

BRISTOL UNIVERSITY PRESS AND POLICY PRESS

# AUTHOR MARKETING TOOLKIT

Working together to market your book





## Welcome to the Bristol University Press and Policy Press Marketing Author Toolkit

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Here is all the information and guidance you'll need about what we will do to promote your book and how you can do your own promotion which is often the most powerful way of getting your hard work out there.

We see marketing as a partnership between author and publisher and look forward to working with you.

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**As one of our authors,  
you are entitled to a 50%  
discount on ALL our books.**

Contact [pp-marketing@bristol.ac.uk](mailto:pp-marketing@bristol.ac.uk) or  
check your contract for your discount  
code

## Meet the Policy Press Marketing Team

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## How we will market your book

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We will be working hard to market your book in the following ways:

### **Submitting bibliographic details to the book trade and libraries**

Full details are provided to the bibliographic systems used by the international book trade, including online retailers, and libraries. This ensures that the title is listed on online retailers including Amazon, the wholesalers supplying bookshops and library suppliers. Advanced information is also provided to our UK and overseas book trade representatives and relevant stockists.

### **Producing catalogues and flyers**

Your book will be included in the latest BUP, Policy Press and University of Chicago Press (UCP is our US, Canadian and South American distributor) catalogues for which you have already supplied blurb and author/ editor biography/ies. These catalogues will be distributed to academics, librarians and customers worldwide. Your book will also be included in relevant subject specific flyers mailed to academics and librarians in the UK and the rest of the world and taken to conferences.

### **Sending out review copies**

Review copies of your book will be sent to the most influential media within your book's discipline. Reviews can take between six and twelve months to appear. We will send you copies of reviews as they appear and also publicise any reviews received on social media, to UCP and to the bibliographic databases to help sales. If your book is publishing in paperback later, we will also use them on the cover of the paperback. If you have any contacts who wish to write a review for a journal, please ask them to approach the journal and let us know.

### **Taking your book to conferences**

Once published, your book will be displayed at relevant conferences and sold at a special conference price. We encourage you to take flyers to conferences and events you attend yourself and are happy to supply them, just get in touch with your marketing contact (see page 3): please allow 28 days to produce a flyer for any event. We also liaise with our overseas distributors and agents over international conference promotion.



### **E-books**

As well as the print version, your book will also be available as an e-book through some or all of our partners including MyiLibrary, NetLibrary, ebrary, DawsonEra and Amazon. Please note that in some cases there may be a short delay before the e-book appears.

### **Contacting bookstores and sales representatives**

Sales tools are provided to our team of specialist academic representatives, Compass Academic, who call on bookstores stocking titles within the subject area in the UK, including branches of Blackwell's, John Smith's and Waterstones, as well as institutions. International sales agents and reps are also provided with details designed to support them in local discussions with bookstores, librarians and academics.

### **Selling international rights**

BUP and Policy Press attend the two main foreign rights fairs, in Frankfurt (October) and London (April), ensuring that international publisher contacts who may consider buying rights to your book have the details they need and the opportunity to discuss them. Let us know if you have any contact for foreign rights sales.

### **Promoting your book on social media**

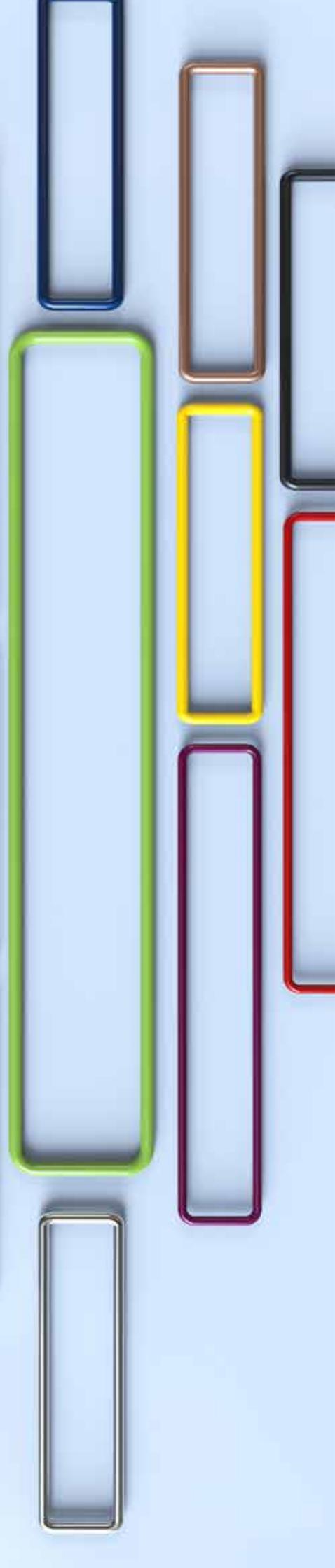
Digital marketing now far exceeds the reach of traditional marketing and we will ensure that your work is promoted globally through all relevant social media channels. On publication we will run a campaign to announce your book on social media, focusing on Twitter, Facebook, LinkedIn and Google+. *See also our Twitter guidelines on page 6.* We will share relevant mentions and reviews of your book as they arise, so please tag us for anything you'd like shared.

### **Including your book in e-marketing campaigns**

Information about your book will feature in our monthly eNewsletter. We offer 35% discount to subscribers to our newsletter so tell your friends, colleagues and students to sign up: [policypress.co.uk/signup-bup-pp](http://policypress.co.uk/signup-bup-pp). It will also be included in relevant subject e-marketing to academics, students and librarians.

### **Featuring your book on our website**

Your book will have its own dedicated page on our website [bristoluniversitypress.co.uk](http://bristoluniversitypress.co.uk) from around 6 months before publication. We link to this page via e-marketing and social media to let people know about the book. This page also allows customer reviews to be uploaded – reviews are one of the best ways of marketing your work - so please encourage your contacts to do so.



## How you can help to market your book

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**There is a lot that authors can do to promote their own publications, and personal promotion can sometimes be the most effective means of getting your work out there. Here are some ideas, easy to implement, which can make a real difference!**

### **Use your e-signature**

Add an announcement about your publication to your e-signature so everyone you correspond with will know about it. We can provide you with copy and a cover on request. Also add a link to your book on your profile page on your institution's website.

### **Mail to listservs**

If you belong to any listservs/e-lists relevant to your publication, send an email announcement about your book to the list members. We are happy to provide copy for this if you wish - simply send a request to your marketing contact (see page 3).

### **Highlight the book on social media**

If you are on Twitter, Facebook, LinkedIn, Google+ or any other social media channel, add a note about your book to your profile and keep mentioning it – particularly any reviews received or positive comments you receive. We have included some guidelines about using Twitter on page 8 here, but we're happy to chat if you need advice on using any social media platform.

### **Write a blog post**

Write a blog post on the topic of your book for our blog: new link <https://policypress.wordpress.com/>. This should be around 800 words, include a headline and a photo of you as author. We will include ordering information and publicise. Please get in touch with your marketing contact if you're interested in writing for our blog and we can send you more detailed guidelines.

### **Let us know about your blog**

If you write your own blog, let us know the address so we can link your book page to it. Likewise if you post on other blogs, remember to refer to your book if relevant and link to our website for easy ordering. Where relevant and if you feel comfortable doing so, join in on discussions in comments on other blog posts linking to your blog or book when appropriate.

### **Create a podcast or video**

If you can create podcasts or videos, consider creating one on the topic of your book and let us know so we can put a link on our website and add it to our YouTube channel. We are happy to advise on content and style.

### **Use your institution/organisation**

Post an announcement about your book on your institution or organisation's website with a link to your book's page on our website for further details. Ask them to announce your publication in their newsletter and email their members with details of the publication.

### **Ask us for a flyer**

We can provide you with an A4 flyer to take to conferences/seminars/courses etc. and hand them out to delegates. These could also be inserted into your organisation's membership mailing, if appropriate. If you are speaking at an event suggest that the organisers include a flyer about your book in the delegate bags. Please give us at least four weeks' notice to provide flyers.

### **Make the most of Amazon**

If you receive any positive feedback about your book, encourage the author to post a reader's review on Amazon (.com and .co.uk). It's important to update your author profile at Author Central: <https://authorcentral.amazon.co.uk/>. Finally, do consider creating a Listmania list – including your book!

You can also add Reading Lists by Amazon to your LinkedIN profile. Here's how:

- a. In your profile choose 'Add an application'. Also available under the 'More' tab at the top.
- b. Choose Reading List by Amazon.
- c. When prompted, search for books you want to appear.
- d. Choose from 'I want to read', 'I'm reading it', or 'I read it'.
- e. Add comments - this (plus the book pic) is the really useful bit.

### **Make sure your campus bookshop and library has copies**

Visit your campus bookshop and library, advise them that you are a local author and encourage them to stock your book.

### **Always refer to your book**

Refer to your book on reading lists/course material/lecture papers/conference papers/journal articles etc. We can put together a PowerPoint slide on request featuring a book cover and information. This could be added to a series of lecture slides, for students' information. Encourage your colleagues to cite your book too.

### **Write an article**

Write an article about your publication for a journal, magazine or newspaper – and include ordering information in your word count. If you are writing an article on the topic covered by your publication though not specifically about the book/report itself, it's worth including a reference to the publication.

## Twitter guidelines

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Twitter is one of the most effective ways we can engage with key policy makers/practitioners/researchers/ students, raise awareness of your book/journal, encourage debate and sell more copies/subscriptions. Here are some ideas on how you can use Twitter to help to promote your book.

### Retweet and respond

Retweet any Policy Press tweets about your book. Respond to anything that gets you thinking. One of the keys to success on Twitter, and one of the challenges, is getting people engaged (i.e. getting people to do something rather than just read). Engaging with debates and interacting with journalists, authors and policy makers/practitioners raises your profile and will spread the word about your book. Aim to have a dialogue with your followers where possible and please encourage them to engage with the BUP and/or Policy Press Facebook pages and blog too.

### Let us know your Twitter handle

Let us know if you have a Twitter account so that we can follow you.

### Helpful Twitter hints

- Tweets can be about any topic relevant to your book/journal: higher education, teaching and research issues, academic publishing;
- Tweeting is particularly useful at conferences and events. If attending a conference, find out the official hashtag and tag your messages with it so they can be found. RT any other tweets from the event to share information with your followers;
- Take photos of events you attend (if relevant) and tweet. Also send to your marketing contact so they can tweet them too. Pictures of people or very short videos are always more interesting than book stands, though please ensure you have permission to do so!
- Follow and RT people you want to follow you and people who can be influential in your aims. Let us know about anyone in particular you think we should engage with.
- If you're introducing a new hashtag, check first to see it isn't already being used for something else. Also note "&" or other special characters in a hashtag don't work.



## Discoverability and Search Engine Optimisation (SEO)

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To put it simply... when people type relevant keywords into the search box on Google, we want your book to appear as high in the results as possible. Around 50% of traffic to our website comes from people using Google search, so it's a really important way of letting people know about your book.

This is challenging, and it can take time, but as an author, there are a number of things you can do to help us make sure your book is discoverable online.

### SEO-friendly titles and keywords

Book titles, chapter titles and headings should be descriptive and include key words and phrases. These give search engines keyword content to match to searches. Abstract titles and headings may sound more interesting but they won't be what people in the field are searching for.

Provide keywords that clearly reflect the content of the book and the subject area. In most cases, we will ask you for these when you submit your proposal. There may be buzzwords that are particularly popular in your field, or names of specific reports/books that could be included here.

Keywords should be as specific as possible (e.g 'health inequalities' rather than 'health') and can include phrases or strings of keywords as well as single words. More specific terms mean less competition and therefore a higher likelihood of appearing high in search results.

Please speak to one of the team if you need more help with understanding and implementing keywords.

### Links

Link to your book in your email signature, on your website or blog and get your institution to do the same. Links should contain the book title and perhaps author names rather than simply 'click here'.

If there are any associations or organisations you work with, or anyone you know who writes a relevant blog, they might be willing to include a link to the book on their website too. If you have a Wikipedia page, link to your book from there as well.

The more links you have to your book's page, the better ranking search engines will give it, especially if the links come from respected places (e.g. universities and media) – and so the more visible it will be online.

### **Social media**

If you use Twitter, Facebook, LinkedIn or other social media platforms mentioning and linking to your book adds to your books authority online. Adding a link in your Twitter or Instagram profiles is a good idea. Search engines take social media into account and the more shares, links and comments there are for your book, the higher in the search results it will appear. Interactive and engaging content is more likely to get shared further and in turn help with discoverability.

### **GDPR – Data Protection**

Please be aware that the new General Data Protection Regulation (GDPR) makes it vital that you have permission to hold any data about individuals (including email addresses and telephone numbers) who you might contact for any promotional purposes (for example a newsletter) – if you are unsure of what the GDPR means for individuals please take a look at these Guidelines For Individual from the Information Commissioner’s Office or contact one of the team.

**As one of our authors,  
you are entitled to a 50%  
discount on ALL our books.**

Contact [pp-marketing@bristol.ac.uk](mailto:pp-marketing@bristol.ac.uk) or  
check your contract for your discount  
code