



CASE STUDY

BRANDON SANDERSON/STEELHUNT

How do you generate interest and promote your book in a totally unique way? With a nationwide scavenger hunt and social media campaign. #1 New York Times best selling author Brandon Sanderson, author of The Reckoners series, hid a limited number of collectible Dropcards in different locations across the country to promote his best-selling books.

Each Dropcard, a collectible stand-up, die-cut card, gave exclusive access to character profiles, extended excerpts to the series, and even additional chapter notes narrated by the author himself. When readers found a card, they were asked to share it on all social media sites. By doing so, they were entering themselves in another contest to win even more great prizes.

This promotion not only created excitement amongst The Reckoners series' biggest fans, but also increased social media traffic. Readers shared the event on Facebook and generated more comments and discussion on Twitter via the author's personal hash tag.

Using Dropcards for this fantastic promotion was a simple way to increase brand awareness and give back to the author's biggest fans. This was a fun and easy solution to generate excitement for this best-selling series.