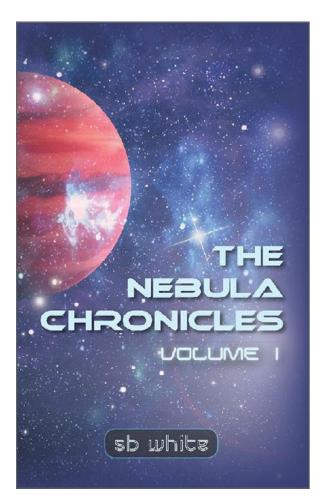
# CASE STUDY



### The Nebula Chronicles: Volume I

#### SB White

Genre: Fiction



#### Goal:

Generate media interest in author SB White and her latest fiction novel *The Nebula Chronicles: Volume I* 

#### **Strategies:**

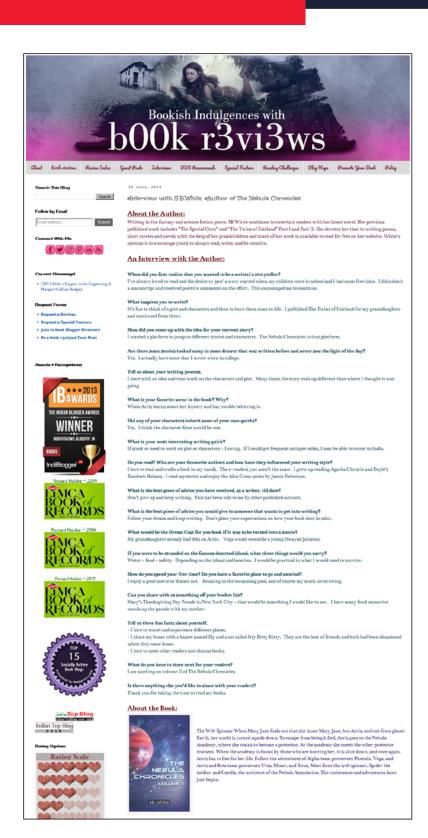
- Positioned SB White as an accomplished author and advocate for early childhood literacy
- Targeted SB White's local media in Mesa, Arizona and nearby cities and fiction book reviewers

#### **Results:**

- 95 media outlets picked up the press release via PRWeb with a combined total of more than 114 million potential impressions
- Secured several review copy requests and media opportunities for SB White including an interview with the East Valley Tribune newspaper, interview and book feature with Bookish Indulgences, and a book review with the Seven Days a Week blog.

## CASE STUDY







Kristin of the Seven Days a Week blog published a review of the book on her website.

An interview with the author was featured in the Bookish Indulgences blog.