



Ampersand Press

CAMPAIGN PLAN





LOCKET PUBLIC RELATIONS

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.

AUTHENTICITY

SUSTAINABILITY

DIVERSITY

LOCKET

CREATIVITY

PARTNERSHIP



OUR MISSION

Locket 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

Melan Hall

DIRECTOR OF BRAND
STRATEGY

Cady Johnson

DIRECTOR OF DIGITAL
MARKETING

Patti Monaco

DIRECTOR OF COMMUNITY
ENGAGEMENT

Gabrielle Piccirilli

DIRECTOR OF CREATIVE
NARRATIVE

Adam Ant

DIRECTOR OF MEDIA
RELATIONS

MEET THE TEAM



Monica Gonzalez

MONICA GONZALEZ
DIRECTOR OF INTERNAL COMMUNICATION



Milan Hall

MILAN HALL
DIRECTOR OF BRAND STRATEGY



Carly Johnson

CARLY JOHNSON
DIRECTOR OF DIGITAL MARKETING



Patti Monaco

PATTI MONACO
DIRECTOR OF COMMUNITY ENGAGEMENT



Gabrielle Piccirilli

GABBY PICCIRILLI
DIRECTOR OF CREATIVE NARRATIVE



Aedom Worku

AEDOM WORKU
DIRECTOR OF MEDIA RELATIONS



PARTNERSHIP IN
STORYTELLING



CONNECTING
THROUGH NARRATIVE



READING
FOR YOU

CAMPAIGN GOAL

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



RESEARCH QUESTIONS



AUDIENCE & READERSHIP

- Who reads?
- How do they discover small presses?
- How and why do they read certain authors?



DIGITAL PRESENCE & MEDIA ENVIRONMENT

- Where do readers consume content
- what formats resonate?
- What behaviors, trends, or communities?
- How is indie literary fiction discussed?



AUTHORS & CREATIVE COMMUNITY

- What do authors want or expect from a small press?
- What challenges do authors face with small presses?
- What motivates an author to sign with a publisher?



BOOKSELLERS, BOOK CLUBS & LIBRARIES

- What materials do booksellers and book clubs rely on?
- How do libraries and literacy organizations engage with small presses?



SUSTAINABILITY & COMMUNITY ENGAGEMENT

- What ethical, cultural, or sustainability values matter?
- How do audiences respond to CSR?
- Which community organizations, libraries, or nonprofits align with Ampersand's mission?

RESEARCH STRATEGIES

- Social media monitoring
- Focus Groups
- Interviews
- Surveys
- Industry Reports
- Environmental Impact Scans
- Community Outreach
- Author Centered Conversations





OBJECTIVE 4.0

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





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.

DELIVERABLE
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.



#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.](#)

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



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

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



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



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-resolution 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.

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.



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)

TIMELINE & BUDGET

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

QUARTER 1: \$75,000

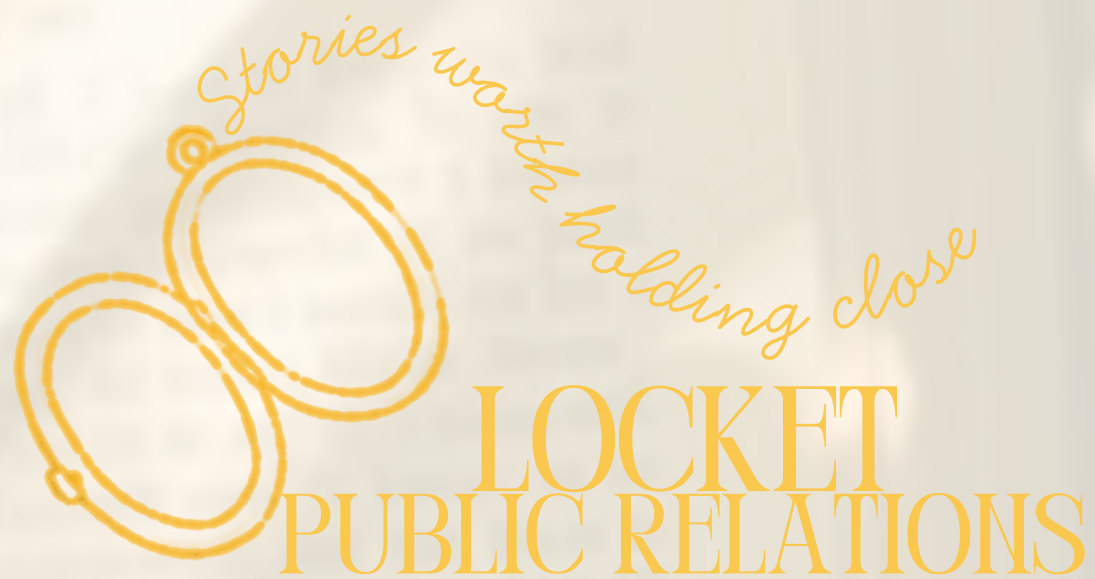
QUARTER 2: \$52,000

QUARTERS 3 & 4: \$78,000

TOTAL = \$205,000



Ampersand Press



THANK YOU!

Monica Gomez

DIRECTOR OF INTERNAL
COMMUNICATION

Melan Hall

DIRECTOR OF BRAND
STRATEGY

Cady Johnson

DIRECTOR OF DIGITAL
MARKETING

Patti Monaco

DIRECTOR OF COMMUNITY
ENGAGEMENT

Gabrielle Piccirilli

DIRECTOR OF CREATIVE
NARRATIVE

Adam Ant

DIRECTOR OF MEDIA
RELATIONS