

COMMON SIXTH SENSE

Integrated Digital Book Launch Campaign

Multi-channel digital campaign supporting the launch of *Common Sixth Sense* by Rachael Schmidt, extending the book's visual identity across social media, paid media, email and web.

Client: Rachael Schmidt / Jane Wesman Public Relations

Role: Digital Design • Campaign Design • Web Design & Development

CAMPAIGN CONCEPT

A cohesive visual campaign built around the book's themes of mindfulness, connection and self-discovery, using a consistent palette, typography, imagery and messaging across digital touchpoints.

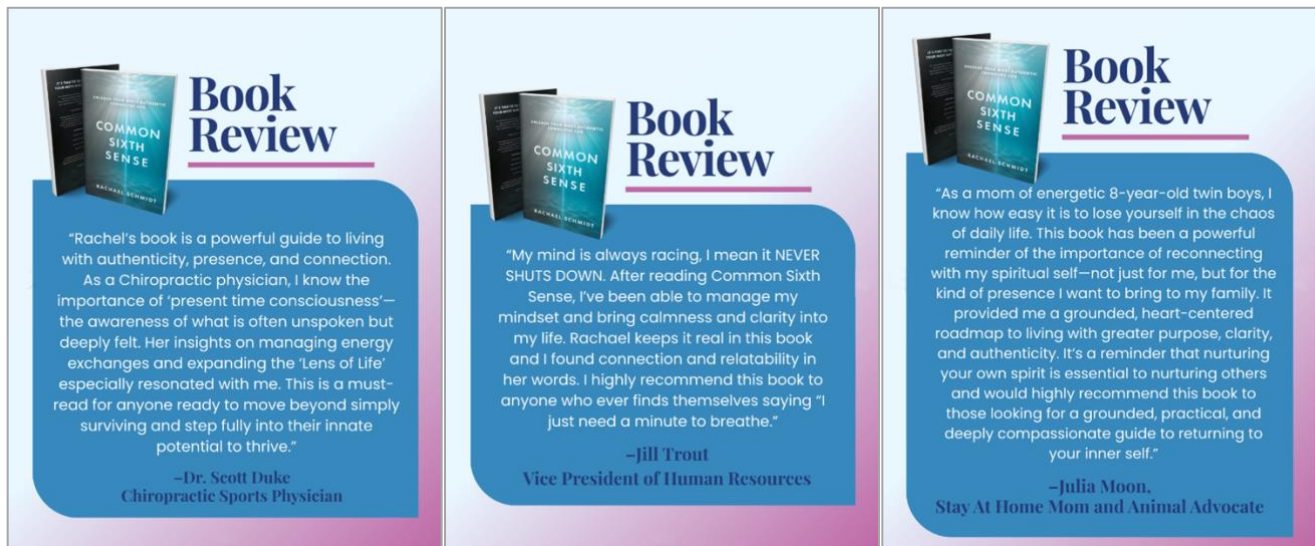
SOCIAL MEDIA — BOOK LAUNCH CAMPAIGN

Developed a sequence of social assets supporting pre-launch awareness, countdown, launch-day promotion and post-launch availability



INSTAGRAM CAROUSEL — BOOK REVIEWS

Created a reusable testimonial format to extend the campaign with reader and professional reviews while maintaining a consistent visual system.



PAID MEDIA — MULTI-FORMAT DIGITAL ADS

Adapted campaign creative across paid-media formats while maintaining consistent messaging, product visibility and a clear call to action.



1200 × 628px



1200 × 1200px

RESPONSIVE EMAIL CAMPAIGN — DESKTOP + MOBILE

Designed a modular promotional email that carries the campaign identity through desktop and mobile layouts, with responsive content hierarchy, product messaging and conversion-focused CTA.

COMMON SIXTH SENSE

UNLEASH YOUR MOST AUTHENTIC CONNECTED LIFE



Common Sixth Sense is an invitation to quiet the noise, reconnect with your intuition, and return to the wisdom that's within you.



If you've been sensing a pull toward something deeper, and longing for clarity, peace, or direction, this book was written for you.

-R

This book isn't another self-help guide...
A mindful companion from Common Sixth Sense to help you stay connected to yourself when everything else gets loud.

Start your journey back to you today

Get your copy on Amazon →



Rachael Schmidt
Founder, COMMON SIXTH®
Mindfulness Coach • Educator • Best-Selling Author

COMMONSIXTH

Desktop: 600px

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Mobile: 375px

WEBSITE DESIGN & DEVELOPMENT

Designed and developed the author/book website to extend the campaign into a dedicated digital destination for book information, author content and audience engagement.

Role: Design • Responsive Front-End Development • WordPress • UX/UI



CAMPAIGN TOUCHPOINTS

Social Media • Instagram Carousel • Paid Media • Responsive Email • Web

Portfolio case study combines original client work with concept extensions created to demonstrate cross-channel campaign applications.