

# Apples to Apples Marketing Plan

“Apples to Apples” is a picture book for children describing the differences in humanity through the lens of the many varieties of apples.

The best month to approach this marketing plan would be September, which is usually the back-to-school month for most states. Since the book is about diversity and acceptance, these values will be reinforced after the children return from summer break. In addition, Fall is usually prime apple season -especially in the Northeastern United States- and they will be readily abundant in local grocery stores, again reinforcing the theme and message of the book.

When choosing to advertise on social media, I wanted to break from the traditionally held venues of Facebook, Instagram, Twitter, and YouTube. While they have their place, the shorter format currently being instituted by TikTok is the better option as it would provide the most coverage with a minimal indent in a marketing budget.

WEEK	THEME	VIDEO CONTENT	HASHTAGS
1	Back-to-School Week	<ul style="list-style-type: none"> <li>Animated video introducing the book and its theme</li> </ul>	#ApplesToApples #BackToSchool #Diversity
		<ul style="list-style-type: none"> <li>Showcase different apple varieties and their unique qualities</li> </ul>	#PictureBook #KidsBooks #AppleVarieties
2	International Day of Peace	<ul style="list-style-type: none"> <li>Highlight the book's message of accepting differences</li> </ul>	#PeaceDay #Acceptance #LoveOneAnother
	(September 21)	<ul style="list-style-type: none"> <li>Encourage kids to share what makes them unique</li> </ul>	#BeYourself #EmbraceDifferences
3	World Teachers' Day	<ul style="list-style-type: none"> <li>Feature teachers reading the book to their students</li> </ul>	#WorldTeachersDay #TeachDiversity
		<ul style="list-style-type: none"> <li>Share kid-friendly apple recipes for classroom activities</li> </ul>	#AppleRecipes #KidsCooking #TeacherLife
4	Create your own Apples to Apples Story	<ul style="list-style-type: none"> <li>Encourage stories written by the children to encourage their creativity</li> </ul>	#AAStoryChallenge #AppleStories #Apple