



# Open University Press

How we Market your Book



## HOW WE MARKET YOUR BOOK

When publishing a book with Open University Press, you will be supported by a team of professionals in a number of different departments, outlined in the *"Life Cycle of a Book"* flyer. Once you have handed in your final manuscript, you will be asked some key questions about specific marketing opportunities for your book and the marketing of your book will begin in earnest.

### Our Sales Team

As part of The McGraw-Hill Companies, Open University Press benefits from a wide range of sales and distribution channels, in many different countries and regions, including Europe, the Middle East, Australia, the USA and Canada.

Within the UK and Ireland, our trade sales team visits campus and high street bookshops, internet bookshops (including Amazon), wholesalers and library suppliers, encouraging them to take new books, core stock and academic adoption stock. The academic sales cycle is a key reason why it is so important to try to keep books on schedule as bookshops will be expecting delivery of stock in certain months.

At a head office level, we work with the largest bookshop chains to roll out promotions throughout all their stores and with The Publishers Association to support various industry initiatives. We also work with online retailers to run special offers and promotions.

### Our Marketing Team

Each Open UP book has a Marketing Product Manager who specialises in a number of subject areas. The Product Manager will be responsible for all marketing activities relating to your book and will be your main contact for all promotional and marketing questions. Once you have submitted your manuscript, they will send you a Marketing Questionnaire. The information you provide will be incorporated into a marketing plan and will help to craft the back cover copy. Marketing plans may include a mix of direct mail and digital marketing ideas to inform academics or appropriate professionals about your book.

## SALES AND MARKETING ACTIVITIES

### Informing Booksellers

Once your manuscript is passed to the Production Department, details of your book are sent to Nielsen BookData via automatic data feeds. They feed this information out to the majority of booksellers, including Amazon, Waterstone's and Blackwell.

### Our Website

Six months before publication, your book will appear on our websites, [www.openup.co.uk](http://www.openup.co.uk) and [www.mcgraw-hill.co.uk](http://www.mcgraw-hill.co.uk). If it is being distributed in the USA, it will also appear on [www.openupusa.com](http://www.openupusa.com) and [www.mhprofessional.com](http://www.mhprofessional.com). Selected academic books will also appear on the McGraw-Hill Higher Education USA site, [www.mhhe.com](http://www.mhhe.com).

### New Books Trade Kit

Approximately six months before publication, your book will be promoted to our trade sales team in the New Books Trade Kit and they will then present and sell in books to bookshops.



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## Book Specific Flyer

Once the back cover copy and table of contents have been finalised, our marketing department will send you a pdf flyer to help you promote your book to your own networks. Please let us know if you require printed copies to hand out too. If you have your own lists of authorised contacts that could be used to promote your book, please let us know.

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## Subject Catalogues

Once a year, subject catalogues are produced - either print or e-catalogues - and all new books are included in these. These are distributed to potential customers through a variety of channels including direct mail to academics, librarians, professionals who have joined our mailing lists, booksellers and conferences. Our catalogues are available to view online at [www.openup.co.uk/catalogues](http://www.openup.co.uk/catalogues).

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## Databases

We have comprehensive databases that are maintained in line with data protection laws and we use these to contact our customers. We may also buy lists of names from reputable sources.

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## eMarketing

eMarketing is a key marketing channel - it offers a fast response rate as it is so easy for the customer to express their interest, either by buying a book online or requesting a lecturer examination copy. Email campaigns can be forwarded on to colleagues, thus creating a viral marketing effect. All our books are marketed in this way, either as the sole featured book, or clustered with other related books.

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## Lecturer Examination Copies

For books aimed at the undergraduate academic market, our marketing department will pre-promote your book, often with a sample chapter to whet the recipient's appetite, to lecturers teaching on courses your book might be suitable for. We offer complimentary copies to lecturers and ask them for feedback on whether they plan to adopt or recommend the book on their course.

Lecturers in the USA can request examination copies for selected books via [www.openupusa.com](http://www.openupusa.com) or [www.mhhe.com](http://www.mhhe.com) and we can forward requests to any of our other international offices from our enquiries email address ([enquiries@openup.co.uk](mailto:enquiries@openup.co.uk)).

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## Opinion Leaders

We can send books to a small number of key opinion leaders along with a personalised letter from the author where appropriate, to help raise awareness of your book. We rely on authors to help with these lists.

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## Custom Books

Rights permitting, chapters of your book may be used to create customised textbooks for lecturers wishing to create the perfect course reader for their students. This channel is growing rapidly as the market demands flexible content delivery. Visit [www.openup.co.uk/custom](http://www.openup.co.uk/custom) for more information. You will be paid royalties for any of your content that is included in these custom books.

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## Media and Journal Review Copies

Review copies will be sent to relevant journals and publications. Please note that we have little control over what is chosen for review and that reviews can take a long time to be published. We add review comments on our website, to marketing material and on the back cover of books (where possible).



## Amazon Reviews

We actively seek positive reviews of our books and we also encourage those who adopt our books to post reviews on Amazon's sites as peer reviews are an excellent promotional vehicle.

## Conferences

Each year, our marketing and editorial staff attend a number of key conferences. We display the books, take orders and offer lecturer examination copies. If an author is attending, we are sometimes able to launch new books at these events.

We send flyers, display copies of books and catalogues to many more conferences, and our international offices often support us with reaching conferences that are further afield. With advance notice, we can arrange to provide you with book flyers and for the local bookshop to take stock of your book if you are speaking at an event or workshop.

## eBooks

eBooks are another fast growing channel. Rights permitting, we supply eLibrary suppliers, academic departments and end users with secure eBooks. We promote the eBooks within our catalogues to drive awareness of this medium. A growing number of books are available for download on Amazon's Kindle.

## Other Activities

Depending on the book's audience, we may also undertake some of the following activities:

- Approach appropriate professional/academic organisations to promote the book to their members or arrange bulk sales or form partnerships
- Offer direct discounts to professional/academic organisations
- Advertise in key journals and magazines, arrange reader offers and competitions to promote the book
- Ask academics to get a proportion of their class to review the book
- Social marketing - posts on forums and groups to raise awareness of the book, encourage peer reviews, etc.
- Organise book displays in university departments or events where academics gather to discuss issues they face when teaching or researching a particular subject, etc.
- Support authors who arrange seminars or conferences to promote their work (please note that we cannot financially support conferences or pay for social events but will provide promotional materials, display copies of books, catalogues, etc.)
- Follow up any translation leads for your book generated at international book fairs, directly from international book companies, or via the author
- Arrange discounts on bulk orders for events, departments or individuals (these are non-returnable)
- Send details of your book to your university PR team or company publicity department