

Marketing your book or chapter

Thank you for publishing your book/chapter with Burleigh Dodds Science Publishing.

Your Marketing and Sales Team

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Marketing Activities – what we do, and how you can help.

We will use a variety of resources and channels to promote and market your book. In addition to our own marketing efforts, as an editor or author you can help in many ways to make your book a success, for example by promoting your book directly to your own colleagues and contacts.

What follows is a summary of the kind of marketing activities we will undertake and examples of how you can help us in some of these areas.

Your book/chapter will be:

- Profiled on the **Burleigh Dodds Science Publishing website** <http://bdspublishing.com> and sold and promoted on **third party reseller websites** like Amazon (book only).
- Promoted by **email** to professionals, academics and librarians around the world using both our own existing contact databases and targeted use of external databases. *We are always looking to build our list of potential customers, so please let us know if you can help in that way, e.g. with association membership lists, etc.*
- Promoted via **Social Media** mentions on relevant sites. *Can you tell us about social media sites and groups we should follow that are specific to the content of your book? If you are active on social media please provide your profile ID so we can link/follow you and your organisation.*
- **Content marketing** (e.g. white papers, sample content, author interview videos) can be a great way to engage potential readers of your book on social media. *Please supply links to this information if you have it or can you help us in producing this material, eg. an author video?*
- Promoted to the membership of relevant **associations or societies**. *Can you provide us with the address and website details of any relevant associations that you belong to or suggest relevant societies that we should contact? You can do this via the online marketing questionnaire <http://bdspublishing.com/resources/mktg-questionnaire/>*
- Featured in relevant **subject catalogues and leaflets**, which will be mailed to librarians, academics, institutions and professionals worldwide and made available online. *Can you suggest people or institutions we should mail to / provide contact details? Please contact us directly if you need your own supply of promotional flyers for your book you have contributed to (for example, to give out at meetings where you speak or are present).*

- We can also supply **postcards** with details of the book you have contributed to; easier to carry around than larger flyers. *Please let us know how many you would like if you feel that you can make use of these.*
- Presented to booksellers and institutions around the world by our **global sales team**.
- Presented to industry for **bulk order** opportunities – *can you suggest organisations we could approach, and do you have contacts at any of these?*
- Promoted in journals; **Review Copies** will be sent to relevant journals, and we will investigate advertising opportunities. *If you can think of specific journals or individuals that might like to review your book, please let us know; the more specific information you can give us, the better—for example, full journal name, website details, name and email of the reviews editor, if known.*
- **Promoted at Conferences:** This is covered in the online marketing questionnaire however if there is anything you wish to add *or you know of any smaller events where you feel it would be important for the book you have contributed to be represented, and highlight any you will be attending or particularly where you will be speaking.* We will try our best to have your book on sale (either directly or with a third party reseller), and where that is not possible we will try to send flyers and/or a copy of your book. *Please let us know if you have contacts who organise relevant conferences so that we can negotiate the best deals with them.*

How else you can help; some ideas and resources:

- Please consider adding a link to the *product page for your book* on the Burleigh Dodds website to your email signature; contact us if you need help setting this up
- Mention your book on your *social media* accounts / groups, and link to the Burleigh Dodds accounts.
- Are you active online? A *blog* can help you build a community of people interested in you and your book. Of course, promoting your book should not be the central goal of a blog, but it can be used to engage in an on-going conversation with interested parties. [This blog post](#)—though aimed primarily at aspiring fiction writers—offers advice that applies to any writer looking to start or continue a blog.
- Many people now use *Amazon* to search for and buy books. While we will make sure your title appears on the site and is listed correctly, you can help by setting up an *Amazon Author Page*, which allows you to collect all your titles in one place and post additional information about you and your books. But only you can do this. To get started, you'll find a brief FAQ [here](#), and you can register with Amazon's Author Central to create your page [here](#).
- A *library recommendation form* can be found here: <http://bdspublishing.com/resources/library-recommendation/>. Simply complete this for your own librarian and also forward to others who you think might like to see your book appear in their libraries.
- **Publicity** – is there anything particularly newsworthy going on that we could tie to promotion of your book, or any events that we could link to a press release?

Thank you for taking the time to read through these notes and ideas. You should also have received an [author marketing questionnaire link](#) from us, which provides an opportunity for you to supply us with much of the information mentioned above; thanks in advance for completing that.

Please don't hesitate to get in touch if you have other thoughts and ideas, or leads to share; we promise to follow everything up, and we look forward to working with you to make your book the success it deserves to be.