



TikTok and BookTok Ad and Influencer Campaign for lgbtq Young Adult Novel | Santa Barbara, CA

BY: Quirq

DEPARTMENT: Social Media Marketing

START DATE

11/09/2024

DUE DATE

02/10/2025

EST. HOURS

55

ON-SITE/REMOTE

Remote

PAYMENT

\$1000.00

PROJECT DESCRIPTION

Deliverables for TikTok and BookTok Ad and Influencer Campaign Internship

- **TikTok Ad Campaign Creation and Execution**
- Develop a minimum of **10 TikTok ad videos** focusing on different themes from *This Above All* (e.g., LGBTQ+ identity, young adult romance).
- Each ad must include **captions, trending sounds, and hashtags** (#LGBTQbooks, #YAreads, etc.).
- Launch ads in phases, ensuring **3 ads go live each month**, and track

engagement (likes, comments, shares, click-through rate) to identify which themes resonate most.

- **Goal:** Reach 50,000 total views across all ads by the end of the internship.
- **BookTok Influencer Research and Outreach**
- Identify **30 BookTok influencers** with a strong focus on LGBTQ+ and YA content, ensuring a mix of micro-influencers (10k-50k followers) and mid-tier influencers (50k-200k followers).
- Draft and send personalized outreach messages to each influencer, highlighting the book's themes, value to their audience, and offering review copies or other incentives.
- Secure **at least 2 influencer partnerships** who will create engaging content (review, reaction, or unboxing videos).
- **Goal:** Generate 30,000 impressions through influencer content.
- **Content Calendar Creation and Management**
- Build a **90-day content calendar** for TikTok that includes ad posts, influencer collaborations, and engagement content like Q&A sessions or author updates.
- Plan specific dates for each post to align with release milestones (e.g., cover reveal, launch date).
- Submit the calendar for approval, ensuring each post aligns with the brand's tone and message.
- **Goal:** Maintain a consistent posting schedule with 2-3 posts per week.
- **Weekly Ad and Influencer Performance Analysis**
- Use TikTok Analytics to monitor each ad's performance (engagement rate, cost per click, audience retention) and influencer-driven content (engagement and follower growth).
- Produce a **weekly report** summarizing key insights, top-performing content, and recommendations for adjustments.
- **Goal:** Provide actionable insights to improve campaign effectiveness by at least 20% over the internship period.
- **Engagement and Trend Tracking**
- Respond to comments on the TikTok ads and influencer posts within 24 hours to foster engagement and build a community around *This Above All* by Rachael Quisel, published by Fire and Ice (Young Adult imprint of

Melange)

- Monitor TikTok and BookTok daily for trending sounds, challenges, and themes, integrating relevant ones into the ad and organic content strategy.
- Create a **Trend Report** every two weeks, summarizing emerging trends and recommendations on how they could enhance the book's promotion.
- **Goal:** Leverage 3-5 trends to boost post reach and engagement.

COMPANY DESCRIPTION

I build web apps for small businesses, entrepreneurs, nonprofits

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