and Barnes & Noble, as well as audio versions from iTunes, Audible and Amazon.

**Barney Stinson**
Barney Stinson is a fictional character portrayed by Neil Patrick Harris on the CBS television series *How I Met Your Mother*. Barney is a confident womanizer who is known to live by his own set of rules known as “The Bro Code.” The character’s unique set of laws was so popular with fans that the writers of the show created the book, “*The Bro Code*” by Barney Stinson, published by Fireside in 2008. Scattered throughout the book are limericks and eight-line poems affectionately called, “broetry.”

Barney Stinson currently has prominent profiles on the following social media sites: Facebook (353,000+ fans), Twitter (under the name “BroCode with 16,500+ followers), and MySpace (3,000+ friends).

*The Bro Code* by Barney Stinson is available from most major online book retailers, including Amazon and Barnes & Noble, as well as audio versions from iTunes, Audible and Amazon.
SOCIAL MEDIA INITIATIVES

The Christopher Ward *Man Poems* Social Media plan includes seven specific social media initiatives; each initiative will include five sub-sections that will detail the following: Objectives, Strategy, Target Audience, Schedule, Tracking and Evaluation.

1. Main Web Site (Domain Not Yet Determined)

Objectives
The main Web site will act as a starting point for information on both Christopher Ward and the *Man Poems* book. The site will also be the starting point for the Christopher Ward *Man Poems* brand. The look and feel on all subsequent social media sites will be branded (as much as allowed) to integrate with the parent Web site.

Strategy
The site will be designed in conjunction with the book; both will use similar artwork and fonts to create a cohesive look and feel. When readers visit the Christopher Ward Web site, it should feel like an extension of Christopher Ward in print.

Target Audience
The target audience for the Web site is similar to that of the *Man Poems* book – young males between 21-40 who don’t generally read poetry, but have a distinct interest in women, beer, sports and lawnmowers. However, like *Man Poems* the book, the *Man Poems* brand should always take female readers and visitors into consideration – never putting anything out that would be insulting or degrading. At its heart, *Man Poems* is fun – not only for dudes but for women too.

Schedule
The Web site will begin design and development in January 2011. The site will launch in March 2011, approximately 4-6 weeks before the book’s release.
Tracking and Evaluation
A Web host will be used that incorporates Web statistics data and reporting into the hosting control panel. Should further statistics regarding visits, visitors, and top pages, log files will be downloaded and run through a local installation of WebTrends. A successful Web site implementation will be based on growing unique visitors, returning visitors, and time spent on the Web site.

2. Blog

Objectives
A blog will be incorporated into the main Web site that will allow the author to post news and information that could create a back-and-forth dialogue between the author and the Man Poems readers.

Strategy
The blog will be incorporated into the main Web site using a currently undetermined existing blogging technology. The author will post news and information about himself, Man Poems the book, his writings or other interesting paragraph-form musings that would potentially appeal to the target demographic and engage them in dialogue.

Target Audience
The target audience for the blog is similar to that of the Man Poems book and Web site – young males between 21-40 who don’t generally read poetry, but have a distinct interest in grilling, video games, and remote controls.

Schedule
Blogging technologies would be researched and tested from November 2010 to January 2011. Once a final decision is made, that blogging technology would be implemented into the main Web site. A minimum of five posts should be up – to establish tone – prior to the site’s official launch in March 2011.
Tracking and Evaluation
A blogging technology will be used that incorporates Web statistics data and reporting into its administrative control panel. Successful blog implementation will be based on number of readers’ posts and adds from the blog’s RSS feed.

3. Facebook

Objectives
Create a Facebook group page where fans can find out information about the author and *Man Poems*, comment on that information, and easily share it with their other Facebook friends.

Strategy
Create a Facebook group page where the author can post news and updates to the status feed. The group page can also give both the author and fans a place to post videos and photos from *Man Poems* events. Posts should not only interesting and fun, but written in a way to promote sharing and dialogue.

Target Audience
The target audience for the *Man Poems* Facebook group is similar to that of the *Man Poems* book, Web site and blog – young males between 21-40 who don’t generally read poetry, but have a distinct interest in drinking, football, and reconnecting with old girlfriends online.

Schedule
The Christopher Ward author group should be created by March 2011. Posts prior to the main site launch should act as teasers to the author’s work and a countdown to the book release. After launch, the author should continue to post to the group page consistently to build up the fan base. This is an on-going initiative.
Tracking and Evaluation
Facebook provides back-end statistical reporting, breaking down fans by gender and age. This group is of most importance because the tracking data will be help the author to directly target his audience’s main demographic. A successful Facebook group will be based on the number of fans and their amount of interaction on the group page.

4. Twitter

Objectives
Create a Twitter feed where fans can find out real-time information about the author and Man Poems, comment on that information, and easily share it with their other Twitter accounts.

Strategy
Create a Twitter account where the author can post news and updates to his feed. The Twitter feed can also give the author a place to post videos (TwitVid) and photos (TwitPic) from Man Poems events. Posts should not only be interesting and fun, but written in a way to promote sharing and dialogue. The Twitter page should be customized to integrate into the Main Web Site.

Target Audience
The target audience for the Man Poems Twitter feed is similar to that of the Man Poems book, Web site, blog and Facebook page – young males between 21-40 who don’t generally read poetry, but have a distinct interest in sex, bacon, and engines.

Schedule
The Twitter account should be created in January 2011 to be incorporated into the Main Web Site during its design and build. Updates prior to the main site launch should act as teasers to the author’s work and a countdown to the book release. After launch, the author should continue to post consistently to build up the fan base. This is an on-going initiative.
Tracking and Evaluation
A successful Twitter feed will be based on the number of followers and their amount of interaction including @ replies and retweets.

5. YouTube

Objectives
Use YouTube as a repository for *Man Poems* videos. YouTube and this video media will add a “new” and “different” element to the sometimes “staid” art of poetry. These videos can be easily incorporated and shared between other users in their social media sites and blogs.

Strategy
Record a woman (using a “sexy” voice) to read selected works from *Man Poems*. These files will be used as the audio bed to transitioning still images of the poem’s subject (i.e. mugs filled with beer, swimsuit models, things being grilled). These videos will be uploaded to YouTube – with the comments turned off. However, the YouTube embed URL can be used to add the video to other Web sites.

Target Audience
The target audience for the YouTube channel is similar to that of the *Man Poems* book, Web site, blog, Facebook page and Twitter feed – young males between 21-40 who don’t generally read poetry, but have a distinct interest in kegstands, satellite dishes, and watching old Bon Jovi videos online.

Schedule
Video production will start beginning January 2011. Videos will be incorporated into the Main Web Site and Facebook. After the Main Site launch in March 2011, new videos will be added; announcements regarding their release will occur on both Facebook and Twitter. This should be an on-going 6-12 month initiative after the launch of the book.
Note – Equate the release of videos, much like a music album “releases” a hit song every 3-4 months.

Tracking and Evaluation
A successful YouTube implementation will be based on each video’s number of views and incorporation of each video’s embeds into other users’ Web pages and social media accounts.

6. iTunes

Objectives
Use iTunes as the primary gateway to the Christopher Ward *Man Poems* podcast. iTunes and the accompanying audio files will add a “new” and “different” element to the sometimes “staid” art of poetry. This podcast’s RSS feed can be easily incorporated and shared between other users in their social media sites and blogs.

Strategy
Much like a good song, every poem has a story. The Christopher Ward *Man Poems* podcast combines the reading of the author’s work with his story behind the poem (i.e. VH1’s Storytellers series). *Man Poems* is as much a dramatic reading experience as it is an exercise in fun; this social media avenue would allow the author and his work to flourish.

Target Audience
The target audience for the iTunes podcast is similar to that of the *Man Poems* book, Web site, blog, Facebook page, Twitter feed and YouTube channel – young males between 21-40 who don’t generally read poetry, but have a distinct interest in babes in bikini, hard liquor, and guitars.
Schedule
Audio production will start beginning February 2011. Podcast files will be incorporated into the Main Web Site and Facebook. After the Main Site launch in March 2011, new podcast files will be added; announcements regarding their release will occur on both Facebook and Twitter. This should be an on-going 6-12 month initiative after the launch of the book.

Tracking and Evaluation
Because the audio files are hosted from the Main Web Site, WebTrends can be used to track download statistics. A successful iTunes podcast implementation will be based on the number of subscribers to the podcast, each file’s number of downloads and incorporation of the RSS feed into other users’ social media accounts and blogs.

7. Amazon

Objectives
Sell *Man Poems: From Beers to Gears to Grills and Girls* through Amazon.com. A presence in the online retailer’s store adds legitimacy to the release, allows for wide distribution and gives users an accepted place to review and comment on the book.

Strategy
An ISBN number will be purchased for the book. The steps for getting a book listed and sold through Amazon will be followed. All book purchasing links on the Christopher Ward *Man Poems* stable of Web sites will indicate Amazon as the primary retailer.

Target Audience
The target audience for the Amazon.com listing is similar to that of the *Man Poems* book, Web site, blog, Facebook page, Twitter feed, YouTube channel and iTunes podcast – young males between 21-40 who don’t generally read poetry, but have a distinct interest in swimsuit calendars, darts, and HDTVs.
Schedule
ISBN number will be obtained in January 2011 in coordination with the design of the book. The book will be added to Amazon.com by March 2011 to coincide with the release of the Main Web Site.

Tracking and Evaluation
A successful Amazon.com implementation will be based on the number of books sold, number of reviews and quality of reviews.

CONCLUSION
A thorough, well-planned and well-executed social media strategy is critical to the success of Christopher Ward and his *Man Poems* book. The author decided long ago to add a new and exciting perspective to poetry – one that would appeal to mid-20 something males. Because of that, it is important that he look to new and exciting ways to promote his new book – sites that are popular and frequented by his demographic. There is plenty of work to be done for the launch to be a success, but if done well, the author should have end up with a distinct product that separates him from almost everyone in the poetry field.
Works Referenced

