

 **Intellect**

Books Marketing Guide



The Intellect team

Introduction

Marketing is crucial to the success of any title. Our distributor, University of Chicago Press, also works to market Intellect books. They focus predominantly on getting your books into booksellers, enabling us to focus more on working with you to promote your book to the academic community.

We use the original Author/Editor Questionnaire as a starting point for marketing, so it is important to include as much relevant information as possible and, if necessary, to update it once the book has been published. Keep us up to date with all your efforts promoting the book so we can work collaboratively.

Becky Megson

becky@intellectbooks.com

- ∞ Can you describe what you feel are both the particular project? Do you have any specific
 - It should not be too difficult to marketing documentary in addressing and dealing challenges that is on the agenda in ne given a deeper background analysis.

- ∞ **3-5 key sales points about the book. The academically focused if possible:**
 - a book addressing important social
 - a book demonstrating why docum
 - a book going behind the daily ne

What we need from you

When updating the Author Questionnaire or supplying information to the marketing team please include the following:

- Confirmation of any forewords or introductions.
- Key sales points about the book. These should be commercially oriented, as well as academically focused, if possible.
- What is specifically original about this book?
- What sort of readership do you expect?
- Does the book have any strong links to a particular geographical region?
- Are there any recent trends or media attention relating to the subject in US and UK?
- Let us know any key points about your current academic affiliation/ professional role, and notable previous titles.
- Do you have any contacts or links to publications that we can approach to review the book?
- Information on relevant conferences, societies or groups.

Remember, the more information you can provide, the more comprehensively your book can be marketed. We like to work as closely as possible with our authors in marketing their publications. As the content is often specialist, it is the author or editor who has the in-depth knowledge of individuals and organisations to target.



What we do

Reviews

Our books are widely reviewed in a range of both high profile and specialist publications. It is extremely useful if you can provide even a short list of suitable publications to approach for reviews, although of course the more journal suggestions that are provided the more reviews the book is likely to generate. All published reviews of your book will be recorded, and copies sent to you by e-mail. We often use review quotes in our promotional material and on our website. If you come across any reviews of your book that we are not aware of then it is much appreciated if you bring them to our attention.

Conference attendance

Intellect attends up to 40 major conferences worldwide, as well as more niche ones. We have a strong public profile at conferences in the UK, Europe, North America and Australasia, and we also send promotional material to those we do not attend. Please inform us of any conferences and events that could provide a promotional opportunity.

Catalogues

Your book will be featured in both the Intellect and University of Chicago Press catalogues. These catalogues are sent to our mailing lists and taken to conferences as well as being available digitally. The Intellect catalogue is sent out to up to 30,000 contacts either through the post or digitally.

Postcards

We will produce an individual postcard for your book that can be distributed to colleagues, at your institution or at conferences/ events. Please contact becky@intellectbooks.com if you need more postcards after we have sent an initial batch to you. We can also provide you with the electronic version of the postcard if you want to send these out to your colleagues as an e-mail attachment.

Advertising

Advertising for each title is decided on a case by case basis. We will advertise your book in our own journals and are happy to discuss exchange advertising with other publications. We are also open to discuss advertising in external publications/websites depending on cost. We do on occasion advertise in Sight & Sound and Prospect magazine for example.

Social media

We use Twitter, Facebook, LinkedIn and Scribd, please let us know if there is something you would like us to promote through these sites.

You can utilize your personal Twitter accounts to promote your book. When mentioning the book please tag us using @intellectbooks and we will be happy to retweet you. Intellect also holds monthly tweet chats where academics will have a monthly 'round-table' discussion on Twitter about a given subject. The aim is to stimulate debate among academics but also to reach out to our wider community.

Monthly subject newsletters

Every month we send our monthly subject newsletter to our contact list. We announce new titles, conference attendance and news to our existing community in this way. Promoting your book to your own community is essential for spreading the word. The author is often well placed to promote their own work, as it is their colleagues, professional contacts and fellow academics that are often the readership for the book.





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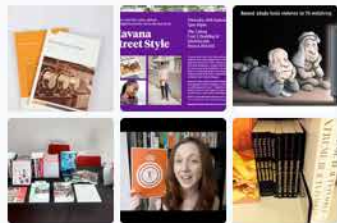
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Поздравление

How you can help us

News

We are always keen to hear about events you may be participating in and we are happy to promote this activity on our news blog and social media, and the University of Chicago Press Distributed Presses blog. If you have any news, interviews or reviews please send them to us at: eden@intellectbooks.com.

Visit: <http://www.intellectbooks.co.uk/weblog/view-Weblog,name=News/>

JISCMail and other e-mail lists

JISCMail can be a great place for you to spread the word about your book to others working and researching in your area. The marketing team at Intellect is very happy to provide the author with anything they need for the JISCMail announcement (copy, meta data, shortened urls linking the book to the appropriate web pages, etc).

Please visit <http://www.jiscmail.ac.uk/> to find relevant lists.

Presentations and Conferences

Mention your book whenever you give a talk or presentation to peers. Please also let us know if you are attending any future conferences so that we can try to arrange to display promotional material there.

Your Institution's Website

Use your institution's website to promote your book. Add information about the book, its release date and a link to Intellect's website to your profile page.

Institutional libraries and bookshops

Contact your institutional library and/or bookshop and recommend that they stock a copy of your book. University bookshops are usually keen to stock lecturers' books but often don't know about them. Feature your book on recommended reading lists for students and make sure to pass information about the book on to university bookshops.

Faculty newsletters/blogs

If your faculty has a newsletter, ask them to include an announcement about the book. The university press department may also be able to promote the book for you by sending out a press release and directing people to order the book from the Intellect website. If you think your university press department could be useful in promoting your book please to get in touch with them or ask the person marketing your book at Intellect to do so.

E-mail signature

Mention the book in your e-mail signature, along with a link to our website. If you like, our designer can create a visual e-mail signature for you.

Below is an example of an e-mail signature, which was created for Joan Lazarus, author of *Signs of Change*. Underneath she has included a link to the book's page on Intellect's website. You may be able to make the image itself into a hyperlink using your e-mail provider.



<http://bit.ly/SignsofChange>

Testimonials

It is very useful to have advance testimonials for the book so that we can use them in our catalogue, our distributor's catalogues and on press releases and the website. It is worth asking your colleagues if they would be willing to review the book in advance of publication and provide a short testimonial that can be used for publicity purposes.

Amazon

If your colleagues are willing to review the book on Amazon this can be very beneficial, as good reviews of the book really help to present it as an interesting, readable book that other people have found useful.

Wikipedia

Add the book as a further reading publication on relevant Wikipedia pages. You can also add a link to the book's page on the Intellect website so that users can easily find out more information and order the book.

E-books

All Intellect's titles are available in e-book format for both libraries and individuals to purchase. To view a list of e-book providers please visit bit.ly/Intellectebooks



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