

Strategic Campaign Plan

Dave Stieler
"The Ride, the Rose, and the Resurrection"
6/30/16

I. 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:

Dave Stieler and his wife Carole discovered wells of strength they didn't realize they had when they were critically injured in a hit-and-run motorcycle accident. The trauma they faced was not only physical but also emotional, psychological and financial. The Stielers' faith in God and their devotion to each other allowed them to remain unified through all the adversity they faced.

Dave Stieler, of Marlette, Michigan, is a small business owner, a Vietnam veteran of the United States Air Force, a father of three and a grandfather of six. He and his wife Carole have been married for 46 years.

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 in the media (e.g. popular culture, national events, etc.). Using the branding statement, I developed the following primary and additional angles to use with media outlets from various categories.

Primary Angle	Description	Rationale	Sample Media Categories
The Stielers' insurance nightmare after their hit-and-run accident nine years ago, and how the current US presidential election could change things	This angle focuses on the insurance fiasco the Stielers faced after the June 2007 hit-and-run.	Tying the story in to something currently in the news is vital, especially since the book is not newly published and the experience was more than nine years ago. One thing different is the state of medical insurance, which might be in flux depending upon the winner of the current US presidential election.	Human interest Features/profiles Politics Campaigns and elections Healthcare industry

Additional Angle	Description	Rationale	Sample Media Categories
What you might not know about local businessman Dave Stieler, who is celebrating his automotive business' 25 year anniversary	This angle focuses on both the anniversary of Dave's business, which makes him well known in his local area, and the book that others in the area might not know he has written about a tragic experience in his life.	It is fitting that the business is automotive repair, since Dave and Carole have had to repair their bodies and lives since an automotive accident nine years ago. Using the milestone of the business as a newsworthy element for the feature may draw media interest.	Local outlets Regional outlets

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Additional Angle	Description	Rationale	Sample Media Categories
5 things that have helped Dave and Carole through 46 years of marriage	This angle focuses on the Stielers' strong marriage of more than four decades, a marriage that has faced extremely rough conditions since the accident.	Most marriages go through times of transition that make it hard on both spouses, but Dave and Carole's marriage has also weathered a near death experience followed by traumatic brain injury.	Romance and relationships Women's interest Men's interest Marriage/Weddings Christian interest

Additional Angle	Description	Rationale	Sample Media Categories
Nicole's shock in discovering her mother and father to be the victims of a hit-and-run accident	This angle focuses on Dave and Carole's daughter and son-in-law, who were first responders at the scene of the hit-and-run.	In the course of her regular shift at work, Nicole found her parents unconscious and bleeding in the street. The emotion and drama she and her husband Rodney experienced may garner attention from media outlets.	First responders Medical Human interest

Additional Angle	Description	Rationale	Sample Media Categories
Motorcycle safety and awareness as all-important, especially in the summer with more bikers on the road	This angle focuses on preventing accidents like the one that changed Dave and Carole's lives.	Warmer weather in the United States begets more motorcyclists on the road, so the time is right for the media to remind its audience to be aware of bikers, especially during long drives to and from family vacations.	Human interest Features/profiles Travel

Additional Angle	Description	Rationale	Sample Media Categories
The vehicle toward healing that became a vehicle of God's message	This angle focuses on Dave's journaling after the accident that helped with his healing journey.	It was only upon writing about the tragic experience that Dave was able to process the miracles that had occurred to keep he and Carole alive. Media outlets may want to feature their story as an example of God's healing hand.	Healing Christian (non-Catholic)

Additional Angle	Description	Rationale	Sample Media Categories
Dave Stieler, a musician and a Vietnam veteran USAF, remembers an overseas moment from 45 years ago	This angle focuses on one of the highlights of Dave's musical career, playing bluegrass music with three fellow airmen as guests of honor at the Japanese National Bluegrass Festival in downtown Tokyo, Japan, 1971.	With the musical memory being 45 years ago, veterans' interest outlets may want to feature the moment as an anniversary of sorts. This will be a good time to tie in music outlets that may be familiar with you from your previous time spent touring.	Veterans' interest Music

Additional Angle	Description	Rationale	Sample Media Categories
Reminiscent of <i>The Vow</i>	This angle focuses on the likeness between the real story behind the hit 2012 movie <i>The Vow</i> and the Stielers' experience.	Entertainment outlets warm up to new offerings more quickly when they can relate them to those already on the market. Comparing <i>The Ride, The Rose, and The Resurrection</i> to a hit movie will cause more interest from outlets.	Popular culture Books and literature

Additional Angle	Description	Rationale	Sample Media Categories
10 years later: where are Dave and Carole now?	This angle focuses on the upcoming ten-year anniversary of the crash.	The media is intrigued by anniversaries. Due to your faith and the miracles throughout your ordeal, Christian media outlets may decide to cover your story to highlight how your lives have changed over the last ten years due to the hit-and-run.	Christian (non-Catholic)

Additional Angle	Description	Rationale	Sample Media Categories
PTSD from hit-and-run, which exacerbated Vietnam trauma	This angle focuses on PTSD, which is commonly tied to military combat experience but more frequently resulting from domestic trauma.	Dave experienced traumatic conditions as a US airman in Vietnam, but that trauma only surfaced after the hit-and-run. Media contacts might be interested in showing how PTSD comes not only from combat conditions and can affect civilians as well as those in the military.	Human interest Veterans' interest

Additional Angle	Description	Rationale	Sample Media Categories
Book reviews	This angle focuses on driving journalists to review your book.	Gaining reviews from trusted sources is the fastest way to get people talking and excited about your book.	Books and literature

The sample media categories will be used to compile lists of media outlets, and the contacts working at these outlets, that may be interested in the messaging of the book. A complete list of media categories will be provided in the timeline document.

II. Tactics

Forms of media I will be reaching out to

- Top newspapers
- Community newspapers
- Magazines
- Trade publications – newsletters, e-letters, magazines
- TV broadcasts (stations, programs and networks)
- Radio broadcasts (stations, programs and networks)
- Bloggers

- Association publications, if applicable – newsletters, e-letters, magazines

Tactics we will use to garner publicity		
Press release distribution		I will distribute the press release via general PRWeb distribution and to outlets within the targeted media categories.
Strategic outreach	Targeted pitching	Specific messages crafted for specific media contacts based on the branding platform.
	Content publicity	Offer Dave to write articles or blog posts related to the branding platform. I will also offer media contacts select excerpts from the book as potential standalone articles.
	Interview opportunities	Pitch live, in-studio interviews based on topics from the branding platform or to specific markets where Dave travels, if Dave updates me accordingly.
	Media alerts	Book signings, speaking engagements, etc. (if applicable/if Dave schedules)
Review copy distribution		On request or on Dave's behalf (cold copies)

Additional publicity tactics that we can do

- Bloggers who blog about topics related to the book – send review copies on request and/or pitch Dave as a possible guest blogger.
- Interview Tip Sheet created for Dave's use
- Monitor current events and trends to tie in Dave and the book with possibly newsworthy angles.
- Check subscription services for reporters looking for an expert sources and pitching Dave for possible inclusion in their stories.

Marketing outreach ideas that *Dave* can do

- Any groups/associations of which Dave is a member – ask for a book signing/selling opportunity at events or in publications (print or electronic); offer to write an article and use scenes from the book as examples.
- Book stores in area – ask for a book signing/selling opportunity.
- Ask friends to add book to their Goodreads and other online accounts, and to post reviews on commercial websites where the book is sold.
- Local library branches – donate books and ask for a book signing/reading opportunity. (If library won't allow you to sell, provide a flier or postcard with your website/ordering information.)
- Independent bookstores – send press release, or consider sending a copy of the book with cover letter offering to do book signings (locally and wherever you might be traveling).
- Enter book contests.

- May is Motorcycle Safety Awareness Month; next year, approach local media to tell your story as an example of what can happen if drivers do not pay attention to motorcyclists on the road.
- June is National PTSD Awareness Month, and June 27 is National PTSD Awareness Day. Next year, approach local media to tell your story of living with PTSD.
- Next spring, let local media know that the ten-year anniversary of the hit-and-run is coming up in case they'd be interested in a "where are they now" feature.