

I,
cosmo

Love can teach an
old dog new tricks



Carlie Sorosiak

**BOOK
PROMOTION
PROJECT**

by
Aviv Tome

Carlie Sorosiak

ABOUT THE AUTHOR



CARLIE SOROSIAK GREW UP IN NORTH CAROLINA. SHE HAS A MASTER'S IN ENGLISH FROM OXFORD UNIVERSITY AND ANOTHER IN PUBLISHING FROM CITY, UNIVERSITY OF LONDON.

BOOK DESCRIPTION



EVER SINCE COSMO BECAME A BIG BROTHER TO MAX TEN YEARS AGO, HE'S KNOWN WHAT HIS JOB WAS: TO PROTECT HIS BOY AND MAKE HIM HAPPY. THROUGH MANY GOOD YEARS MARKED BY TENNIS BALLS AND PILFERED TURKEY, TORN-UP TOILET PAPER AND FRAGRANT GOOSE POOP, COSMO HAS DOGGEDLY KEPT HIS VOW. UNTIL RECENTLY, HIS BIGGEST PROBLEMS WERE THE EVIL TUTU-WEARING SHEEPDOG HE MET ON HALLOWEEN AND THE ARTHRITIS IN HIS OWN JOINTS. BUT NOW, WITH DAD-SCENTED BLANKETS APPEARING ON THE COUCH AND ARGUING VOICES GETTING LOUDER, COSMO SENSES A TOUGHER CHALLENGE AHEAD. WHEN MAX GETS A CRAZY IDEA TO TEACH THEM BOTH A DANCE ROUTINE FOR A CONTEST, HOW CAN COSMO REFUSE, STIFF HIPS OR NO? MAX WANTS TO REMIND HIS FOLKS OF ALL THE GREAT TIMES THEY'VE HAD TOGETHER DANCING — AND MAKE THEM FORGET ABOUT THE “D” WORD THAT'S MAKING THEM ALL CRY. TOLD IN THE OPEN, OPTIMISTIC, UNINTENTIONALLY HUMOROUS VOICE OF A GOLDEN RETRIEVER, I, COSMO WILL GRAB READERS FROM THE FIRST PAGE — AND REMIND THEM THAT LOVE AND LOYALTY TRANSCEND WHATEVER LIFE THROWS YOUR WAY

PRESS RELEASE- ONLINE AND STORE PARTNERSHIP

For the press release, it will be announced with time on instagram, snapchat news and tik tok. The release date is April 11,2021, on National Pet Day. The book besides being released in a bookstore, it will be available in pet stores and middle school book fairs.

I have decided to pick Petco, and Amazon for its better deals and greater demographics. These two partnerships are versatile and can work together. For PetCo it will be sold in stores and Amazon online.

The image shows the Amazon Prime logo. The word "amazon" is in a black, lowercase sans-serif font with a yellow curved arrow underneath it. To the right of "amazon" is the word "Prime" in a blue, italicized, uppercase sans-serif font.

PRICE RANGES AND COMPARISONS

Online Market Share in Pet Products

Merchant	Market Share
Amazon	55.9%
Mr. Chewy	24.9%
1800PetMeds	5.0%
Petco	2.7%
PetSmart	1.7%
Drs. Foster & Smith	1.4%
Amazon Prime Now	1.1%
PetFlow	1.1%
Jet	1.1%
Walmart	0.8%

Copyright © Slice Intelligence 2017. Jan. 1, 2017 - Mar. 31, 2017. n=228,305 U.S. online shoppers

	PetSmart	PetCo
AKC Adjustable Leather Collar	\$9.99	\$10.39
PediPaws Nail Trimmer	\$12.99	\$9.99
Kong Extreme	\$12.99	\$11.99
FURminator deShedding Ultra Premium Pet Shampoo	\$14.99	\$14.99
Petmate Evolution Retractable Dog Leash (M-L)	\$17.47	\$25.95
Head Collar	\$21.99	\$19.22
Dog Clippers	\$28.99	\$32.99
23 x 24 Pee Pads (box of 100)	\$52.99	\$59.99
Mr. Herzher's Smart Ramp	\$99.99	\$116.19
36 x 24 x 36 Kennel	\$119.99	\$159.99
42 x 28 x 30 Wire Crate	\$119.99	\$119.99



PRESS RELEASE- SNAPCHAT

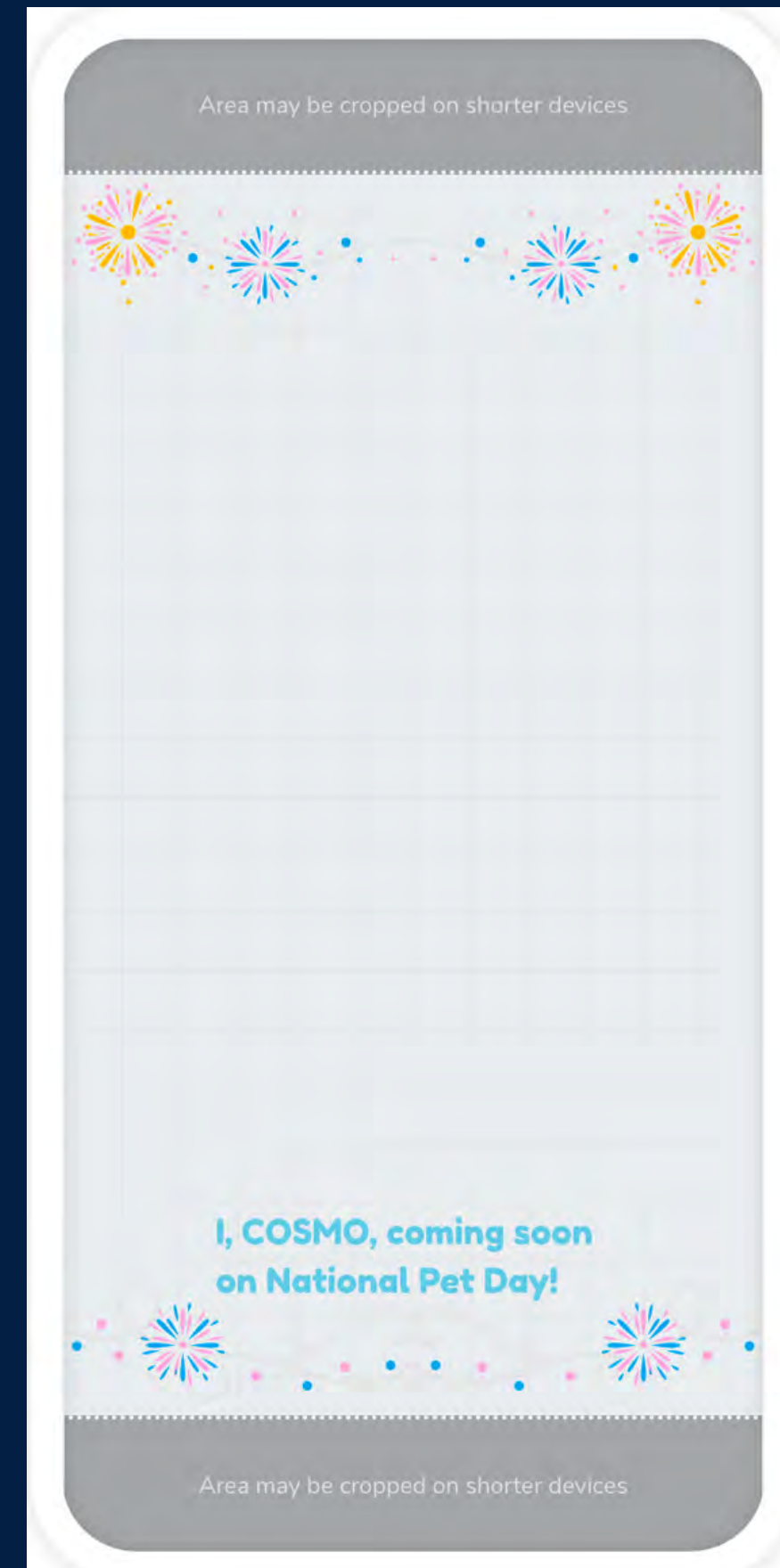
Snapchat

CREATE A GEOFILTER FOR THE RELEASE DATE AS WELL AS INCLUDE PUBLIC STORIES OF PEOPLE WITH THEIR DOGS AS THE COUNTDOWN FOR THE RELEASE DATE BEGINS. FROM APRIL 1ST TO 15TH. I,COSMO'S FILTER WILL BE AVAILABLE

ESTIMATE COST: 15 DAYS FROM 9:00AM TO 11:PM - ATLANTA AREA (41,110,506 SQ FT)

\$846.30

Example geofilter





PRESS RELEASE-TIK TOK

CREATE A TIK TOK ACCOUNT AND REGULARLY POST BEFORE THE RELEASE DATE.
INCLUDE PEOPLE WITH THEIR DOGS. CREATE A TIK TOK CHALLENGE OF "WHAT IS MY
DOG THINKING" WHERE PEOPLE POST ABOUT THEIR DOGS THOUGHTS IN FUNNY CLIPS.
AVERAGE COST FOR A TIK TOK AD: **\$10/1K VIEWS**
MIN. **\$500** REQUIRED

CONTACT THESE PET ACCOUNTS FOR INFLUENCER MARKETING: (**\$500** AVERAGE PER
POST)

@LIFEWITHKLEEKAI - 1.5M FOLLOWERS

@WHIT.AND.DOGS - 200,000 FOLLOWERS (SOFT LAUNCH OPTION)



PRESS RELEASE-INSTAGRAM

CREATE AN ACCOUNT FOR THE BOOK AND POST REGULARLY. DO A GIVEAWAY WITH PETCO.



What do they think about? Carlie Sorosiak has an idea! I,Cosmo coming soon April 11



The best middle grade book for the spring! Teach your kids how to interact with their new pet! Pre-Order on Amazon.com



Pamper your pooch with the I,Cosmo giveaway! Winner announced April 11! Partnered with Petco

EVENT- STORE PARTNERSHIP

- With every Petco purchase (min: \$30) you get a 10% discount on the book.
- In all 23 Petco stores there will be a photobooth outside with props for you to take pictures and post them on social media with the hashtag #ICosmo. Must make a Petco purchase to receive free physical photo. To download the photo is 99cents at the I,Cosmo website. The website will include all the promotional content for the book and redirect the consumer to Amazon.com for the purchase fo the book.
- The photobooth will be on April 11,2021 from 1:00PM-3:00PM
- Average cost for photobooths in Georgia are \$235/ 3hours.
- Estimated Cost: **\$5,405**. For 23 stores, and 3hr service time.
- Even though it is a large sum of the budget. It will generate a lot of foot traffic as well as compete with other stores for National Pet Day deals. It is a double partnership that generates traffic for the book's website as well as push Petco's sales.

EVENT- SCHOLASTIC BOOK FAIR

- Because National Pet Day falls on a Sunday in 2021, there will be a streaming of Carlie Sorosiak reading an excerpt of I, Cosmo at Scholastic Book Fairs themed around animals Friday April 9, 2021.



BOOK REVIEW

For the book review I will be contacting several middle grade fiction book reviewers. These people post their reviews on pages like GoodReads, Amazon, Twitter, Instagram, etc.

Electively Paige
Paige

✔ Currently Accepting Review Requests

GENRE PREFERENCES
Middle Grade Fiction, Middle Grade Fantasy, Middle Grade Science Fiction, Middle Grade Mystery, Middle Grade Thriller, [40 more](#)

ACCEPTS REQUESTS FROM
Indie Authors, Publicists, Small Publishers, and Big Publishers

CROSS POSTS REVIEWS TO
Goodreads, Amazon, Own Blog, Twitter, Facebook, and Instagram



ACCEPTS BOOK FORMATS
Mobi, Paperback, Hardcover, and Audiobook

BOOK BLOG / VLOG / BOOKSTAGRAM
[Electively Paige](#)
Last Updated: May 16, 2020

COMPENSATION POLICY
Free Reviews

SOCIAL REACH (?)
6,142 followers

GET IN TOUCH
[Review Policy](#) [Contact](#)

Chrikaru Reads
Christina

✘ Not Accepting Review Requests

GENRE PREFERENCES
Middle Grade Fiction, Young Adult Fiction, Historical Fiction, Fantasy, Science Fiction, [6 more](#)

ACCEPTS REQUESTS FROM
Indie Authors, Publicists, Small Publishers, and Big Publishers

CROSS POSTS REVIEWS TO
Goodreads, Own Blog, Amazon, Twitter, and Instagram




ACCEPTS BOOK FORMATS
Mobi, ePub, Paperback, Hardcover, and PDF

BOOK BLOG / VLOG / BOOKSTAGRAM
[Chrikaru Reads](#)
Last Updated: May 12, 2020

COMPENSATION POLICY
Free Reviews

SOCIAL REACH (?)
2,695 followers

GET IN TOUCH
[Review Policy](#) [Contact](#)

Cole Campfire Blog 🔥
Lana Cole

✔ Currently Accepting Review Requests

GENRE PREFERENCES
Middle Grade Fiction, Middle Grade Fantasy, Historical Fiction, Contemporary Fiction, Thriller, [5 more](#)

ACCEPTS REQUESTS FROM
Indie Authors, Publicists, Small Publishers, and Big Publishers

CROSS POSTS REVIEWS TO
Amazon, Goodreads, Facebook, Twitter, and Own Blog




ACCEPTS BOOK FORMATS
Mobi, ePub, Paperback, Hardcover, and PDF

BOOK BLOG / VLOG / BOOKSTAGRAM
[Cole Campfire Blog](#) 🔥
Last Updated: May 11, 2020

COMPENSATION POLICY
Free Reviews

SOCIAL REACH (?)
14,439 followers

GET IN TOUCH
[Review Policy](#) [Contact](#)

Books Less Travelled
Stephanie

✔ Currently Accepting Review Requests

GENRE PREFERENCES
Middle Grade Fiction, Middle Grade Fantasy, Historical Fiction, Historical Romance, New Adult Fantasy, [61 more](#)

ACCEPTS REQUESTS FROM
Indie Authors, Publicists, Small Publishers, and Big Publishers

CROSS POSTS REVIEWS TO
Amazon, Goodreads, Own Blog, Facebook, Twitter, and Instagram







ACCEPTS BOOK FORMATS
ePub, PDF, Paperback, Hardcover, Audiobook, and Mobi

BOOK BLOG / VLOG / BOOKSTAGRAM
[Books Less Travelled](#)
Last Updated: May 15, 2020

COMPENSATION POLICY
Free Reviews

SOCIAL REACH (?)
2,302 followers

GET IN TOUCH
[Review Policy](#) [Contact](#)

BUDGET SUMMARY:

SNAPCHAT:	\$ 846.3
TIK TOK:	\$ 1,000
PHOTOBOOTH	\$ 5,405
BOOK REVIEWERS	\$ 400
WEBSITE:	\$103.5

TOTAL:
\$7,754.8



the average book tour cost is around \$12,000

By skipping the traveling fees, and publicist, the fees can be cut by half. This promotional tour is social media heavy. The streaming for the scholastic book fair reduces costs of visiting several schools.