

MARKETING PLAN GUIDELINE

Mission Statement

- What are your business goals and objectives? How do you plan to achieve them?
 - Target Audience/Market
 - Competition ó How will you differentiate your books from competing titles?
 - Have you hired a marketing firm? If yes, how will they be marketing/promoting your publications? If no, how will you market on your own?
 - Do you have a sales force?
 - Sales forecasting
 - How can Baker & Taylor help you achieve your goals?

Promotional Activity

- Promotion Events List
 - Please provide the following information for all promotional events you will be attending for your publication(s):
 - Event name
 - Event date
 - Location (*state in which the event will be occurring in*)
- Reputable reviews in magazines (e.g. Publishers Weekly, School Library Journal, ForeWord, Kirkus Reviews) and/or newspapers that include recent publication dates.
- Letters of intent from libraries and retail stores expressing their interest in ordering your publication(s)
- Advertisements
- Does your company have other focuses that is relevant to the marketing and promotion of your publication(s)?
- Describe your promotional strategy and how it relates to your target audience/market.

Sales

- How many units (copies) of your title have been sold so far? What are the sales figures corresponding to sold units?
- What are your sales goals? Do you have proposed deadlines for these goals?
 - How do you plan to achieve these goals?
 - What are your current sales, and how does it compare to your forecasted sales figures given your set deadline(s) and promotional activities? How does it compare to your sales goals?