Project Study: Social-media campaign for book promotion

Tighter publisher budgets, fewer booksellers, more competition and the rise of eBooks has put more pressure on novelists to aggressively market their books. The aim of the project study is to develop and conduct a unique social-media campaign for a book promotion.

MILESTONES

• Analyze target market and profile targets (e.g. readers, book shop owners, bloggers, influencers, press and media)
• Develop positioning and creative social-media strategy (digital and analog)
• Implement strategy

ORGANIZATION

• The project will be supervised by one TUM employee and by the authors (www.hommaundfrank.de; experienced Ph.D. supervisors)
• Project duration will be 6 months (part-time) or 3 months (full-time)
• We will have weekly check-ins on the project’s progress
• Team applications (2-4 students) are encouraged

WHAT WE OFFER

• Freedom to implement your own marketing ideas
• Insights into book publishing in the digital era

Send your CV and a short motivational statement to (Claus.Schoettl@tum.de)