

Lean Canvas

Bedelia Social Media Management for Canadian Authors

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Key Partnerships <ul style="list-style-type: none">• Canadian literary agencies (The Cooke Agency, Westwood Creative Artists, etc.)• Canadian literary events.• Social media management tools (Hootsuite, TweetDeck, SproutSocial, etc.)• Canadian publishing companies (HarperCollins Canada, Penguin Random House Canada, etc.)	Key Activities <ul style="list-style-type: none">• Maintain knowledge of evolving social media trends/platforms.• Maintain knowledge of evolving literary trends/markets.• Maintain knowledge of evolving social media management tools (better deliverables and potential partnerships). Key Resources <ul style="list-style-type: none">• Marketing Expert• Web Designer/Developer• Graphic Designer• Photographer• Writer/Editor• CMS Experts• SEO Specialist• PR Expert• SME	Value Propositions <ul style="list-style-type: none">• Align an author’s unique content with customer/fan needs and expectations.• Give a human element to the author by interacting with customers/fans.• Ensure consistent and engaging content on all social media platforms.• Allow the author time to write without worrying about maintaining an active social media presence themselves.	Customer Relationships <ul style="list-style-type: none">• Initial Contact<ul style="list-style-type: none">- Phone call, online form, or email to arrange an in-person meeting.• Ongoing<ul style="list-style-type: none">- Weekly status meetings in person or via Skype.- Client will able to get in touch at any time through phone call, email, text, or social media message. Channels <ul style="list-style-type: none">- Face-to-face marketing at literary events (International Writer’s Festival, Word on the Street, etc.) and through partnerships.- Ads on social media such as Facebook, Twitter, and appropriate sections of Reddit.	Customer Segments <ul style="list-style-type: none">• Established Canadian authors (Margaret Atwood, Michael Ondaatje, etc.) They skew towards an older demographic (approximately 55-75). Despite their limited knowledge of it, they understand the necessity of a robust social media presence for connecting with fans/potential customers.• Emerging Canadian authors in a younger demographic of 25-35. Their understanding of social media is limited to personal use and they want to develop an online presence solely dedicated to marketing themselves and engaging with fans/potential customers.• Customers/fans of the author’s work who will be directly interacting with the social media content.
Cost Structure <ul style="list-style-type: none">• Staff payment/benefits• Payroll taxes• Internet• Office rent• Travel• CMS tool subscriptions• Freelancers (if required)			Revenue Streams <ul style="list-style-type: none">• Clients• Marketing at literary events• Social media advertising• Publisher advertising	