Promotional Campaign

Major Decisions

Henry J. Eyring

Campaign Overview

*Major Decisions* is the second book written by President Henry J. Eyring, a stake president on the BYU-Idaho Campus. This book is the follow-up to his first book *The Mormon Scientist,* which is currently on store shelves.

The public relations campaign will help make not only parents of high school to college age students aware of the major decisions involved with high school and college, but it will reach out to the students themselves. The book will stand as a help meet to students wanting to know about what to do in high school, not only educationally but also personally, and to be successful in their educational careers, which lead into personal careers.

**Campaign Objectives:**

* Reach out to students by helping them make major decisions in life that involve schooling and careers.
* Create a desire in parents to buy *Major Decisions* for their school-age children.
* Reach out to an audience outside of the Rexburg area: reaching other students and schools throughout Eastern Idaho.
* Make students aware that there is help out there for figuring out what to do in high school, college, masters programs, etc.

Situation Analysis

*Major Decisions*, Henry J. Eyring’s fourth book written and published by Deseret Book, comes out in May to Southeastern Idaho. We want to focus on promoting Eyring’s book with Deseret Book’s mission statement in mind:

**“People**: We are committed to giving excellent service to our customers, authors, and our owner. We value people and their accomplishments, and therefore commit to reward their efforts as members of the Deseret Book team.

**Product**: We are committed to providing on a timely basis quality products, quality service, and fair prices.

**Profit**: We are committed to following sound business practices to provide capital sufficient for future growth while providing a reasonable return to our owner.

**Progress**: We are committed to expanding our line of products and services to meet the growing needs of our customers.

**Position**: We are committed to maintaining a high level of professionalism and leadership in the bookselling industry and in the community.”

*Mormon Scientist: The Life and Faith of Henry Eyring* was published January 2008, and according to some, didn’t gain traction outside of the world of Deseret Book customers. The book did have success in Southeastern Idaho as it was reviewed by many professors of universities and colleges within Southeastern Idaho, and around the world due to the topic and credibility of its’ author. With the *Major Decisions* focusing on a different audience, we want to make sure that we can promote this book to the people of Southeastern Idaho.

*Major Decisions* is a great book for high school students, undergraduate students and graduate students. Eyring was born in [Palo Alto, California](http://en.wikipedia.org/wiki/Palo_Alto%2C_California). He earned a bachelor’s degree in geology, a master’s degree in business and a law degree from [Brigham Young University](http://en.wikipedia.org/wiki/Brigham_Young_University). From 1998-2002 he was the director of BYU's MBA program. He was one of the partners of [Peterson Capital](http://en.wikipedia.org/w/index.php?title=Peterson_Capital&action=edit&redlink=1) and was also on the board of directors of [Skywest Airlines](http://en.wikipedia.org/wiki/Skywest_Airlines). From 2003-2006, Eyring served as the [president](http://en.wikipedia.org/wiki/Mission_president) of the [Japan](http://en.wikipedia.org/wiki/Japan)-[Tokyo](http://en.wikipedia.org/wiki/Tokyo)-North [Mission](http://en.wikipedia.org/wiki/Mission_%28LDS_Church%29) for [the Church of Jesus Christ of Latter-day Saints](http://en.wikipedia.org/wiki/The_Church_of_Jesus_Christ_of_Latter-day_Saints).

The following are the strengths, weaknesses, opportunities and threats of promoting Eyring’s book throughout Southeastern Idaho:

**Strengths:**

* A majority of the population in Rexburg has an interest in getting an education or sending their children somewhere to get more information—which is a characteristic of the large LDS demographic.
* Rexburg is a small town, which makes it easier to use word-of-mouth to advertise.
* Parents of high school and college students will buy the book.

**Weaknesses:**

* High school students are less likely to buy the book.
* People interested in this topic could find similar information online for free.
* Youth that are not of the same religion of Eyring are not as likely to buy the book as much as LDS members would.

**Opportunities:**

* Because Rexburg is small, with whatever target audience we choose to direct our campaign at, it would definitely be a good opportunity to get the word out about Eyring’s book. It will be easier in a small town to advertise if we are creative in the way we market the book. A type of guerrilla marketing would get the word out to people faster.

**Threats:**

* Rexburg, being a small town, can also be a threat if we do not get the word out to the community well enough.
* High School kids, to whom this book is written for, will not buy this book. The mothers and fathers will be more inclined to purchase and read this book.

Target Overview

**Primary Audience:**

* Mainly middle class and upper class LDS mothers from the Southeastern Idaho area who have followed their children’s progress throughout high school will purchase *Major Decisions*. They are usually moms that have a major interest in their children’s education. These mothers help with homework and participate in school meetings.

**Secondary Audience:**

* The second audience that will purchase this book is LDS college students in Southeastern Idaho. These young adults are more likely to appreciate LDS literature and gain the knowledge in this book to enhance their success in their schooling. This book emphasizes that getting a graduate degree is wise.

**Tertiary Audience:**

* The third audience that will purchase this book consists of LDS high school students in Southeastern Idaho who are concerned with their futures. These are students who place high priority on their grades. Many of these students are more likely to participate in school events, groups and in the local community.

Strategies and Tactics

To meet our objectives in promoting Eyring’s latest book to our target audiences, we will:

* Advertise throughout the city of Rexburg by using flyers, writing news releases and taking out advertisements in the local newspapers, including the school newspaper, *Scroll*.
* Contact the local news and radio stations to promote the book, including the school radio station, I-News.
* Promote this book at public venues such as at PTA meetings, sports events and assemblies, with permission from the schools. This will be a good way to reach out to the fathers and mothers of high school students who are interested in their child’s next steps in education.
* Hold a book signing at Deseret Book and/or at other locations when the book is first released. Students and parents can come to receive more information and insight into Eyring’s book and meet Henry J. Eyring as well. Advertising around Rexburg and through ads in *Scroll* will help to increase awareness of this event.