

Marty Brown's Online Marketing class was relevant from the very first assignment: We were given a list of possible books to write about by the end of the term, and the told to write up a description of what book were choosing and why for the second day of class. That assignment became a great demonstration of the power of online marketing, as everyone in the class went online to figure out which book they were going to choose.

We looked into a huge number of online marketing techniques over the course of the class, paying special attention to various social networks, working with email service providers, and using Google's AdWords and pay-per-click programs. For our final project, we were divided into groups and given an Ooligan title to design an online marketing campaign for. Following is the campaign for *Lincoln's Daughter*, the final book in Tony Wolk's time-travelling Lincoln trilogy.

# *Lincoln's Daughter* Online Marketing Plan

## Online Marketing Plan

### Pay-per-click (PPC) Advertising Keywords

#### Sci-fi campaign:

"Quantum Leap"  
"Voyagers Book"  
"Sliders Book"  
"Stargate Book"  
"Twilight Zone"  
"Crosstime Traffic"  
"Time Travel Book"  
"Historical Fantasy"

#### Lincoln campaign:

"Lincoln Fiction"  
"Lincoln"  
"Lincoln Novel"  
"Historical Fiction"  
"Alternative History"  
"Dixie Victorious"

### Ad Copy:

#### 1) *Lincoln's Daughter*

Lincoln travels across time to 1955  
Third novel in a trilogy  
[www.ooliganpress.pdx.edu](http://www.ooliganpress.pdx.edu)

#### 2) *Lincoln's Daughter*

Fictional story of Abe Lincoln  
Third novel in a trilogy  
[www.ooliganpress.pdx.edu](http://www.ooliganpress.pdx.edu)

#### 3) FREE BOOK!

Buy 2 books get 1 free!  
Lincoln Out of Time Trilogy  
[www.ooliganpress.pdx.edu](http://www.ooliganpress.pdx.edu)

## Online Advertising:

### Email Marketing: (Text of email below)

25% off a signed copy of *Lincoln's Daughter*!

Catch-up with Tony Wolk at one of these locations and get 25% off a signed copy of the final book in the Lincoln Out of Time trilogy!

- Bookstore, date
- Bookstore, date
- Bookstore, date
- Bookstore, date

*Lincoln's Daughter* completes Tony Wolk's Lincoln Out of Time trilogy about inexplicable, time-traveling Abraham Lincoln, and the widow who gives birth to his daughter. A Lincoln scholar himself, Wolk blends historical facts and people with fictional characters, skillfully bringing time, place, and president to life—once again proving his dedication to both history and literature.

Check out *Lincoln's Daughter*!

It's 1964, and Abraham *Lincoln's daughter*, Sarah, daydreams about meeting her father. Her mother, Joan, met Lincoln nine years earlier when he was transported to Evanston, Illinois, from his own time and place for a day. When Sarah's stepfather, Will, a Lincoln scholar, doesn't return home from an overnight trip, Sarah and her mother have no way of knowing that he has traveled back in time to 1833 in the same mysterious way Lincoln came forward. The two grow more and more nervous waiting for him to come home. A stranger's phone call and the discovery of an abandoned truck will push daughter, mother, and their old dog, Rusty, away from home in search of Will.

## Offline Promotion

- Dinner Party with Tony Wolk,
- Email campaign targeting qualified audience from database,
- Entrants will fill out a short survey of reading habits,
- Five entries will be chosen randomly,
- Winners will receive an invitation to a dinner party hosted by Tony Wolk, and a signed copy of *Lincoln's Daughter*.
- Continue with his reading schedule for Lincoln's birthday, and local events.

## Social Networking Sites

### Sarah Lincoln's Facebook page:

Check into Facebook groups dealing with time travel, and find groups with "less scientific" tags that include student /social/general organization. Have "her" post and comment, and be an active member of these groups. Regular updates, including "Sarah is..." Join "fictional character," and Abe Lincoln ("less historical") groups, and actively participate.

### Schedule for postings:

One new status update or group post per day, and maintain regular conversation and responses with friends and groups.

### Photo and Video Sharing Sites

- Time traveling Lincoln YouTube channel available at [http://www.youtube.com/view\\_play\\_list?p=4EA532DF498C6977](http://www.youtube.com/view_play_list?p=4EA532DF498C6977)
- Lots of Lincoln photos at <http://www.flickr.com/photos/dannynorton/favorites/>
- Book Sharing Sites
- Library Thing: Online book club
- Post events, get good ideas for AdWords based on member tags, join groups, and participate in local conversation.

### Social Bookmarking Sites

Digg and Del.icio.us will both be used to tag any appropriate content (including the YouTube videos on the playlist and the Flickr photos) as Lincoln Out Of Time. Ooligan sites and Sarah's blog and facebook page will be similarly tagged.

### Blogging

Frequent updates, be part of larger online blogging community, both by blogging as Sarah Lincoln at <http://daughteroflincoln.blogspot.com/> and by Tony (and perhaps Sarah, as appropriate) commenting on other blogs. Sarah's blog posts don't need to be too frequent; two a week should do. Tony, however, should leave comments on the blogs of other writers once every two days at the outside.

### Amazon/B & N.com

Keywords others use to tag Lincoln books will be watched closely to determine what new PPC words we should add to our list. Other titles with similar tags will be reviewed to find titles Tony should comment on. These comments will explicitly not be thinly veiled ads ("Oh, that reminds me of a scene in my book *Lincoln's Daughter*,") but will instead actually try to start a conversation. Tony's name will link back to his book page on the Ooligan site.