



# Intellect Marketing Guide for Book Authors & Editors

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## Introduction to the Marketing Plan

From booksellers to media outlets, individuals to organizations: Intellect works tirelessly to ensure that the book trade and academic community knows all about your work.

We value your specialist knowledge and, above all, your voice. Do you have specific targets in mind for your book? At Intellect, we work as closely as possible with our authors and editors in order to better understand your ideas and weave them into the very fabric of our marketing activity.

Whilst you concentrate on finalizing your book with Intellect's Production Team, the initial stages of our Marketing Timeline – explained below – will have already been set in motion.

Once your work has been published, we will invite you to assist with further outreach. This guide presents some ideas for how you can promote your own work. Suggestions of your own are, of course, welcome.

This guide is designed to provide an overview of our marketing strategy: it includes explanations of key dates, processes and terminology. If, however, you have any further questions that have not been covered, please do not hesitate to contact us.

## Author Questionnaire

When you first proposed your work to Intellect, we will have asked you to fill out our Author Questionnaire. This document is of great importance to us as your publisher: its contents allow us to understand, from your expert perspective, the direction in which you wish to drive your book.

Bookshops, reviewers, higher education courses; where are the best nesting places for your work? We encourage you to revisit your questionnaire in order to ensure that it is up to date with your most important thoughts and leads.

Should you wish to provide any amendments, please send a revised copy to your main contact in Marketing, Georgia Glasspole ([georgia@intellectbooks.com](mailto:georgia@intellectbooks.com)).

## Our Partners

We harness the expertise of our partners to make sure that your work reaches as many markets as possible. Our experienced in-house Marketing and Design teams proudly work alongside NBNi (UK; Europe and ROW) and The University of Chicago Press (the Americas and Australasia) in promoting and distributing your book to a worldwide audience.

## Staying in Touch

Crucially: keep us informed! Have we missed a review? Are you heading to a conference? Do not hesitate in bringing to our attention anything of merit. You may, for instance, be arranging an event tailored to your book: providing us with the relevant date(s), and introducing your host, will enable us to arrange the exhibition and sale of your book.

## Marketing Timeline

6 months prior to publication	Catalogues created
	Sales and publicity calls
	Metadata and discoverability
4 months prior to publication	Galley proofs
Upon publication	Conferences
	Advertising
	Review copies
	Awards
	Social media, newsletters, e-mail campaigns and JiscMail
	Course adoption

### 6 Months Prior to Publication

#### Catalogues

At Intellect, our publishing cycle is divided into two seasons: spring and fall. We create a new catalogue for each season, which introduces our books to the entire market. We also send replenished electronic feeds designed to convey the same information to external partners and vendors.

Drawing on a variety of source material – your manuscript, the Author Questionnaire and in-house documentation, for example – we will compose a concise and engaging synopsis of your book to be included in the catalogue.

Your book cover is another integral marketing tool: an effective, well-considered cover can create as much interest as any accompanying text. Our experienced Design Team will work directly with you in order to create a sleek artwork that crystallizes the essence of your work.

#### What you can do to help us

- Liaise with our designer to conceive of your book cover

#### Sales and publicity calls (Book reps)

Preparation of the catalogue is closely followed by substantial sales outreach. Intellect's domestic and international partners will pitch your book to an array of contacts within the industry.

In an ever-shrinking marketplace, book publishing is highly competitive. Our wide coverage of sales representatives, equipped with established customer relationships and market knowledge, therefore grants your work the best possible opportunity for success.

### **North America and Rest of World**

The University of Chicago Press (UCP) is the only US university press that boasts an in-house domestic sales force. Making use of a range of international accounts – from major booksellers and wholesalers, to library vendors and independent stores – UCP’s reps will pursue various avenues to market for your impending publication.

UCP also possesses a dedicated Publicity Department, which continues to evolve its already rich catalogue of major contacts among book reviewers. Such connexions, stationed in cities such as New York, Washington D.C., Chicago and London, will receive notification of your forthcoming book at this stage of the process.

Specialist publications will also be met with regularly to discuss opportunities for your work.

### **UK and Europe**

NBNi and its team of UK book reps will work closely with major academic, trade and independent supply chains in order to sell your book. No matter how niche your work’s focus, they will source interested booksellers. NBNi enjoys established relationships with customers from various corners of the industry, from galleries and museums to specialist bookshops.

Monthly calls to UK wholesalers, libraries, educational suppliers and other non-traditional outlets will be made as part of a broader promotional push to ensure that every identifiable sales opportunity has been broached.

#### *What you can do to help us*

→ Update your Author Questionnaire with any suggestions of specialist or local bookshops that you feel would be a suitable outlet to stock your book

## **Distribution, metadata and discoverability**

Alongside the processes above, we will begin feeding metadata for your book out to the world via several channels. Intellect works with many distributors in ensuring that your book is discoverable. Amazon, Apple iBooks, Barnes & Noble, EBSCO, Google Play, ProQuest: these are just a handful of companies with whom we share long-standing partnerships.

To maximize discoverability, it is vitally important that metadata for your book exists without fault. Have all contributors been listed? Are any keywords missing? Our team will venture to craft impactful and accurate metadata; any contributions you wish to provide on this front are most welcome.

#### *What you can do to help us*

- Bring to our attention any metadata errors
- Provide the following extra metadata, if requested:
  - ◆ ORCID’s for contributors/affiliations
  - ◆ Keywords, normally 10–15
  - ◆ A short description (under 350 characters)

- ◆ A long description or summary
- ◆ Number of images

## 4 Months Prior to Publication

### Galley proofs

Note: this section concerns general interest books only. The majority of our academic monographs do not fall under this classification.

Approximately four months prior to publication, the University of Chicago Press will print and bind your upcoming book as a set of uncorrected pages – known otherwise as a galley proof – which will subsequently be hand-delivered to various media outlets in an attempt to generate publicity.

The *New York Times*, *Times Literary Supplement*, *Chronicle of Higher Education*, as well as pre-publication journals such as *Publishers Weekly* and *Library Journal*, provide examples of the sizeable contact catalogue UCP has at its fingertips.

## Upon Publication

### Conferences

Intellect is proud to run an extensive conference programme; we place great weight and emphasis on attending scholarly functions throughout the world, viewing each as an opportunity to interact directly with our existing authors and discover fresh ideas.

Working alongside the University of Chicago Press, Intellect exhibits at over 100 conferences every year. Your work, as well as promotional material such as postcards and flyers, will accompany a staff representative to these events.

Intellect is a small team, however, and physical attendance at conferences is not always logistically possible. In these cases, Intellect and UCP negotiate competitive exhibition prices with over 250 different organisers so that materials for your book are displayed for delegates at conferences that we are not able to visit.

Are you planning to attend, or perhaps organize, a specific conference or symposium? Informing us could make all the difference for your book, as we are able to offer discounts, order forms and free shipping on orders placed at conferences.

#### *What you can do to help us*

- Inform us if you are in attendance at a conference
- Update your Author Questionnaire with conference ideas for your work



## Advertising

Note: advertising can prove particularly expensive and is not necessarily the most effective use of resources. Intellect and UCP will pass assessment on a case-by-case basis.

Intellect and UCP's Advertising Department can place online and print-based adverts for your book in scholarly journals and conference programmes, as well as general interest publications such as *New York Review of Books*, *Times Literary Supplement*, *Sight & Sound* and *London Review of Books*.

## Review copies

Shortly after stock arrives, Intellect (UK; Europe; ROW) and UCP (the Americas; Australasia) will produce a list of reviewers to receive finished copies. An assortment of contacts will be sent to your final work; scholarly journals in your field of study; general interest media; radio and television producers (where applicable), and more.

Should you wish to see a list of the people to whom your work has been sent for review, please speak with your Intellect Marketing contact.

All published reviews of your book will be recorded and copies shall be sent to you via e-mail. We may also display select review quotes on our website and in our promotional material to advertise the quality of your scholarship to our audience.

### *What you can do to help us*

- Ensure your Author Questionnaire contains reviewer-related information

## Awards

Intellect maintains a database of scholarly awards and will, in appropriate circumstances, submit your title for consideration.

Please notify us, if you have not done so already, of any awards that you believe your book should be submitted for via the Author Questionnaire.

## Social media, newsletters, e-mail campaigns and JISC Mail

Social media is the lifeblood of modern society. Here at Intellect, we recognize this: our Marketing Team is consistently working to heighten our online presence. Facebook, Twitter, Instagram, Weibo – we oversee active accounts on many platforms, and through these avenues will parade your work in front of our ever-increasing audience.

Intellect also hosts an entire database of individuals signed up to receive monthly subject area newsletters, and is affiliated with numerous academic mailing list services such as JISCMail and LISTSERV.

## Course adoption

Intellect's Marketing Team will commit extensive research into current academic courses, identifying those that harmonize with your publication and encouraging the host institution(s) to adopt the book as supplementary reading material.

### *What you can do to help us*

- Guarantee that the Author Questionnaire contains up-to-date course details



# How to promote your book

Prior to publication	Share the journey
Upon publication	Share with your professional and personal contacts
	Share on social media
	Op-eds
	Events

While the Marketing Timeline above has been carefully designed to generate widespread awareness of your publication, there are many things that you can do to strengthen Intellect's efforts.

Below, we have listed a number of ideas for promoting your work. Each section is purely a suggestion: some may spark your interest; others may not. Either way, there is no rubric you are expected to follow.

You may have fleshed out promotional ideas of your own. If so, we fully welcome your involvement; our only request is that we are kept abreast any plans.

## Share with contacts

Relaying news of your book to family, friends and professional acquaintances is arguably the most impactful promotional activity you can do in the lead up to publication. Here are a few tips you may find useful:

### *What you can do to help us*

- Tell your friends and family! This is not a time to be timid
- Propose talks and panels for annual conferences thematically tied to your work
- Inform your university news office and any alumni associations
- Request an up-to-date list of faculty experts in various fields from your university's news office for media enquiries
- Ask colleagues about 'expert lists' within your field that are maintained by external groups (e.g. <http://www.womenalsoknowstuff.com/>)
- Shamelessly self-promote: place the book title, subtitle, cover thumbnail and links to our website within your e-mail signature
- Share information about your book on LISTSERVs within the academic community
- Invite reviews on Amazon, Goodreads and Barnes & Noble

### *What we can provide to help you*

- JPEGs of your book cover
- An e-mail banner

- Order forms and discount codes
- Printed postcards

## Social media

### Twitter

Twitter is an environment in which news of your publication can spread. And fast. We suggest that you comment on stories that dovetail with your research: respond directly to fellow users and trending topics; retweet important updates; follow your local bookshop and other users that you consider important; even share behind-the-scenes material regarding the creation of your book. Active interaction will only serve to increase your audience.

### Facebook

Facebook is a valuable tool for broadcasting news to family and friends. You can post pictures, confer status updates and, perhaps most usefully, design events. Is your book due to be launched in a specific bookshop? Are you giving a public talk? Facebook empowers you to organize gatherings and invite select guests to RSVP.

### Instagram

There is no more effective method for conveying your book visually to the world at present than through Instagram. Instagram allows users to upload pictures and videos and 'tag' trending topics or other users. A finished cover design; a stack of library books to return; an untidy desk strewn with page proofs: you can chart the journey of your work from idea to product for all to see.

### Reddit

A near-labyrinthine web of ideas, Reddit houses a wealth of discussion threads, many concerning obscure and serious topics. Is the subject of your work broached on this site? Conducting a search for interesting conversations may reveal an opportunity for further networking. As with Twitter, the aim should not be to formally pitch your scholarship, but to become a member of a community and a conversation.

### Wikipedia

For better and for worse, Wikipedia continues to be a popular source of information online. Intellect's website receives a swell of traffic from the reference links provided for each entry. Improving Wikipedia, then, could be of great benefit to your book. We encourage you to seek pages relevant to your work, wherein you can list your book as further reading and, if plausible, cite its contents.

### Goodreads

Marketed as 'the world's largest site for readers and book recommendations', Goodreads is a platform that encourages the exchange of opinion through

constructive debate and review. This well-used virtual space offers you scope to engage directly with your readers and, in so doing, establish a community around your work.

*What we can provide to help you*

- JPEGs of your book cover
- Discount codes
- Digital flyers
- Social media support: we will repost your Facebook events, retweet you on Twitter and @ you on Instagram

## Op-eds

You have only 800 words and a lay audience: how, in such circumstances, would you distil the complex themes underpinning your work? This is the op-ed approach.

Reframing any scholarship in such a way is a challenge, but one we urge every author to embrace. As the agreed date of publication nears, maintain a keen eye for topical stories that either directly intersect or tend to your field of expertise. Amid the maelstrom of daily news, items relevant to your book will duly emerge; inform your contact in Marketing immediately should you wish to take advantage of anything you notice.

Often, op-ed pages prefer to liaise directly with the author. Therefore, we will encourage you to compose a pitch, sending across a recommended set of guidelines for your consideration.

For further stylistic guidance, and a list of over 100 publications that accept op-ed submissions, visit the OpEd Project: [www.theopedproject.org/oped-basics](http://www.theopedproject.org/oped-basics).

## Events

Book events tend to adopt one of two guises: bookshop gatherings or group talks. If the idea of a book launch or signing sounds appealing, we encourage you to get in touch with your local bookshop(s).

It must be noted that, due to ever-tightening margins in a complicated marketplace, bookshops can often be reluctant to hold events. If, however, you are confident of healthy attendance and can configure a provisional guest list, shops may prove more amenable to any suggestions.

Owing to Intellect's limited resources, shipment of materials to any organized event will be your responsibility. However, we will supply any relevant information regarding distribution and sales representatives in the event that the shop hosting your gathering wishes to purchase book copies.

Group talks often offer a comparatively more stable, profitable source of interest in your work. We have supported talks for a wide range of audiences across

different sectors, including universities, civic organizations, public theatres, government departments, and many more. Let us know if you would like to speak publicly about your book, or if you have already started to make enquiries.

For any promotional event, Intellect recommends that you observe the following guidelines when setting a date:

- Domestic events: at least 4–6 weeks after the book delivery request
- International events: 8+ weeks after the book delivery request

Whilst we endeavour to hit every delivery date, shipments can occasionally be delayed due to unforeseen issues. Without a sufficient notice period, you may be left bereft of book copies to exhibit and sell. The earlier we know of your plans, the better!

#### *What you can do to help us*

- Resist making bookings until your work is heading to print, after which point allow 12 weeks
- Give us notice of a proposed event as early as possible
- Provide venue details, especially if concerning a bookshop

#### *What we can provide to help you*

- Order forms and discount codes
- Printed postcards
- An author discount order for you to sell books at the event

## A Final Note

Most importantly: keep us informed! Whether you are writing a review, composing an op-ed or arranging a university talk, let us know so that we can give you as much support as possible.

Thank you for taking the time to read through this guide. We thoroughly look forward to working with you.

Best wishes,  
*Intellect Marketing Team*