

Book Club Marketing Checklist

1.0 Required Actions

1. Meet with your marketing and communications team to discuss and finalize marketing plan and dates.
2. Send first email announcing book club program 2 - 3 weeks before launch/first day of reading period.
3. Send "Last Chance" email reminding participants to sign up for the program one week before the sign-up deadline. The last chance email typically increases the number of participants by 50% to 100%.
4. Sign up for the book club yourself or enlist a member of your team to sign up. This ensures that a member of your team will stay in the loop on the emails that we are sending the book club.
5. Let us know when you have sent the marketing emails.

2.0 Suggested Actions

1. Prepare at least two to four social media posts promoting the sign up page for the program and send them across your active networks.
2. Spend \$25 to \$100 promoting one post on Facebook, particularly encouraging participants to share the post with friends to increase your reach.
3. Include mention of the program in your alumni newsletter, magazine, or other channels.
4. Create a web page on your website so others can learn about the program on an ongoing basis. We recommend making the page easy to find from your site navigation. We also recommend making the page generic rather than focus on the launch or first book. Participants can join the program at any time, so it is much easier to make the page something you don't have to constantly update.
5. Let us know if you have any questions. We are looking forward to launching the book club!