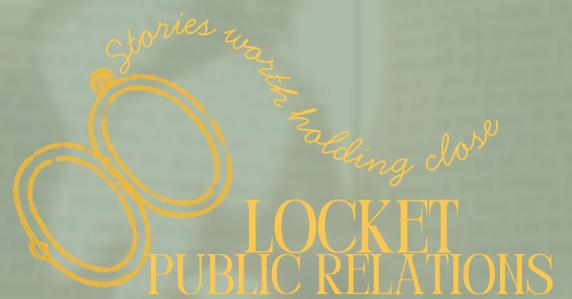




Ampersand Press

# CAMPAIGN PLAN



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# ABOUT US

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Locket Public Relations is a women-led boutique public relations agency. We focus exclusively on hybrid publishing houses and independent authors to help meaningful stories find their audience.

Our approach blends strategic communications with storytelling to create visibility for books and the people behind them. With a hands-on approach and deep publishing expertise, Locket Public Relations helps clients with media strategy, launch campaigns, and ongoing brand storytelling.

At Locket Public Relations, We Value:

**Diversity:** We believe all voices deserve to be heard and represented in the work we do.

**Authenticity:** We work to ensure that every public relations strategy reflects the author's authentic voice and vision.

**Creativity:** Imagination and curiosity are key to helping our clients stand out.

**Partnership:** We achieve the best outcomes by collaborating closely with our clients, building shared purpose.

**Sustainability:** We value long-term relationships and work to ensure our collaborations create a lasting, positive impact.

# OUR MISSION

---

Lockett Public Relations is committed to helping clients build strong and trustworthy reputations through communication that is clear, strategic, and grounded in genuine partnership. We take the time to understand each client's goals and values so the work we create reflects who they are and what they stand for. Our team believes in the impact of diverse stories and honest messaging, and we aim for creative solutions that last beyond a single campaign. We approach every project with care and collaboration, shaping strategies that come from real understanding rather than quick fixes. Our mission is to provide steady guidance, meaningful insight, and long-term support so that every client feels confident in their voice and the story they bring into the world.



*Monica Gonzalez*

DIRECTOR OF INTERNAL  
COMMUNICATION

*Kelan Hall*

DIRECTOR OF BRAND  
STRATEGY

*Cady Johnson*

DIRECTOR OF DIGITAL  
MARKETING

*Patti Monaco*

DIRECTOR OF COMMUNITY  
ENGAGEMENT

*Gabrielle Piccirilli*

DIRECTOR OF CREATIVE  
NARRATIVE

*Adam Amundson*

DIRECTOR OF MEDIA  
RELATIONS

# MEET THE TEAM



## MONICA GONZALEZ | DIRECTOR OF INTERNAL COMMUNICATION

At Locket PR, Monica ensures that the agency's creative, strategy, and marketing teams stay aligned and connected. She oversees the flow of ideas, feedback, and messaging across departments to maintain clarity and cohesion from concept to client delivery. Pursuing her M.A. in Communication at Villanova University, Monica brings a background in rhetoric, advocacy, and organizational communication to her work, helping Locket translate its collaborative spirit into purposeful storytelling. When she's not facilitating team syncs or refining campaign language, Monica is usually curating content for her platform @gradcongas or recharging with a latte and a good playlist.

*Monica Gonzalez*

## MILAN HALL | DIRECTOR OF BRAND STRATEGY

In her role, Milan focuses on ensuring a client story is being told in an effective and impactful manner. With experience in communication and media, and an M.A in Communication from Villanova University, Milan knows how to leave a lasting impression. Blending creativity with strategy, she makes Locket PR's clients stand out amongst their competitors utilizing a variety of different avenues and channels. Whether it be a social media campaign, pop-up event, or press mention, Milan ensures that Locket PR's clients are being talked about.



*Milan Hall*



## CARLY JOHNSON | DIRECTOR OF DIGITAL MARKETING

Carly drives the agency's online strategy through a blend of creative storytelling, influencer marketing, and data-driven insight. With experience at NBCUniversal and Estée Lauder, she has developed and executed digital campaigns that connect brands to audiences across platforms. Currently pursuing a Master's in English, Carly combines her background in communications with a graduate education to approach marketing with both analytical precision and creative flair. When she's not managing campaigns or tracking trends, you can find her scrolling through her feeds for emerging ideas.

*Carly Johnson*

# MEET THE TEAM



## PATTI MONACO | DIRECTOR OF COMMUNITY ENGAGEMENT

Patti leads Locket Public Relations' efforts to build meaningful relationships with client communities — fostering engagement both digitally and in person. Before joining Locket, she served as Senior Vice President of Account Management at a full-service branding and advertising agency. Known in the agency world as “The Bulldog,” Patti earned her nickname for her fierce commitment, tenacity, and unwavering dedication to client success.

*Patti Monaco*

## GABBY PICCIRILLI | DIRECTOR OF CREATIVE NARRATIVE

At Locket PR, Gabby shapes cohesive brand narratives through strategy, design, and storytelling. She leads visual identity projects, oversees creative deliverables, and crafts press materials that bring each client's unique voice to life. Pursuing her M.A. in Communication and a Graduate Certificate in Strategic Communication through an accelerated five-year program, and with experience in both agency and nonprofit environments, Gabby blends PR expertise, creative writing, and graphic design to deliver campaigns that balance purpose with personality. Outside of work, she's usually drafting her novel or playing with her pet bunny, Frederick, and definitely sipping on a Starbucks refresher.



*Gabrielle Piccirilli*



## AEDOM WORKU | DIRECTOR OF MEDIA RELATIONS

Aedom connects Locket PR's clients to the right audiences through strategic press outreach and storytelling. With a background in journalism and communication, she brings an insider's understanding of how stories are shaped, shared, and remembered. At Locket, she manages media partnerships, develops feature pitches, and ensures that every narrative shared in the public eye aligns with each brand's identity and long-term goals. When she's not drafting pitches or coordinating coverage, she's usually reading something new and noting what makes a story resonate.

*Aedom Worku*

# AMPERSAND PRESS

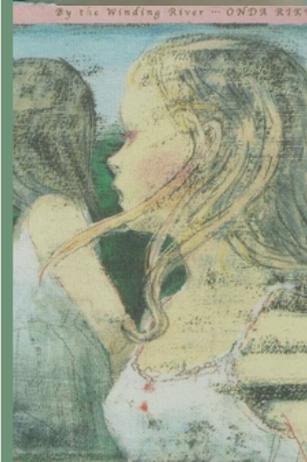
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Ampersand Press is a young independent publishing house based in New York. They are a small team focused on delivering quality contemporary and new adult literary fiction to an emergent generation of readers.

Removing themselves from the fast pace of the industry, Ampersand Press sought to slow down the release schedule and be more selective. This decision led to them consistently delivering unique, diverse, and well-written stories to new adults. Aligning themselves with the creatives of the world, their stories look for the beauty in our own reality. Garnering an eclectic and reflective novel catalogue from their innovative authors, Ampersand Press seeks to carve out a space for themselves in the publishing industry based on respect of their readers.



Ampersand Press



蛇行する川  
のほとり  
A story of  
girls facing  
destiny  
恩田陸

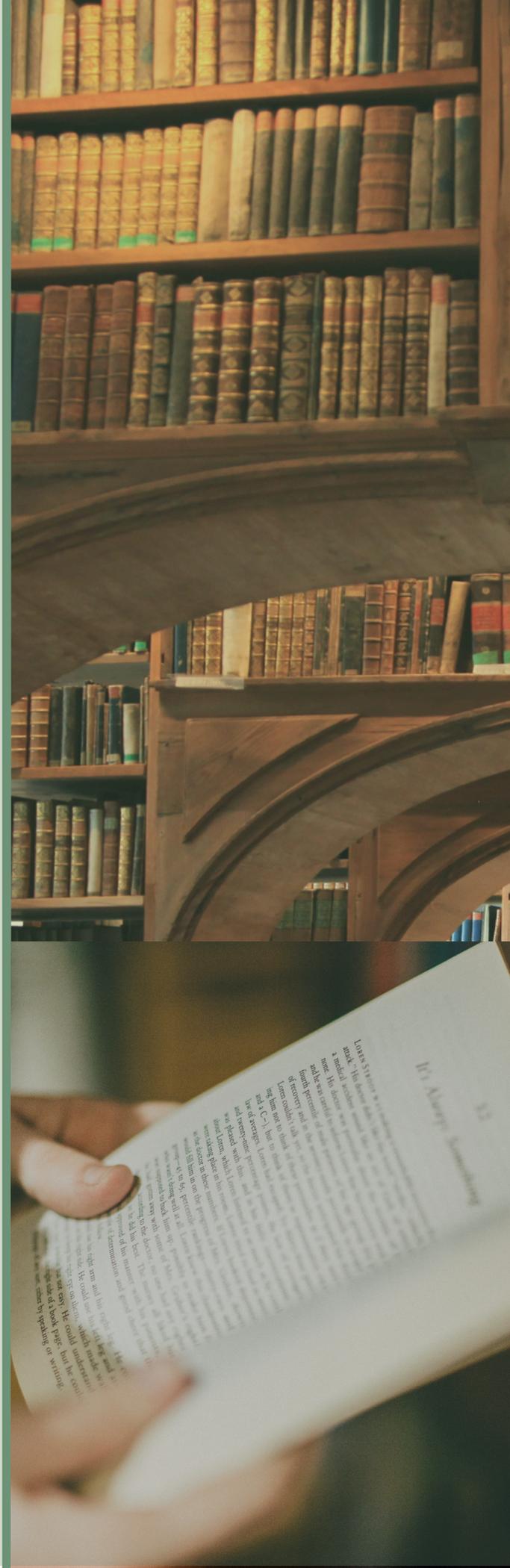


# SITUATION OVERVIEW

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Following the success of a recent release, Ampersand Press has gained increased public visibility. However, in an oversaturated market, sustaining this momentum has proved challenging.

Ampersand recognizes that inconsistent branding and limited strategic communication have hindered its ability to capitalize on any growth. In light of their situation, Ampersand Press now seeks a focused PR plan designed to clarify its brand identity, strengthen its market position, and reach a broader readership.





# ISSUES

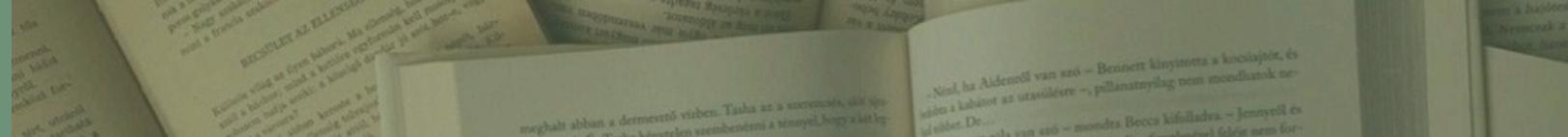
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## TANGIBLE

Ampersand Press faces challenges in maintaining a strong, cohesive online presence across owned and earned media channels, making consistent engagement and reputation tracking difficult. The press also struggles to build brand recognition and awareness among booksellers and influential book clubs, limiting visibility in key literary spaces. In an oversaturated market, Ampersand's dependence on word-of-mouth marketing leaves it vulnerable to stagnation, while its authors often lack the visibility afforded to mainstream writers. Additionally, navigating sustainability concerns within the publishing industry presents ongoing logistical and ethical challenges.

## IMPLIED

Because of limited brand recognition and market presence, potential readers and authors may overlook Ampersand Press altogether, gravitating instead toward more established publishing houses. This lack of visibility undermines connection and discovery, preventing the press from reaching the audiences and creative voices most aligned with its mission.



# REAL STATE

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Ampersand Press is a young independent publishing house navigating the challenges of an oversaturated market. With only a few years since its establishment, the press has built a reputation for quality storytelling and author care, yet its visibility remains limited beyond its loyal reader base. Most of its recognition comes from word-of-mouth and small community networks rather than consistent media outreach or digital strategy. While the press benefits from strong author retention and positive feedback from loyal readers, it lacks cohesive branding, a structured PR plan, and measurable visibility across social media platforms. Despite the success of select titles, Ampersand has struggled to capitalize on its major achievements or translate them into sustained visibility.

Despite its commitment to diversity and a catalog praised for its thoughtful book selection, Ampersand struggles to achieve digital traction or translate past successes into broader brand awareness. Inconsistencies in messaging and inability to leverage major accomplishments have further limited its growth. Although its creative team and dedicated readership form a strong foundation, the press must develop a unified identity and proactive communication strategy to stand out within the competitive indie publishing landscape.



# IDEAL STATE

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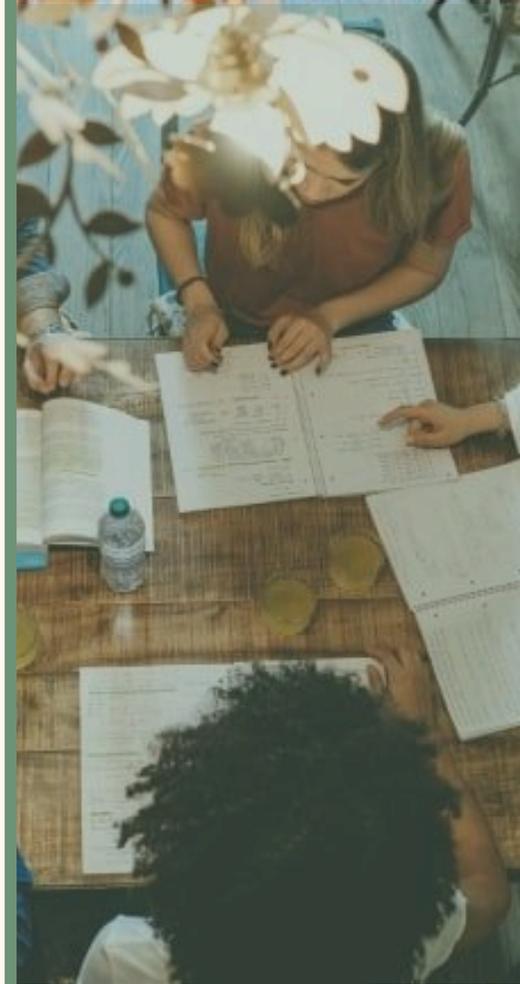
Ampersand Press aims to establish itself as a leading voice among independent publishers in contemporary and new adult fiction. Based in Brooklyn, the press will be recognized for its strong visual identity, consistent branding, and meaningful storytelling built on depth and craft. Ampersand Press will build a cohesive brand presence across digital and traditional platforms, strengthening visibility among readers, authors, booksellers, and literary communities. Through intentional marketing, strategic partnerships, and curated storytelling, the press will move beyond word-of-mouth recognition to become a trusted and admired name within the indie publishing landscape. While maintaining its commitment to diverse authors and authentic voices, Ampersand Press will grow its loyal reader base, explore special edition releases, and amplify author visibility through digital storytelling and PR initiatives. The press will continue fostering long-term relationships with authors while expanding its reach to new audiences who value creativity, connection, and craft. Ultimately, Ampersand Press strives to be known not just for the books it publishes, but for the community it cultivates: a modern press where every story makes an impact.

# AUDIENCES

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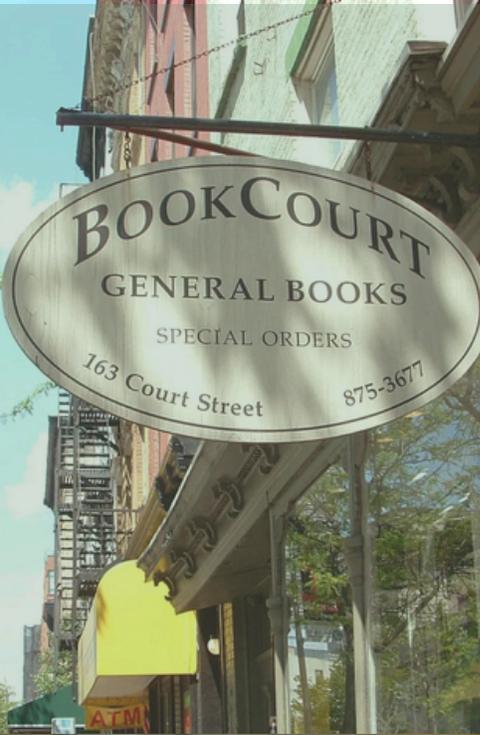
**Ampersand Employees (Internal):** Ampersand Press's employees form a small, close-knit team of editors, designers, marketers, and administrative staff who know the brand better than anyone else. Their creative expertise and firsthand understanding of the company's values make them key players in driving the success of this campaign. As the press works to expand its visibility, these employees will play a vital role in carrying out consistent messaging and promoting a shared sense of purpose. Ensuring that staff feel informed, involved, and supported will not only strengthen internal morale but also help translate the press's mission into authentic, outward-facing communication that connects with readers, authors, and partners alike.

**Readers (External):** The success of a publishing house lies within its readers. Although Ampersand Press has a loyal reader base consisting of primarily young women that praise the house's selection and quality, they struggle to attract the average reader who may be more interested in exciting quick plots than their typical character based novels. Ampersand has to balance maintaining their current quality and readership while also navigating the conflicting interests of a larger audience.



# AUDIENCES CONT.

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## **Independent Bookstores and Sellers**

**(Intermediary):** While national book chains have consolidated, the number of independent booksellers has doubled since 2016. Reaching this expanding market offers a significant opportunity for Ampersand Press and its authors. Independent bookstores' focus on curating a unique and diverse selection of books based on community interests aligns well with Ampersand Press's mission and values.

## **Indie Book Clubs (Intermediary):**

This target focuses on literary merit and unique reads, aligning well with Ampersand Press's client roster. Public Libraries and independent bookstores often sponsor indie book clubs, offering both virtual and in-person discussion opportunities. Indie Book Clubs offer Ampersand Press the chance to reach an engaged audience with meaningful books.

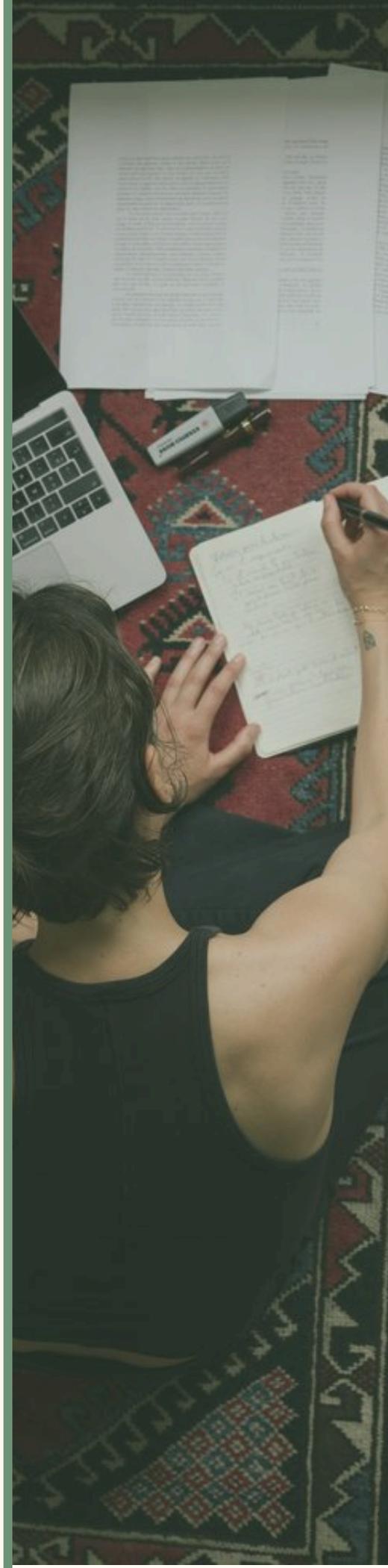
## **Influencers (Intermediary):**

Ampersand Press's intermediary influencer audience should consist of bookstagrammers, booktubers, bloggers, and literary TikTok creators who bridge the gap between niche readers and emerging indie authors, championing thoughtful, aesthetically-driven storytelling and amplifying the press's titles through authentic, community-based recommendations.

# AUDIENCES CONT.

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**Authors (Hybrid):** Authors are the heart of Ampersand Press' work, functioning as collaborators within the brand and ambassadors beyond it. They partner closely with the internal team through the publishing process, shaping the press' identity through their titles. As public-facing representatives, authors help extend Ampersand's reach and reputation within the literary community. Ampersand's PR efforts must position the press as a desirable home for emerging writers: one that nurtures creativity, supports career growth, and an author's unique vision. Highlighting author success stories, long-term partnerships and creative achievements will help attract new submissions and foster multi-book relationships. Internally, authors must trust and feel supported by every department, from publicity to editorial to jacket design, while externally, they should be able to easily discover and engage with Ampersand Press through its digital presence, literary networks and industry events.



# KEY MESSAGING

## PARTNERSHIP IN STORYTELLING

We keep our community of authors intentionally small so we can really show up for the writers we work with. When an author joins Ampersand Press, they're not handing off a manuscript and hoping for the best — they're stepping into a true partnership. We work side by side — shaping the story, finding the book's tone, and building a launch that feels right for both the writer and the readers they hope to reach. Our approach is honest and uncomplicated: **we support authors with heart and attention.**

## CONNECTING THROUGH NARRATIVE

We believe stories are one of the most powerful ways to bring people together. At Ampersand Press, we create opportunities, through events, conversations, and thoughtfully crafted content, for readers and writers to **build meaningful connections rooted in shared experience.** Every narrative we champion becomes a bridge: between author and audience, between individual and community, and between personal insight and collective understanding.

## READING FOR YOU

We encourage readers to read widely and to read for themselves. In a world that often tells young women what they should be reading, **we believe in expanding the shelves.** At Ampersand Press, we celebrate curiosity, depth, and discovery. Whether you're drawn to romance, memoir, literary fiction, or something entirely unexpected, we want you to feel empowered to choose stories that reflect who you are and who you're becoming. There's so much more out there, and it's all yours to claim.



# RESEARCH QUESTIONS



- Who currently reads contemporary and new adult literary fiction, and which demographic groups are most aligned with Ampersand's catalog?
- What audience segments are least engaged with independent literary presses, and why?
- What factors influence whether readers discover a new press or try a debut author from a small publisher?
- What expectations do readers have for a literary press in terms of identity, values, and communication?



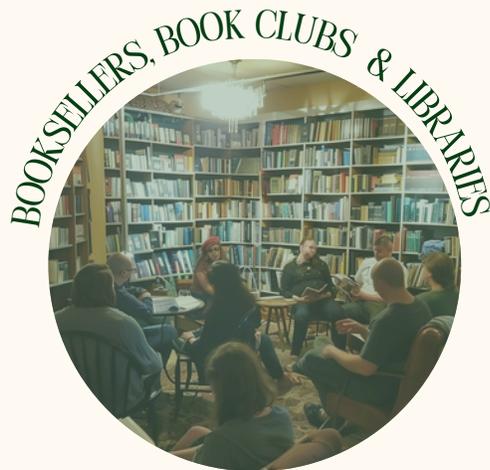
- Where do Ampersand's target readers consume book-related content online, and what formats resonate most?
- What digital behaviors, BookTok trends, or online reading communities could inform Ampersand's campaign direction?
- How is indie literary fiction currently discussed across social media platforms and literary media outlets?



- How familiar are readers with Ampersand Press, and what impressions or associations do they have with the brand?
- How do readers describe the personality, tone, or perceived mission of Ampersand compared to other indie presses?
- What brand messages or visual cues do readers look for when deciding whether a press is trustworthy or high-quality?
- How do competitors position themselves in terms of branding, community involvement, and digital presence?
- What strategies have successful indie presses used to increase visibility and reader connection?



- What do authors want or expect from a small press regarding communication, support, transparency, and long-term care?
- What challenges or unmet needs do debut or underrepresented authors face when working with small presses?
- What motivates an author to sign with one independent publisher over another?



- What factors influence a bookseller's decision to stock titles from a lesser-known press?
- What kinds of materials or information do booksellers and book clubs rely on when considering new titles?
- How do libraries and literacy organizations currently engage with small presses, and what gaps exist in access?



- What ethical, cultural, or sustainability values matter most to Ampersand's potential readers and partners?
- How do audiences respond to CSR practices in publishing, such as sustainable production, author equity, or community programs?
- Which community organizations, libraries, or nonprofits align with Ampersand's mission and are open to partnership?

# RESEARCH STRATEGIES

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Social media monitoring to assess existing conversations around indie presses, new adult fiction, and current industry trends.

Survey readers to understand demographics, motivations, barriers, and perceptions of independent publishing.

Focus groups with target readers to explore expectations for brand identity, messaging, and literary voice.

Interviews with booksellers, librarians, and book club facilitators to understand stocking decisions and engagement needs

Competitor analysis of independent presses regarding branding, author care, sustainability, and reader engagement.

Conversations with Ampersand authors or prospective authors to understand expectations for communication and support

Industry report reviews regarding small-press readership, genre performance, and literary market trends

Outreach to community organizations and literacy nonprofits for partnership insights

Environmental impact scans to understand current printing and distribution practices across the industry

# COMPETITORS

## PRIVATE & INDEPENDENT PRESSES

### EUROPA EDITIONS

Europa Editions, based in New York City, brings international voices to English-speaking readers. Founded as the U.S. branch of the Italian publisher Edizioni E/O, Europa is best known for publishing global literary hits such as Elena Ferrante's Neapolitan Novels. The press publishes roughly thirty to thirty-five titles per year, focusing on translated fiction, noir, and narrative nonfiction. Distributed by Publishers Group West (PGW), Europa has cultivated an elegant and cosmopolitan aesthetic, mirrored in its 15,000 Instagram followers.

- Both a peer and competitor to Ampersand's globally minded, reflective ethos. Europa demonstrates how consistent design, translation excellence, and strong author branding can create a collector-style audience loyalty that Ampersand could adapt to its own positioning.



### UNNAMED PRESS

Based in Los Angeles, positions itself as a publisher of "literature from around the world," focusing on unlikely voices and unexpected stories. With distribution through *Publishers Group West (Ingram)*, their press has a global outlook, publishing literary fiction and nonfiction with a mix of debut and international authors. Its Instagram audience of around 12,000 reflects a steadily growing recognition within the indie community. The press has gained a lot of attention for its elegant design and transparent communication with authors and booksellers.

- Useful model of how small presses outside major publishing hubs can achieve visibility through a combination of global perspective and digital transparency.

unnamed press

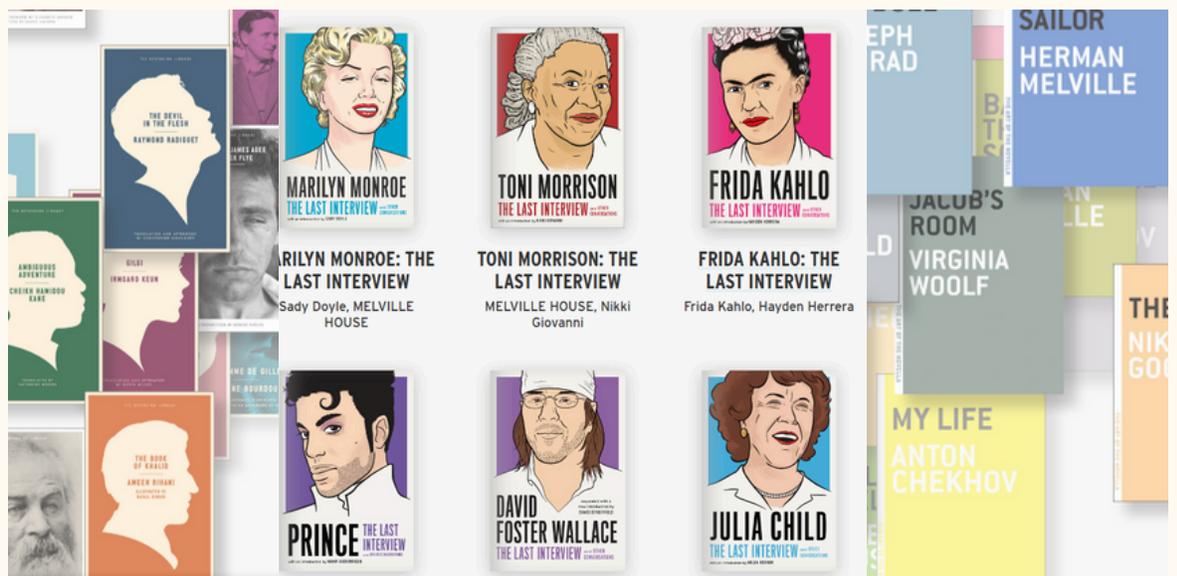
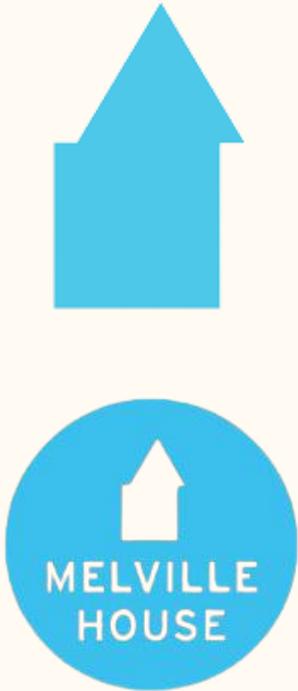


# COMPETITORS

## MELVILLE HOUSE

Operates in Brooklyn's DUMBO district, and in London. Known for its outspoken and politically engaged editorial style, Melville House publishes literary fiction, nonfiction, and poetry, often with a journalistic or activist edge. The press is distributed by *Penguin Random House Publisher Services* and frequently gains attention for timely publications, such as full-text government reports or whistleblower documents. Melville House's influence and media presence are substantial for an independent press of its size. They have a design-forward approach and share a sharp cultural commentary, which have made it a recognizable voice in both literary and political circles.

- Can serve as a lesson in using timeliness and relevance. Melville can create buzz between major book releases through their high-impact projects.



# COMPETITORS

## NONPROFIT LITERARY PRESSES

### DZANC BOOKS

Dzanc Books is a Michigan based nonprofit literary publisher with a national reach, supporting bold fiction and nonfiction through both publications and mentorship programs. Its mission centers on advancing great writing and expanding readership via contests, workshops, and community initiatives. Dzanc maintains a modest but active presence, with about 4,000 Instagram followers and a steady annual list of daring, unconventional titles. The press was recognized with the 2023 AWP Small Press Award, affirming its impact in the indie literary landscape.

- Shows how a small-scale, nonprofit press can amplify its influence by investing in author development and reader engagement.

### FEMINIST PRESS,

Feminist Press, founded in 1970 at the CUNY Graduate Center, is a nonprofit publisher dedicated to amplifying women's voices and social justice narratives. Its mission is to publish transformative feminist literature across various genres and ensure global reach through U.S. and U.K. distribution. With approximately \$1.06 million in annual revenue and a strong Instagram following of 73,000, Feminist Press successfully balances heritage and new diverse authors, showcasing the effectiveness of mission-driven publishing that combines advocacy with artistry for inclusivity and marketability.

- Highlight the power of mission-driven publishing and the benefits of a clearly articulated social stance.
- Provide a model for balancing inclusivity and marketability.



# CAMPAIGN GOAL

To position Ampersand Press as a leading independent publishing house to a broader audience while maintaining its current audience and quality.



# & OBJECTIVES &

## AUTHOR RELATIONS 04

### To amplify the public presence and engagement of Ampersand Press authors.

*By increasing their media exposure, digital footprint, and community engagement, this objective aims to elevate author visibility while fostering meaningful, long-term connections with readers and positioning Ampersand Press as a desirable home for an author's work.*

#### STRATEGY 4.1

*Establish a consistent author-focused communication system across all channels.*

- 4.1.1 Launch a recurring "Author Spotlight" series across social media, email newsletters, and the website, highlighting an author's process, inspirations, and personal anecdotes.

---

- 4.1.2 Develop author-branded templates for social posts, newsletters, and press communications to maintain cohesive storytelling and visual identity.

---

- 4.1.3 Implement monthly "Ask the Author" digital Q&A sessions via Instagram Live or TikTok Live to engage followers directly and humanize the authors.

#### STRATEGY 4.2

*Enhance author recognition and visibility through curated media engagement and narrative campaigns.*

- 4.2.1 Pitch story-driven media angles emphasizing authors' unique identities, themes, and relevance to cultural conversations.

---

- 4.2.2 Create personalized media kits for each author with bios, high-res photos, talking points, and unique narrative hooks.

**4.2.3** Run themed narrative campaigns (e.g., “New Voices of New Adult Fiction”) to highlight multiple authors under a unifying brand message.

---

**4.2.4** Encourage guest articles, op-eds, or essays by authors in literary publications or online outlets to build credibility and visibility.

## STRATEGY 4.3

*Strengthen author-reader connections through community-focused events and partnerships.*

**4.3.1** Partner with independent bookstores, libraries, and university writing programs to co-host author appearances, including readings, book club discussions, and Q&A sessions.

---

**4.3.2** Offer limited-edition or signed book bundles tied to events or campaigns to create collectible moments and foster loyalty.

---

**4.3.3** Encourage authors to create personalized mailing lists to share early excerpts, cover reveals, event announcements, and author updates directly with readers.

Launch a recurring "Author Spotlight" series across social media, email newsletters, and the website, highlighting an author's process, inspirations, and personal anecdotes.



AMPERSAND PRESS

#X | MONTH YEAR

WELCOME TO OUR  
**WEEKLY NEWSLETTER**

*we're so glad you're here!*



**AUTHOR SPOTLIGHT**

*Sable Quinn*

This week, we're thrilled to introduce Sable Quinn, the mind behind *The Quiet Havoc*, a lyrical and emotionally charged debut that explores resilience, memory, and the ways we haunt ourselves long after the moment has passed.

Sable describes her process as "equal parts ritual and rebellion." Most of her drafting happens in the quiet hours before sunrise, coffee in hand, music low. But when inspiration strikes, she follows it, even if that means typing paragraphs into her phone while standing in line at the grocery store. "I've learned not to wait for perfect conditions," she says. "If the story wants to arrive, I meet it where it is."

A former bookseller and lifelong observer of people, Sable draws inspiration from overheard conversations, small-town secrets, and the tension between what we say and what we really mean.

[Read more.](#)

**NEW TEAM MEMBER ALERT**

THIS IS CARLY, OUR NEW DIRECTOR OF DIGITAL MARKETING!

Carly drives the agency's online strategy through a blend of creative storytelling, influencer marketing, and data-driven insight. With experience at NBCUniversal and Estée Lauder, she



Mockups for email newsletter, website feature, and Instagram and LinkedIn Carousel.

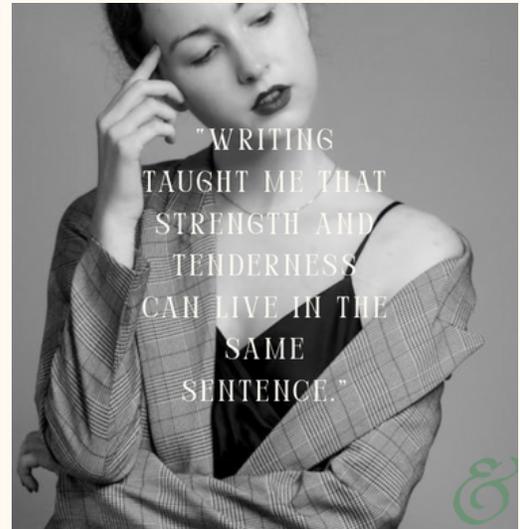


**AUTHOR SPOTLIGHT**

*Sable Quinn*



"A STORY IS A PLACE TO LAY DOWN WHAT YOU'RE CARRYING."

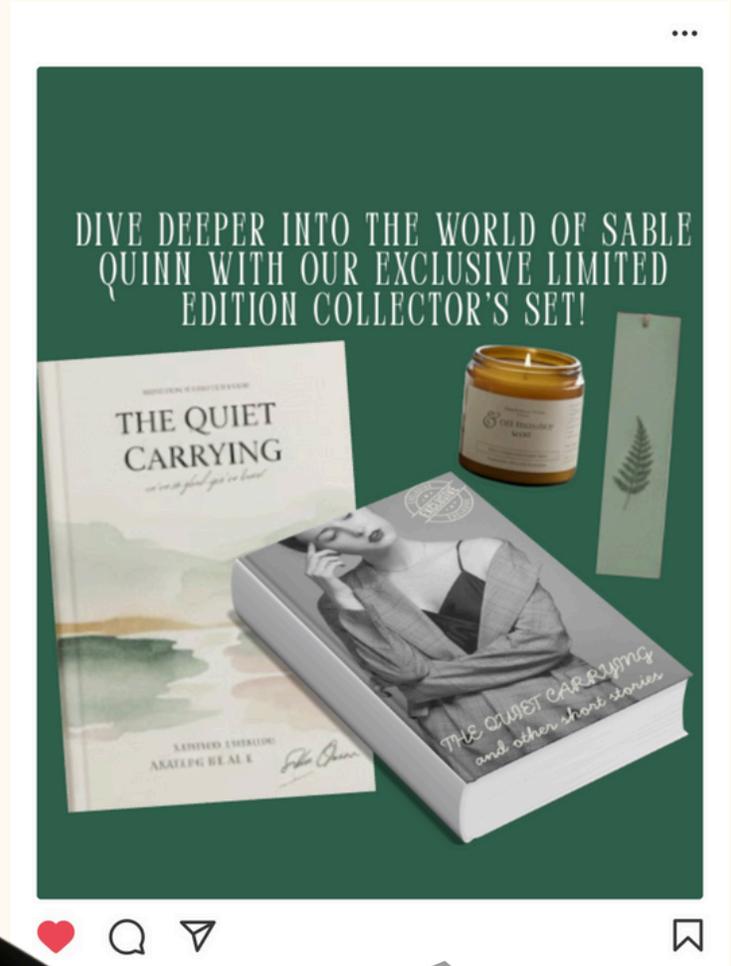


"WRITING TAUGHT ME THAT STRENGTH AND TENDERNESS CAN LIVE IN THE SAME SENTENCE."

DELIVERABLE  
4.3.2

Offer limited-edition or signed book bundles tied to events or campaigns to create collectible moments and foster loyalty.

Mockups for book bundles, exclusive editions, and associated merchandise.



# TIMELINE & BUDGET

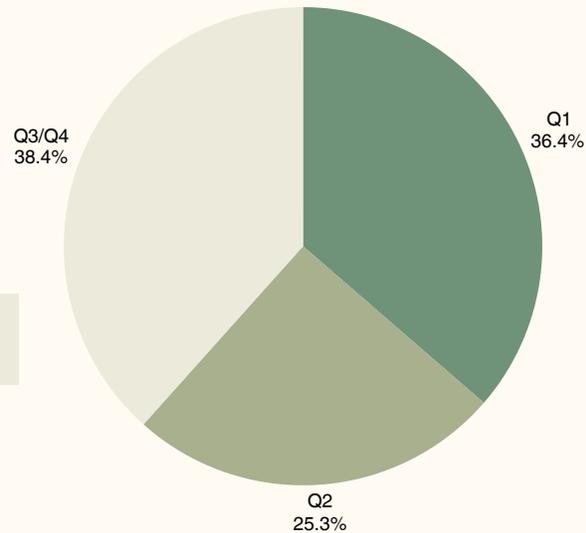
Locket Public Relations recommends relaunching Ampersand Press Q1 of 2026 in three phases:

QUARTER 1: \$75,000

QUARTERS 3 & 4: \$78,000

QUARTER 2: \$52,000

TOTAL = \$205,000



**Q1:** *Define brand voice and positioning; optimize discoverability; establish foundational relationships.*

- Strategy 1.1: Build a steady earned media presence through thoughtful and smart storytelling (\$10,000)
- Strategy 2.2: Optimize digital discoverability (\$18,000)
- Strategy 3.1: Humanize Ampersand Press through spotlighting brand values and personality (\$7,000)
- Strategy 3.2: Differentiate Ampersand Press from competitors (\$7,000)
- Strategy 4.1: Establish a consistent author-focused communication system across all channels (\$14,000)
- Strategy 5.1: Establish Ampersand Press as a Trusted Partner to Indie Booksellers (\$14,000)
- Strategy 6.1: Strengthen ethical and inclusive publishing practices through clear standards and transparent accountability (\$12,000)

**Q2:** *Deepen partnerships; expand earned and digital presence; elevate author visibility.*

- Strategy 1.2: Foster long-term relationships with media outlets and literary voices (\$8,000)
- Strategy 2.3: Collaborate with literary influencers, BookTok creators, and book reviewers (\$13,000)
- Strategy 4.2: Enhance author recognition and visibility through curated media engagement and narrative campaigns (\$10,000)
- Strategy 5.2: Position Ampersand Press Titles as a Book-Club-Friendly Experience (\$13,000)
- Strategy 6.3: Strengthen Ampersand's community impact and literacy access (\$8,000)

**Q3/4:** *Activate communities; grow credibility; scale regional impact and literary network engagement.*

- Strategy 1.3: Grow Ampersand's presence in university media and literary communities (\$10,000)
- Strategy 2.1: Cultivate community through interactive, audience-driven content (\$12,000)
- Strategy 3.3: Elevate Ampersand Press' Brand Profile through outside credibility (\$10,000)
- Strategy 4.3: Strengthen author-reader connections through community-focused events and partnerships (\$17,000)
- Strategy 5: 3: Build Awareness Regionally with a Focused Geographic Approach (\$17,000)
- Strategy 6.2: Advance environmental responsibility through mindful production choices (\$12,000)



# EVALUATION

## **REVENUE**

- Has there been an increase in revenue following the Campaign?
  - Is there a positive increase in revenue each month?
- 

### **OBJECTIVE 1: TRADITIONAL MEDIA**

- How many press releases were picked up to promote and discuss Ampersand Press?
- What has been the overall review of Ampersand Press in media mentions?
- What common themes and messages are being mentioned by the press? Is this consistent with press kits?
- Which outlets are commonly picking up Ampersand Press' stories? Do these outlets align with Ampersand Press?
- How consistent is communication between press contacts and Ampersand Press? What is the valence of this communication?

### **OBJECTIVE 2: DIGITAL STRATEGY**

- Has social media monitoring displayed positive growth in engagement with Ampersand Press' digital channels since the beginning of the campaign?
- Was there a substantial growth in followers for Ampersand Press?
- Have online influencers promoted Ampersand Press on their social platforms? How have these influencers audiences reacted?
- Which content was engaged with the most? What was the valence of this engagement?
- What is the overall online attitude of Ampersand Press based on mentions?

# EVALUATION

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## OBJECTIVE 3: *BRAND AWARENESS*

- What key brand messages are being repeated amongst audiences? Which values do audiences deem as most important?
- Which traits do audiences associate with Ampersand Press' titles based on a survey distributed to repeated customers?
- Are audiences directly seeking Ampersand Press titles through owned channels such as their website?
- Are Ampersand Press' titles recognizable within bookstores? How recognizable is the publishing house itself compared to competitors?
- Was an Ampersand Press title nominated for a literary award?

## OBJECTIVE 4: *AUTHOR-BASED*

- Has there been a growth in engagement with Ampersand Press' authors' social media pages since the beginning of the campaign?
- Are authors recognizable as members of Ampersand Press amongst readers? What is the general consensus on Ampersand Press Author traits?
- How did author based content and announcements perform? How did this compare to Ampersand Press' general content.
- How many were in attendance for author events?
- What was the reception of events based on post event surveys?
- How many media placements did author based stories receive
- How did the media engage with and represent authors?

# EVALUATION

## OBJECTIVE 5: BOOKSELLERS & INDIE BOOK CLUBS

- How many publisher kits were distributed? Downloaded?
- How many independent bookstores carry Ampersand Press' titles? Which titles are they carrying? What is the demand at these stores?
- At which stores are Ampersand Press' titles performing best?
- How consistent is communication between booksellers and Ampersand Press? What is the valence of this communication?
- How did the book club kits perform? Are there any stark differences in the titles?
- How did attendees of book festivals and fairs interact with Ampersand Press?

## OBJECTIVE 6: CORPORATE SOCIAL RESPONSIBILITY

- Did Ampersand successfully implement the CSR Charter and Ethical Storytelling Policy across all acquired titles this year?
- How did authors, particularly debut and underrepresented writers, rate their communication experience with Ampersand in post-publication surveys?
- How many readers used the Ampersand Community Pass Program, and which community partners saw the highest participation?
- Did community partners report increased engagement in workshops, book swaps, or literacy programs linked to Ampersand's initiatives?
- Did the annual CSR Summary show measurable progress in accessibility, environmental impact, and community outreach?
- How did staff respond to quarterly CSR roundtables, and what common themes or concerns emerged regarding accountability and responsibility?

*Stories worth holding close*



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