

Social Media Strategic Campaign Plan

Jena C. Henry
“The Golden Age of Charli--RSVP”
9/30/15

Strategy

Branding platform

The branding platform is the foundation for the campaign. The brand statement is a concise representation of the branding platform.

The branding statement for the campaign is:

Jena C. Henry took up writing when she retired. Her first book was originally her memoir, but she quickly realized she should switch to fiction to add more pizzazz. Jena currently lives with her husband in Medina, Ohio, and enjoys talking current events over wine with friends and volunteering with non-profit boards in the Cleveland area. She loves spending time with her adult children and dog.

The Golden Age of Charli – RSVP is the first of a series celebrating life’s golden years through a newly retired couple. Charli faces this new phase with a determination to keep the zing in life through connection with family and friends. The novel earned the Rising Star designation from publisher iUniverse.

Branding angles

After the intro call, I spent significant time with the book and publicity questionnaire. I distilled major themes and concepts from these materials and cross-referenced them with current trends on social media (e.g. popular culture, national events, etc.). Using the branding statement, I developed the following primary and additional angles for Jean’s campaign.

Primary Angle	Description	Rationale
Retirement: scary or exhilarating?	This angle focuses on retirement as an adventure that can be at the same time frightening and thrilling. Just like taking the leap into marriage, into a new job, and into parenthood, the leap into retirement is a totally new phase of life that contains its obstacles.	Charli is an excellent example of someone who takes retirement as a chance to live life. Baby boomers are one of the fastest growing audience on social media, so we certainly want to tap into the conversations currently going on with members of that audience.

Additional Angle	Description	Rationale
Connection after retirement	This angle focuses on the married couple in <i>The Golden Age of Charli</i> . Pud seems to think golf is his new true love, whereas Charli wants to use their newfound freedom to reconnect with each other.	Charli and Pud are not the only ones who have felt this difference in priorities between men and women. Both audiences can benefit from open communication, such that they can join in the conversation online and get tips for making the most out of retirement and relationships.

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Additional Angle	Description	Rationale
Things new retirees now have time for that they would never have been able to embrace before	This angle focuses on all the new experiences open to new retirees. Which experiences are right for Charli? Which are right for Pud? Which can they do together, and can they stay connected even while taking on separate experiences?	Relating what new experiences Jena has been able to take part in – such as writing and publishing – as well as what experiences Charli and Pud take up in the book will open a conversation with the main audience for this book, those experiencing their own golden years or with their golden years in the distant future.

Additional Angle	Description	Rationale
Writing and self-publishing	This angle focuses on Jena's experience with writing and self-publishing and leading workshops on the two.	Jena has already written two and a half books and published one. She is a good resource for prospective writers and those with a manuscript thinking about self-publishing.