



## **"Practical Problem-Solving Advice for Publishers"**

### **Book Marketing/Promotion Checklist Important Ways to Promote and Sell Books**

**By**

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#### **Purpose of This Checklist**

This **Checklist** is designed to help you to review your organization's methods of marketing and promoting books. In order to exploit each book's full potential you should consider each method listed below. This checklist also will enable you to evaluate your books' sales potential in each distribution channel in order to maximize sales. These comments apply to both pbooks and ebooks, but some of the methods apply more so for pbooks.

#### **Book Publishing Has Changed**

Book publishing has changed extensively over the last 20 years with wide and growing acceptance of ebooks and a growing array of digital methodology to distribute books. Likewise, on the marketing and promotion front, the pervasiveness of social media has changed the methods of promoting and publicizing books. For example, consider these changes:

- Publishers are investing in capturing names of potential customers for use in social media advertising and promotion.
- Blast emails are announcing the publication of a title.
- Emails to specific customer lists relate how a new title compliments a past purchased title.
- Emails to potential conference or continuing education members/customers illustrate how the book ties into the event.

- Emails tie two or three titles to a specific audience.

### **Author's Assistance in Promotion**

In order to have effective social media campaigns, authors have to assist marketing in identifying potential customers and, in association publishing, customers who exist both within and outside of membership. For instance, authors can provide industry contacts, outlets that advertise books in their catalogues, trade magazines, and email lists they are on.

The advantage of social media/email advertising is that one can reach a large audience inexpensively. The disadvantage is that the life of the ad can be measured in seconds. Thus, the author has to know what key words attract the audience. An effective campaign should include author input on advertising copy.

### **Blogs**

Blogs take time, constantly need new information and one has to develop a following. Most authors won't do them.

### **Tools and Techniques of Book Publicity**

- ❑ **News Releases-** send to related trade/professional news and events publications
- ❑ **Review Copies-** send to trade/professional primary/review journal/magazines with book reviews
- ❑ **Review Copies-** follow-up letter and phone calls can pay off with reviews
- ❑ **Publish Excerpts-** from forthcoming books in your organization's periodicals and/or on your organization's web site
- ❑ **Free Book Listings including** Bowker's *Books in Print*, Baker and Taylor, and EBSCO.
- ❑ **Author Tours and press conferences and also bookstore readings**
- ❑ **Exhibits at conferences** where the *author is a featured speaker*
- ❑ **Book Shows and Exhibits** -Book Expo America Specialty Shows and related academic conferences and exhibits
- ❑ **Library Conferences** such as American Library Association and Special Libraries Association

- ❑ **Cooperative Exhibit Services** often display titles from multiple publishers as an option for publishers who can't budget to attend all relevant conferences

### **Direct Mail Promotion**

- ❑ **Catalogs**- entire product line, specialty or seasonal
- ❑ **Brochures**-usually on specialty product line or devoted to a new publication; always show related backlist titles
- ❑ **Postcard**- prepublication announcements
- ❑ **In other association member publications** such as newsletters and new releases
- ❑ **Discount on specific titles for** renewing or becoming a new member

### **Book Marketing Channels of Distribution**

- ❑ **Wholesalers and distributors such** as Amazon, Baker and Taylor, Follett Corporation, Independent Publishers Group, Ingram Content Group, and many more as listed in the Literary Marketplace
- ❑ **Retail Stores**-generally through wholesalers
- ❑ **Institutional Sales** such as classroom adoptions
- ❑ **Libraries** usually through wholesalers
- ❑ **Direct Sales** to individual customers

### **Miscellaneous**

- ❑ **Space Advertising** -in relevant trade publications
- ❑ **"House Ads"** in your organization's periodicals
- ❑ **Licensing E- Publishers**—generally handled as book subsidiary rights sales
- ❑ **Online Bookstores**—your own, plus Amazon and Barnes & Noble
- ❑ **Social Media** including Twitter, Facebook, LinkedIn™ and numerous others

## **Reviewer Acknowledgment: Victor Van Beuren**

We wish to thank long-time **McHugh Advisor**, *Victor Van Beuren* of the American Diabetes Association for his critical review of the entire manuscript. A scientist by training (geology), Vic has been actively involved in scholarly publishing for over 30 years. Having worked for both society and commercial publishers (e.g., American Association of Petroleum Geologists, American Diabetes Association, Springer-Verlag, Elsevier), he has direct experience in STM book publishing, journal and magazine management, and marketing to academicians and professional practitioners. Vic's specialties are: managing STM acquisitions, editorial production, and marketing to scholarly researchers.

### **Also of Interest on book publishing**

[http://johnbmchugh.com/free\\_pub\\_guides.htm](http://johnbmchugh.com/free_pub_guides.htm)

Available free are 11 McHugh papers on book publishing of total 59 free papers on publishing management.

### **McHugh Expert Interviews Book Publishing**

[http://johnbmchugh.com/expert\\_interviews.htm](http://johnbmchugh.com/expert_interviews.htm)

- I-49, *Book Acquisitions: An Interview with Claire Reinburg, Director NSTA Press*, 2010
- I-8, *Successful Independent Book Publishing: An Interview with Judy Galbraith, Free Spirit Publishing*, 2010
- I-12, *Recent Trends in Trade Book Publishing, An Interview with Jeremy Soldevilla, Christopher Matthews Publishing*, 2011

## **About John B. McHugh**

John B. "Jack" McHugh is a 40-year veteran of the publishing business. Jack has worked as an executive for Houghton Mifflin, Wadsworth, and Saint Mary's Press. Jack is also an experienced association publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality and for a two-year period, he served as the Interim Publisher at the Project Management Institute. Jack's specialties include association/nonprofit publishing, book publishing, executive recruiting, journal publishing, rights and permissions, organizational design, and startups. He is the manager of a LinkedIn™ group, Association and Nonprofit Publishing.

## **About Harvey Kane**

Harvey Kane is a semiretired STM publishing executive, having worked for American Pharmacists Association, American Chemical Society, Springer, Academic Press, and CRC Press, now part of Taylor and Francis. Early in his career he worked for Macmillan Publishing Company and acquired college level textbooks in various fields. Harvey has collaborated with me on a variety of assignments. He is a top contributor to our LinkedIn™ group ***Association and Nonprofit Publishing***.

In his career, Harvey has held these positions: Director, Book Publishing ACS; VP Publishing, American Pharmacists Association; Publisher, CRC Press; Consultant, American Home Builders Press, and Senior Editor at Humana and Springer. Harvey has published books, journals, newsletters, ebooks, and a free circulation newspaper. Lastly, Harvey has extensive experience in the electronic delivery of scientific information. Harvey shares his high-level experience at leading STM publishers in this paper.

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