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**DAN ALLEN CAMPAIGN**

PROMOTIONAL STRATEGY

Ann Patton’s book “Give a Damn! Father Dan Allen’s War on Poverty” will be published soon. The book is about Dan Allen who was a local Tulsan icon. Dan Allen dedicated his life to helping people in poverty. The book has valuable information about Tulsa’s history in the 1960s; information that people, still till this day do not want to recognize. I have given a strategy to help promote the book and successful sales.

**Target Audience**: Non-profit organizations, Tulsans, Older audience 60-90, Religious community

Given the target audience the book should be promoted in ways that will reach them.

**Non-Profit Organizations:**

Handing out fliers about the book to non-profit organizations in the Tulsa area will help reach a number of people. The fliers will have a brief history about Dan Allen and his effort to stop poverty in Tulsa. It will attract the attention of people who are trying to do the same thing today. Also, besides handing out the fliers we would post a flier and information about the book on the community bulletin board the organization has. This will attract many people to the new book and to the history of Dan Allen.

**Tulsans:**

This target audience is the largest of them all. In order to reach them we will need to have access to many media outlets. “Tulsa People” is a well-known magazine that is distributed each month. It lists many professionals in the area. We would put a page in the Tulsa People about Dan Allen and talk about who he was and what he did. This will strike the attention of many Tulsans, many of which are professionals because that is whom this magazine targets. After giving a brief history and description of Dan Allen or what we would say, “sell Dan Allen” we would then talk about the upcoming book from author Ann Patton and list the local book stores that will be carrying it.

Another way to reach Tulsans could be through the Tulsa Run that comes up each October and usually takes place near or downtown. We would set up a stand near the finish line with other vendors and have information for Tulsans. We would have someone there, maybe Ann Patton herself who knows a wide range of knowledge about Dan Allen’s history. That person could educate those interested and then have them sign up for a copy of the book.

**Older audience 60-90:**

This audience has a thirst for history and can also relate to the time era the book is talking about. Through my observations I have found that elderly people like to walk the mall; Promenade mall being the most popular due to its relaxed atmosphere. It is a safe environment for seniors to expand themselves. To reach the senior mall walkers we could have a few people throughout the mall talking about the book and handing out information. We could start the conversation by asking, “Excuse me, have you ever heard of Tulsa’s local icon Dan Allen” and continue from there. In my experience I have found that elderly people love to engage in conversation and talk about history. I think this is a wonderful way to promote the book to this age group.

Not all of this target audience walks the mall so we have to find other ways to reach them. The local newspaper “Tulsa World” is a media source that seniors are still reading today. Not all seniors know how to utilize the Internet or other sources of information. The one they are most familiar with is The Tulsa World. Putting an article in the Tulsa World and explaining the history of Dan Allen and his effort to help the needy and his neighbor for neighbor organization could spike the interest of many seniors. At the end of the article there will be information on how to order the book. The senior generation is a good target audience for this campaign because they are most likely to be the ones who will read a book. They enjoy reading, unlike a lot of my generation.

**Religious community:**

Dan Allen was a religious man and did many good things for the people of Tulsa in need. I think the religious community is a great target audience because they can relate to Dan Allen in many ways. I think going around to many if not all churches in Tulsa and asking if we could hand out information or fliers on the book is a good idea. We would put fliers on their bulletin boards with information on Dan Allen, the book and order information. We would also ask a number of churches if we could stop by on a Sunday and talk to their members about the book after their service is completed. I think this target audience will be very interested in the book about Dan Allen and will be easy to reach.

These are the main target audiences I would like to reach and market the book to. I think the strategies I have listed will be affective in getting the brand name out to the consumers.

STANDPOINT

**Traditional media strategies**

Newspaper: Tulsa World

Magazines: Tulsa People, Oklahoma magazine

Television: Have an anchor from a local station talk about Dan Allen and the book. Also, Ann Patton herself could appear on a local morning show and talk about the book and Tulsa’s history behind it. Local stations could promote the book with commercials about the book.

Radio: We could target people using radio stations. Have a brief radio advertisement or talk on a morning show about the book.

**Social Media Strategies:**

I think social media is a great tool to utilize. Ann Patton could set up a face on Facebook to promote the book. When we try to reach the target audience this is another tool to our advantage. We can tell them to check out our Facebook for latest news on the upcoming book. Twitter is also a good social media strategy. It can let the target audience know when and where Ann Patton will be when promoting the book. A lot of people like to meet the author and have their books signed. If they can follow Ann on Twitter they might feel more connected.