



MAXIMUS CARLTON & ALLIE RUPKALVIS

11/25/2025

GOLDEN FIG BOOKS



BUILDING A COMMUNITY OF READERS

SHAPING BRIGHTER FUTURES BEYOND THE SCREEN

WHO WAS OUR CLIENT?

Golden Fig Books in Carborro, NC

- Founded by David Bradley in 2019
- Two locations in both Durham and Carrboro
- Independent bookstore focused on community, connection, and creative reading
- Local families positioned as leaders in early literacy

Goal of project: Develop a strategy that encourages family reading and reduces screen reliance





MEET SARAH

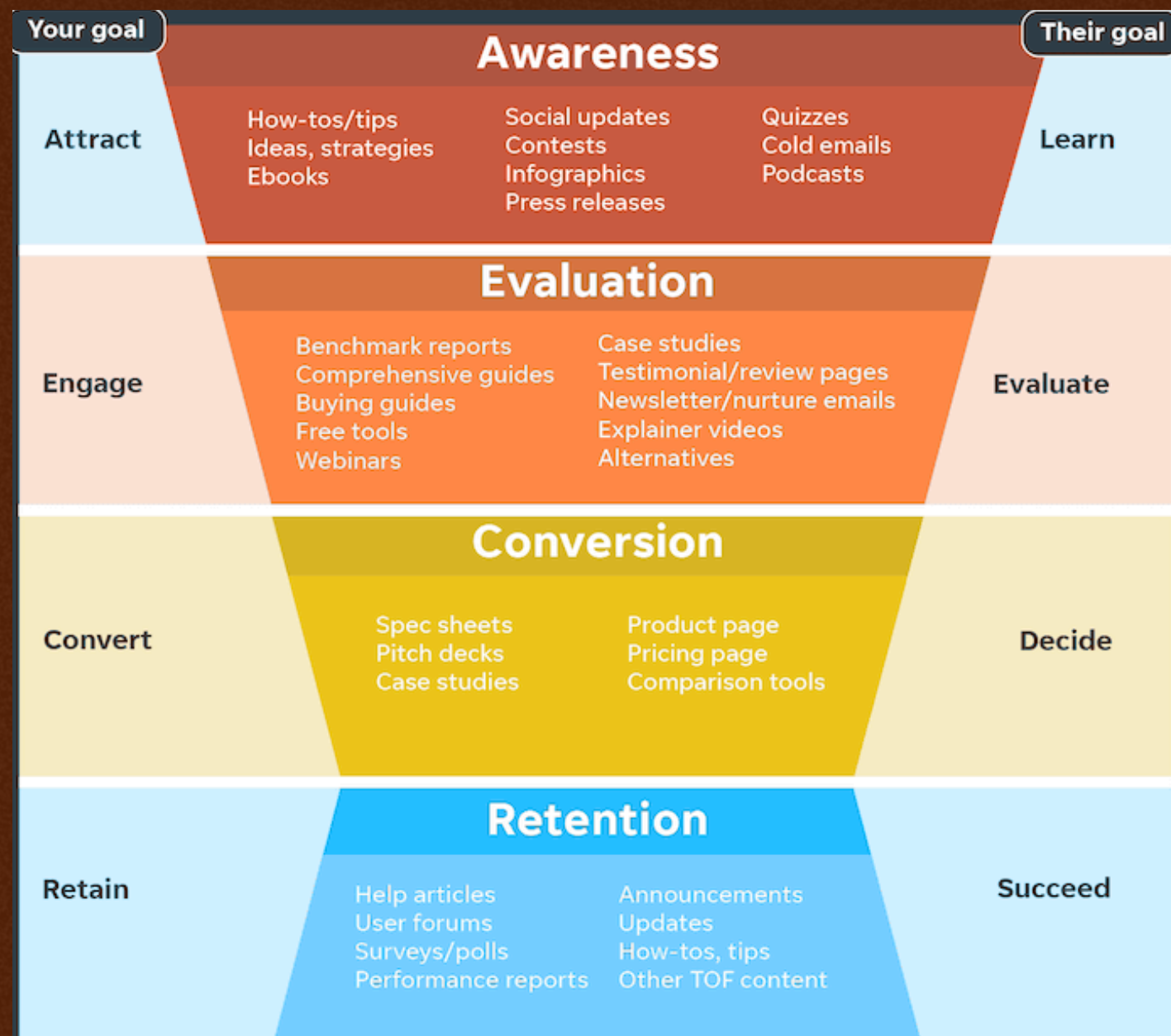
Meet Sarah. She is a busy Durham/Carrboro parent who loves her local community, but worries that her kids spend too much time on their iPads. She wants screen-free family activities that support learning, creativity, and connection.

What are her main considerable characteristics?

- Busy Carrboro parent
- Loves her growing community
- Concerned about her kids' screen time
- Wants simple, meaningful family activities
- Searches for solutions like "how to get kids off screens"



SARAH THROUGH THE CONTENT FUNNEL →



OPTIMIZED BLOG (AWARENESS)

- Reaches Sarah where she already looks for help (Google search)
- Conversational, SEO-driven content
- Frames reading as fun & beneficial

WHITEPAPER (EVALUATION)

- Creates an authority in early literacy
- Provides the research parents trust
- Shows why reading matters in a screen-driven world

FOLLOW-UP EMAIL (EVALUATION)

- Personalized next steps
- Invites Sarah directly into the community
- Builds an ongoing, warm relationship

BLOG & WHITEPAPER

Blog Post Concept:

The blog grabs people searching for screen-time solutions and positions Golden Fig as a helpful, research-backed resource. It lightly introduces the struggles (screen overuse) and the opportunity (reading as a joyful alternative).

Blog Drives Interest Toward the White Paper:

The blog scratches the surface of the relationship kids have with technology and reading. However, the last section of the blog leads readers to the whitepaper to discover studies and statistics to affirm the importance.

White Paper Overview:

This is the type of high-trust, high-value content that parents will gladly exchange their contact information for, because it helps them solve a real problem.

Target Persona: Meet Sarah. She is a busy Durham/Carrboro parent who loves her local community, but worries that her kids spend too much time on their iPads. She wants screen-free family activities that support learning, creativity, and connection.

Primary Keyword: benefits of reading for kids

Secondary Keyword: reading as a hobby, early literacy development, reading vs screentime

Longtail Keyword: get off screens and read more

Conversational Summary: Noticing your kids spend more time on screens than learning, imagining, or creating? Golden Fig Books' new Golden Roots Reading Club helps families rediscover the joy and benefits of reading together.

URL Slug: <https://www.goldenfigbooks.com/how-reading-shapes-brighter-futures>


Last Updated: November 4, 2025

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The Story Starts Here: How Reading Shapes Brighter Futures


Meta Description: Discover the benefits of reading for kids and how Golden Fig Books' new Golden Roots Reading Club helps families unplug and rediscover imagination.



WHY READING STILL MATTERS FOR KIDS

SHAPING BRIGHTER MINDS BEYOND THE SCREEN

This white paper highlights why reading remains essential for children in a screen-filled world, outlining its key developmental benefits and simple ways families can build joyful, lasting reading habits together.



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NOV 2025



WHAT KEY WORDS DID WE TARGET?

Keyword research shaped:

- The blog topic (what Sarah actually searches for)
- The blog headline and SEO structure
- The framing of the white paper (screen-time vs reading)
- The CTA placement
- The email subject lines and messaging

The keywords transformed the funnel into something parents are already looking for, which means Golden Fig doesn't need to "convince" them; they only need to guide.

Primary Keyword:

- **benefits of reading for kids**

Secondary Keyword:

- **reading as a hobby**
- **early literacy development**
- **reading vs screentime**

Longtail Keyword:

- **get off screens and read more**

WHAT DID WE FIND?

Key Insight:

Families are more successful at sustaining reading habits when they feel supported, encouraged, and connected to a larger community of readers.

- Kids spend **7+ hours/day on screens** and **only ~30 minutes reading**
- Children who **enjoy reading** are **3× more likely to report strong mental well-being**
- 60% of vocabulary by grade 3 comes from early at-home language exposure
- **Reading together builds empathy, attention, and connection**
- Families stick with reading when community support is present



OUR SOLUTION

Golden Fig Books is proud to launch the Golden Roots Reading Club, a monthly community program for elementary-aged kids and their families. It will be a warm, screen-free space where Stories come alive and imaginations grow wild.

The Golden Roots Reading Club 🍷

The club will help parents and kids:

- Build consistent reading habits rooted in fun
- Strengthen early literacy development through guided activities
- Meet other local families who value imagination and literacy
- Discover diverse authors and stories that reflect real-world experiences
- Reignite creativity and curiosity that gets lost in endless scrolling

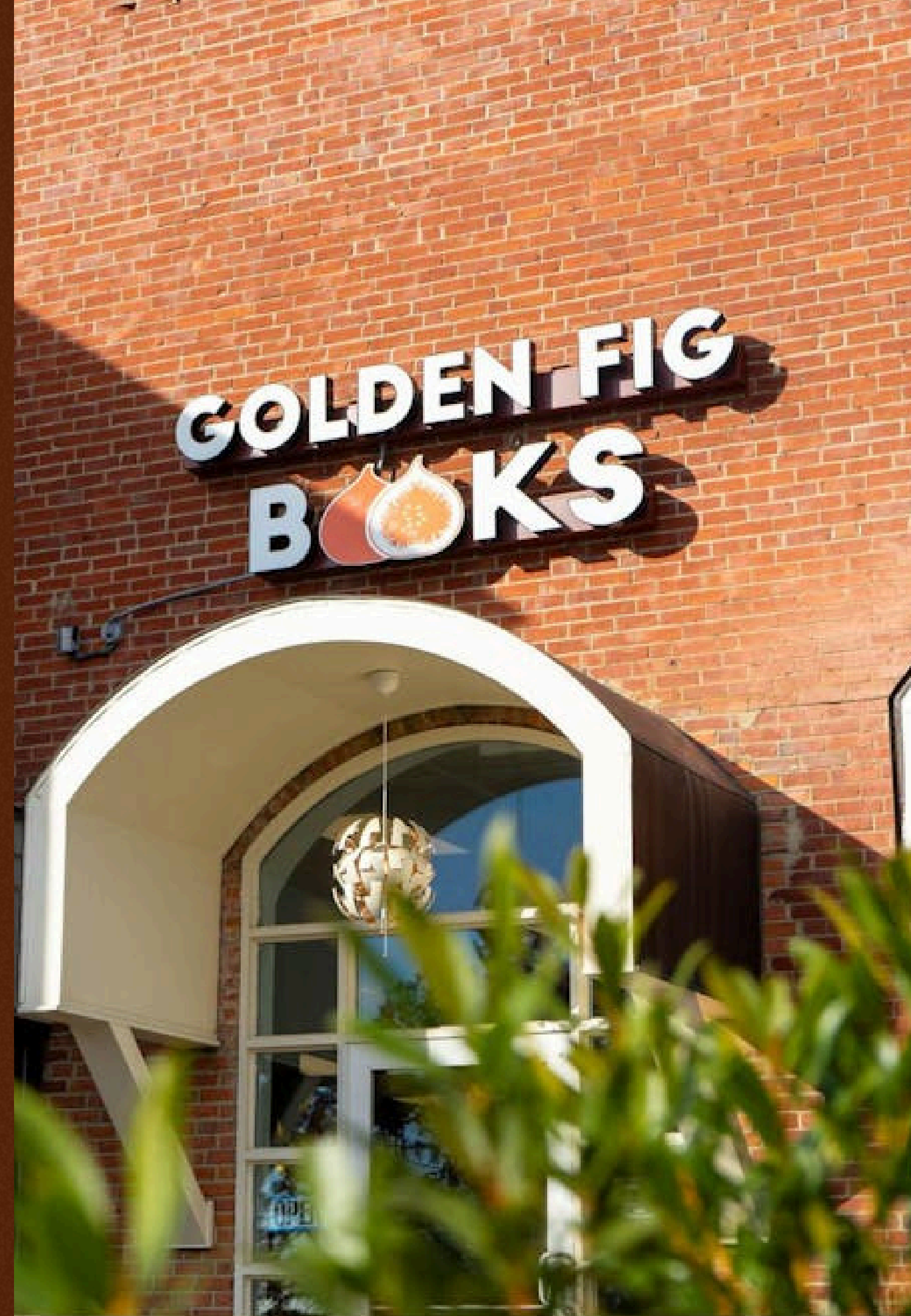


FINAL THOUGHTS

If implemented, this funnel would:

- Increase website traffic from parents searching about screen time
- Capture meaningful leads through white paper downloads
- Build deeper relationships via personalized emails
- Grow attendance at Golden Roots Reading Club events
- Strengthen Golden Fig's identity as a community cornerstone

The Golden Roots Reading Club is the first step toward that mission.



THANK YOU

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