

MARKETING PLAN

FOR *DUPLICITY*

BY OASIS

- Placement of press releases on paid and free promotional sites.
- An email campaign announcing the release of *Duplicity* to interested magazines, newspapers, columnists, webzines, bloggers, chat rooms, librarians, book clubs, radio hosts, and book-related sites.
- Email blast a personal letter from Oasis to thousands of book clubs.
- Schedule chats with book clubs, online interviewers, and radio host.
- Paid and free placement of *Duplicity's* blurb, book cover, and author's information on sites that sell and promote books: Book Remarks, Urban Reviews, Books That Click, Sybil's Book Club, Black Issues, Booking Matters, Mosaic Books, The Black Library, and more.

PRINT MARKETING AND PROMOTION

- Send review copies, reply cards, and media kit to magazine book reviewers, and other
opinion makers.
- Send copies of *Duplicity*, media kit, and bookmarkers to bookstores that compile

noteworthy bestseller lists.

- Send announcement letters to noted “Industry Big Mouths,” the author’s associates,

friends, and family.

- Send synopsis, media kit, and a talking point sheet to all whom are scheduled to interview Oasis or his representative.