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Tina Fey's *Drum Corpse*: A Mock Marketing Plan

One of *Drum Corpse*'s biggest strengths is its ability to resonate with a few specific audiences. There are many band kids and former band kids who find little to no representation in mainstream media and rabid Tina Fey fans who would read a dictionary if she wrote it. However, if *Drum Corpse* is truly going to be a million-dollar success, it will need to access the broader category of general teen readers.

We have implemented the usual marketing strategies for this campaign. Tina Fey has a charming personality and does well in front of people. She is booked a 10-city tour in New York, Washington DC, Atlanta, Orlando, Austin, Denver, Phoenix, Los Angeles, San Francisco, and Seattle. We have also booked her an author interview on *The Ellen DeGeneres Show* (this will be her second time on the show), but in a market flooded with YA books, our department needs to look for creative ways to reach young readers.

More teens than ever are active on social media, and our release date will be coinciding with banned book week. Our department plans to host a #bandbookweek competition, where teens and other active social media members can post a band-themed version of famous books in order to win a free signed copy of *Drum Corpse*. All they need to do is include #bandbookweek within their post. The competition will take minimum monetary efforts from the publishing company and will be active across Facebook, Twitter, Instagram and Tumblr—social media sites that are commonly used by teen readers.

