

Marketing and Sales

Our aim is to work with you to promote your book as effectively as we can. The following explains exactly how we will market your book and what you can do to help promote your work.

◆ The Marketing Questionnaire

The questionnaire is emailed to you when we receive your typescript package. If you haven't received it, or have mislaid it, please contact Carolyn Court (see page 30).

Please ensure you give detailed answers when completing the questionnaire. It is vital to the successful promotion of your book as it is the starting point for your book's marketing plan. We look at the list of journals you suggest and use it for the basis of the reviews list. We note the conferences you will be attending and any specialist societies, mailing lists, events or exhibitions you give details of and follow up leads you provide.

◆ Good Reviews

We prepare a review list for your book based on your suggestions from your marketing questionnaire and our contacts and database of journals and reviewers. If you have colleagues who write for learned journals or national newspapers, tell us about them and we will contact them about reviewing the book. We aim to send out 10–15 review copies from the UK and the US marketing offices.

Academic journals can take from six months to two years to review a book. National newspaper coverage is extremely difficult and generally unlikely unless the book happens to be particularly newsworthy or topical.

Copies of published reviews are usually mailed to Ashgate. We keep a copy on file and send a copy to you. We read all the published reviews and highlight positive remarks and comments. Quotes are added to our database and the Ashgate website and will be used in future catalogues.

A positive review is one of the best ways of influencing someone to buy your book.

◆ Pre-Publication Endorsements

Good reviews help to sell your book, so too will an endorsement from a senior scholar in your field. Please speak to your commissioning editor about any ideas you may have for people to approach.

◆ Direct Mailing

Every new book published features in one or more (if your book is interdisciplinary) of our annual subject catalogues and new titles updates. These are mailed to an extensive international list of academics, libraries, booksellers, library suppliers, wholesalers, reps, agents and relevant specialist journals. They are also sent to relevant conferences throughout the year. PDF versions of our catalogues are available at www.ashgate.com.

A further key component of our strategy is the use of smaller, subject specific leaflets and flyers for individual books which are targeted at an international audience of academics and libraries but focused on subject specialisms relevant to your book. This mix of catalogue, leaflet and flyer exposure ensures your book reaches a large international audience on a regular basis.

If you are attending a conference and you would like catalogues, leaflets or flyers please contact the marketing department (see page 30).

Please Remember

Do complete your marketing questionnaire.

Please answer all questions in full to ensure we do not miss any important marketing opportunities.

The sooner you return the questionnaire, the more time we have to plan a marketing strategy for your book.

◆ Conferences

Conferences provide an important opportunity to promote your book. Our commissioning and marketing staff attend over 100 international conferences a year. If you attend a conference or give a paper yourself, please let us know and we will provide you with marketing materials and display copies of your book.

Please ensure you contact us at least a month in advance giving the name of the conference, contact numbers and email addresses of the organizers.

◆ Advertisements

We advertise in the key scholarly journals and conference programmes that are most likely to reach the audience for your book. Occasionally we advertise selected titles in the *Times Literary Supplement*, the *Times Higher Educational Supplement* or other publications. But generally we prefer a more targeted approach using catalogues, leaflets and flyers to advertising in newspapers.

◆ Internet Promotion

Every Ashgate book is featured on www.ashgate.com prior to publication, until it goes out of print. Sample pages are also available on the website for all new titles. Customers can search for titles or browse by subject area and purchase books direct. All orders placed through the Ashgate website receive a discount.

Our books are also available through all major online booksellers who receive information from Ashgate and bibliographic data suppliers. We provide full information, including jackets scans, to these suppliers on a monthly basis. All titles are also included in Amazon's Search Inside!™ [a book] programme, which means that sample pages are available to view on www.amazon.co.uk and www.amazon.com shortly after the book is published. We were also one of the first publishers to participate in the Google Print project enabling readers to view the relevant page from a book through a keyword search in a Google search engine.

Monthly email updates are sent to subscribers. All new books are featured in at least one update with a link directly to the book's page at www.ashgate.com.

◆ Book Launches

Experience has taught us that book launches are not necessarily the best way to advertise your book. Generally we prefer to concentrate on targeted marketing and promotion for your book. There are exceptions, of course, and occasionally we might work with you and a conference organizer to host a reception.

◆ Bookshops and Library Suppliers

Due to the specialist nature of our books, a large proportion of sales will be made to libraries. Libraries obtain their books, for the most part, through a specialist branch of the book trade known as library suppliers. We have active relationships with all the major library suppliers worldwide, and we ensure that they have all the information about our books that they require. Our UK Sales department also works closely with a network of international reps and agents to service the needs of customers throughout the world. Our US office deals directly with customers in North and South America.

◆ North America

The USA and Canada is a major market for Ashgate books. We have our own US office based in Vermont which carries out comprehensive sales, marketing and distribution activities in North and South America. A small but growing number of our commissioning editors are based there.

How Can I Help Sell My Book?

- ✓ Complete the marketing questionnaire, including as much information as possible, for example, supplying full names and addresses of any Book Reviews editors.
- ✓ Circulate the flyer we send you to your colleagues, university librarian and campus bookshop.
- ✓ Talk to your friends and colleagues about your book. Tell your librarian and your students. Update your online biography on your institution's website mentioning your book and include a link to your book on www.ashgate.com and add it to your email signature.
- ✓ Announce the publication of your book on any list serves to which you regularly participate.
- ✓ If you come across marketing opportunities at exhibitions, events or conferences call or email us with the relevant information.
- ✓ Remember to be realistic about your book's audience. It is unlikely your local bookshop will stock your book, but if your book is likely to become recommended reading for a university course, we can encourage your campus bookstore to stock it.