



THE
BOOK
GUILD
PUBLISHING

THE INDEPENDENT PUBLISHER

MARKETING AND PROMOTION GUIDE



Hello...

Welcome to this marketing and promotion guide, produced by the marketing team at The Book Guild for our authors. This brief guide has been put together to help you understand the retail and media marketing that we shall be carrying out on your behalf.

The Book Guild publish around 100 titles per year and to ensure maximum potential and exposure for each book, we have a dedicated and highly qualified marketing and publicity team, supported by a proactive UK sales force and international agents.

The marketing and publicity team give individual attention to the promotion of each book, developing a specifically tailored media campaign for every title; the aim being to raise the profile of the book in the media and to make the book available in bookshops, libraries and online.

This guide is intended as a background only, and we hope you find it of interest. If you have any queries, however, or wish to discuss your book marketing in depth, then don't hesitate to contact us.

Sarah Taylor
Group Marketing Manager



Good to know...

When you return your publishing contract to us, we'll ask you to complete our Author Promotion Form. This starts us on the process of creating the best media marketing campaign for your book, and helps both the marketing and production teams to get a preliminary understanding of both you and your book. If you have any contacts or other useful information that was not previously included in your Author Promotion Form, but which may aid us in generating media coverage for your book, please let us know as soon as possible.

The period of proactive work on your media campaign will hinge around a two-month period from the marketing and publicity meeting we shall arrange with you (usually around 6-8 weeks before publication), to around four weeks after official publication. Obviously we shall continue to follow up media leads and react to any further interest, but do bear in mind that the focus of our activity will be concentrated on that period – after the publication date the media is far harder to interest in a new book. We can advise on the best approach if you wish to make direct contact with booksellers and the media, but do talk to us first – they can be temperamental organisations and individuals to deal with, and are not always receptive to direct contact with authors.

If you have personal contacts with 'known' names or know 'experts' in the field in which your book is written, it may be worth trying to obtain advance quotes or endorsements. These requests are always best coming from the author directly, but we can help you with the logistics of getting your personal letter out with a copy of your book or manuscript and the press release.



Marketing timeline...

To help you understand what will be happening – and when – from a marketing perspective, we have included a marketing timeline.

7 MONTHS PRIOR TO PUBLICATION



- An Advance Information (AI) sheet with your book's details is prepared and sent out to key contacts.
- The bibliographic details are sent to Amazon, Nielsen BookData, agents and distributors.
- We liaise with the production team on the book cover
- We set the title up with the sales representation team, so they can start to sell the book to retailers.

3 MONTHS PRIOR TO PUBLICATION



- Your book will appear with its final cover on Amazon.
- Your book will be entered into the next Book Guild catalogue.
- The publication date of your book will be confirmed.
- You will be invited to meet with the marketing & publicity team (or arrange a conference call if you are unable to visit our office) to discuss the marketing campaign.
- If you are taking advantage of our author website, then we shall begin the set up work on this so it's ready in advance of your book publication.

To see [example](#) Advanced Information sheets and Press Releases, [turn to pages 7 and 14](#)

ONE MONTH PRIOR TO PUBLICATION



- An outline of the media campaign, as agreed in our meeting with you, will be sent to you.
- An intensive period of media activity will begin to promote your book to the press and retailers.
- If you are taking up the Social Media Marketing service we offer, we shall set up the accounts and start posting for you.

ON PUBLICATION



- Your book will be promoted on our social media platforms.
- Your book will be listed as 'Out This Month' on the Book Guild website and Facebook.
- We shall follow up and continue to seek reviews and coverage of your book and, at the end of the 8-week period, give you a report of media coverage achieved and expected.



Publication date

The publication or release date of the book is a guideline for all the computerised systems that are used in publishing.

The book is usually available before the official publication date, but the dates we set are dictated by the book trade and the retail buyers.

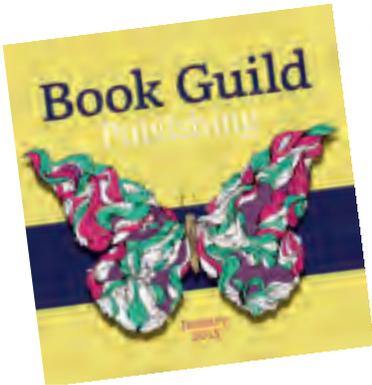


Trade marketing and sales...

This section lays out the key objectives we have when marketing your book to the trade – trade marketing encompasses all retailers and book trade marketing.

Catalogue

We produce a biannual 'New titles' catalogue, which is sent to hundreds of contacts in the UK and overseas, including wholesalers, bookshops, libraries and the press. Your book will be featured as a key title in at least one of our



catalogues, and will continue to be listed in the catalogue for as long as it is in print. We also make these catalogues available at the London Book Fair in April each year, and at any other events that we are attending.

2014-2015 catalogue

Advance trade information

We produce Advance Information (AI) sheets for each new title around seven months prior to the book's publication. AIs carry information about a book and its author that is specifically tailored in accordance with bookseller's requirements, as well as the cover image of the book. AIs are the primary way that booksellers, libraries, wholesalers, distributors and online retailers find out about new titles and they are used as standard across the book publishing industry.



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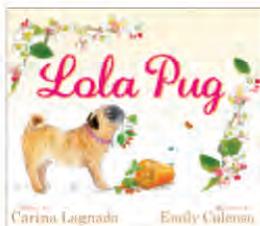
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Lola Pug

Carina Lagnado

Illus. by Emily Colenso



**A beautifully illustrated children's story about Lola,
an adorable little pug dog**

The Book

The Adams family live in a country cottage, surrounded by their pets and the farm animals, who munch the grass in the orchards. Isabel really wants one more pet – her very own puppy.

The Author

Carina Lagnado was born and brought up in Geneva. She moved to the UK as a teenager, then worked in marketing and PR in London. She now lives in Taunton, Somerset with her husband and two children – and Lola Pug, of course!

Sales Points

- A short children's story about Lola, a little pug dog.
- Fourteen full-colour illustrations.
- A simple story with the message that we shouldn't judge others on first appearances.
- Will appeal to lovers of dogs and animals.
- Suitable for children aged from 5 years.

PUBLICATION DATE:
30/04/2015

PRICE: 8.99
ISBN- 9781910298183
PAPERBACK 225 x 265

BIC SUBJECT CATEGORY:
Animal Stories (from 5 years)

DISTRIBUTOR: Orca Book Services,
Unit A3, Fleets Corner, Poole,
Dorset, BH17 0HL
orders@orcabookservices.co.uk
TEL: 01202 665432



PLEASE CONTACT: Sarah Taylor
TEL: 0800 999 2982 EMAIL: marketing@bookguild.co.uk

Example AI sheet

Nielsen BookData

Each book is registered with Nielsen BookData, to which we subscribe. They operate the central database used by all bookshops, internet booksellers, and wholesalers as the source of information on books available in the UK. As well as full data on your book, we supply them with a full cover image, ensuring that your book jacket and information are available across the UK book trade. From this source many other websites (including Tesco, Play.com, Book Depository and may more) draw



information about books to feature and sell in their webshops.

Trade publications

We provide information on new titles to the UK's bookselling trade publication, *The Bookseller*, for relevant title categories. All titles are submitted for the twice-yearly *Bookseller Buyer's Guide*, a catalogue of forthcoming books organised by genre. *The Bookseller* and *The Bookseller's Buyer's Guide* are read across the book trade by retailers, librarians, publisher and agents to learn about forthcoming titles and upon which to base buying decisions.

Sales force

We work with a highly experienced sales force that presents new titles to retail book buyers, wholesalers and library suppliers across the UK. These sales reps are supplied with AIs and other, more detailed, information about new titles, as well as information on authors. The sales reps use the AI sheets and sample copies to present new titles to trade buyers well in advance of publication. We are in regular contact with the sales force to share information (such as media coverage), receive feedback on how books are being received by retailers, and to discuss bookshop promotions and events. We attend regular sales meetings with the sales force to present forthcoming titles in detail to them.

Bookshops

The book retail trade in the UK has changed considerably over the past ten years. Chains such as Waterstones now provide most of the high street opportunities for book sales, along with smaller chains such as Blackwell's,



A Book Guild Title in *The Bookseller Buyer's Guide*

John Smiths and many brilliant independent bookshops. Our sales representatives visit the buyers of individual shop branches and at head office level, both to present new titles and check stock levels of older (backlist) titles that are selling well or that are newsworthy in some way.



With 200,000 new books published in the UK each year, the market is fiercely competitive, and with limited shelf space, bookshops stock only a tiny minority of new books, tending to concentrate on those by authors with a high profile, a proven track record, local connections or specialist relevance. Nowadays, bookshop stock in the chains is controlled by a central buying department with local authors' books often bought on an individual title basis by the local store manager, where appropriate.

We liaise both with the sales force and directly with individual bookshops to supply local author stock, display materials and to organise events, where possible. All bookshops order from publishers (including from the Book Guild) on a sale or return basis, which means that they can return, for a refund, any books that they do not sell to customers. Such returns come back to us up to six months after publication, and it is usually impossible to let authors know how a book is selling with any accuracy before this time. Thus, you will receive a royalty statement at the intervals laid out in your contract post-publication, when the sales figures can be accurately calculated.

Internet booksellers

Amazon

Amazon is now one of the biggest retailers of books and the key to any book's success – so it is important that The Book Guild maintains a good relationship with them. We are part of the Amazon Advantage scheme,



which means that all Book Guild titles are listed on the UK Amazon website and that Amazon orders are processed swiftly. Being part of Amazon Advantage also means that if Amazon runs out of stock following publication, they will endeavour to bring the book back into stock within 48 hours. We work only with Amazon.co.uk, and as with all third-party retailers, it is the retailer's choice on whether to stock a title.

- *Reviews on Amazon* – We post any positive quotes from reviews or endorsements that meet Amazon's guidelines for review on your book's page on Amazon.
- *Author activity on Amazon* – One of the great benefits of Amazon is that there are many things an author can do (that a publisher cannot) to improve your own book's Amazon page. One of these is to join Amazon Author Central, where you can upload information, biographical detail and photos, and create a blog to speak directly to readers. Creating a compelling author page takes just a few minutes and will help readers learn more about you and your book. This can be accessed at: www.authorcentral.amazon.co.uk

On publication it is a really good idea to harness your contacts and get them to post reader reviews on the Amazon page!

Other online retailers

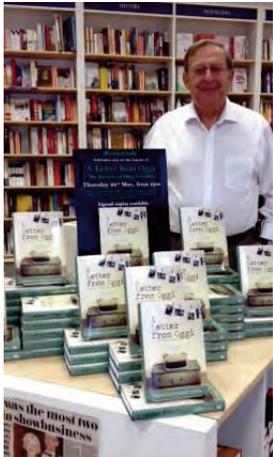
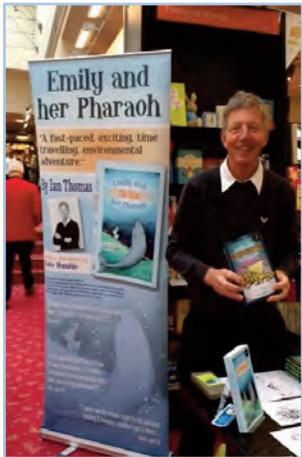
Many other online retailers (play.com. tesco.com etc.) will choose to list our titles. They make this decision independently and pull title information directly from Nielsen BookData. Book Guild titles can also be bought directly from www.bookguild.co.uk.

Launches, book signings and events

Book launches can be a good way to mark publication, especially if you have

friends, family and contacts you would like to celebrate with who may also like to buy your book, or get a signed copy at the launch. Some authors have connections to venues that will happily host a launch, but if you are keen to have a launch and would prefer to have it in a bookshop, we may be able to help set this up. As a general rule, a bookshop will always want to know that the author will be able to get upwards of 20 people along in order for them to justify the additional staff commitment.

Book signings and events can be arranged, and our marketing team will usually be happy to suggest these where appropriate, but they require the agreement and help of the bookshop or library involved, and are often only arranged at the bookshop/library's request. Local press will usually report on such an event, but can never be relied upon. We ask that authors do as much as possible themselves to ensure a successful event by encouraging family and friends and promoting to their own networks and contacts. We can often advise in helping you make contact with other organisations and festivals that run book events.



Promotional materials

As part of the marketing we provide all authors with three items from a range of printed promotion materials, you can choose from:

Showcards (Author Boards)

A reusable board that can be used for display, perfect if you have an event or need point of sale material.

A5 Leaflets

Single-sided full colour leaflets includes the book cover, descriptive text and ordering info.

Postcards

Double-sided, full colour image of book cover on one side, book synopsis, and space for stamp and message on the reverse.

Bookmarks

Full colour front glossy finish, black only on reverse.

If you wish to have additional marketing materials, then these can be provided at a small cost, as detailed below:

Showcards:	£28.00 for 2
A5 leaflets:	£48.00 for 200
Postcards:	£84.00 for 250
Bookmarks:	£100.00 for 250

Directly selling your own book

The books that you receive as part of your contract are yours to do with as you like, as are any subsequent copies that you request from our warehouse.

Our advice would be not to give them away, though, as the people you are likely to give them to are those people who will support you by buying them anyway – you want to encourage people to buy them from you or from a bookshop! It is always worth considering whether you have connections or knowledge of any societies, organisations or companies that it would be worth getting on board to help promote your book, either through their purchasing a quantity of copies for their own clients or by emailing out information about the book to their contacts to help drive sales on publication.

Publicity campaign...

The following information explains how the promotion and publicity activities of your marketing campaign are carried out.

Publicity campaign

Around two months ahead of publication, the marketing and publicity team will arrange to meet with you to develop a media PR campaign tailored specifically to your title. This includes identifying the target audience for the book, researching feature angles, creating story-line development for our press releases and creating bespoke media outreach lists to contact and pitch to. The list of UK media contacts compiled will include your own suggestions or contacts. We subscribe to one of the PR industry's leading media resources, CisionPoint, an online database of UK media contacts updated on a daily basis.

Press release

The press release is a very important document, which gives journalists





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Lola Pug

A beautifully illustrated children's story about Lola, an adorable little pug dog



The Adams family live in a country cottage, surrounded by their pets and the farm animals who munch the grass in the orchards. Isabel really wants one more pet – her very own puppy. Big? Small? Hairy? Bouncy?

They choose Lola, an adorable pug – but sometimes it's hard being a little bit different.

The village fair gives Lola a chance to shine and, before long, everyone loves her!

'The little pug dog wins everyone over just by being his cute little squashy-nosed, curly-tailed, funny self. It's a very cute story and the drawings are really lovely too.'

Mum in a Hurry

PUBLICATION DATE: 30/04/2015
PRICE: 8.99
ISBN: 9781910298183



ABOUT THE AUTHOR:

Carina Lagnado was born and brought up in Geneva. She moved to the UK as a teenager, then worked in marketing and PR in London. She now lives in Taunton, Somerset with her husband and two children – and Lola Pug, of course!



FOR AUTHOR INTERVIEWS, REVIEW OR COMPETITION COPIES,
ARTICLES, PHOTOS OR EXTRACTS PLEASE CONTACT: SARAH TAYLOR
TEL: 0800 999 2982 EMAIL: marketing@bookguild.co.uk

Example press release

all the key information about a new book – we use this as the basis of the media outreach to 'hook' a journalist's interest in the book, whether for editorial or review coverage.

CisionPoint

CisionPoint is the world's largest, most comprehensive media database across both traditional print and broadcast, as well as digital and online outlets. Through CisionPoint we are able to curate press releases and promote our books and authors while getting media stories and pitches out to individual contacts or through social media and newswire services.

In addition, The Book Guild's bespoke newsroom on CisionPoint's site is fully optimised and therefore helps discoverability of your book.

Media Outreach

For each title we create press materials and put together a targeted campaign to gain exposure across print, online and broadcast media, including radio and, where appropriate, TV. Publications have varying lead times, so publicity material is sent out at appropriate dates for long-lead publications. Depending on the subject matter of your book, various journalists and media professionals will be contacted – usually feature editors, literary editors and freelance reviewers. We contact local press and radio in the area where you live and in other appropriate geographical locations (perhaps relating to the subject matter of the book), as well as to press concerned with the occupation or personal story of the author; indeed any publication that we feel may be interested in the book.

The more information you can give us to help with this process, the better – anything relating to your book, but also anything about yourself that might make for a good feature or interview angle. Once the press release and pitches have been completed, we begin a process of follow-up phone calls and emails to try and secure coverage. It is worth noting that the decision to feature a book rests entirely with editors and researchers, who are under no obligation to offer an explanation if they decide not to feature or review something. Many of the arts pages of the national press and

other publications have been cut in recent years so the competition for the space is fiercer than ever!

Please note that we concentrate on UK press only.



Review copies

We send out review copies as part of your media campaign – some of these will be sent to contacts whom we know will be interested in the book and others will be sent once we have had some firm interest. Generally we send between 15 and 25 review copies from the copies printed in the initial print run. These are kept in the marketing offices, ready to send as required.

Some extras...

Your publishing contract with us, unless you opt out, also includes the following services:

Ebooks

Ebooks are a fantastic way to reach a new audience across the world. Your ebook will be made available in both ePub and Mobi formats – ensuring that your title will be available across the following devices and retail platforms: *Devices:* iPod and other Apple products, Kindle, Nook, Kobo e-reader. *Retailers:* Apple's iBooks, the Amazon Kindle store, Barnes & Noble, Kobo (includes WH Smith) and Overdrive – who supply approximately 2000 retailers across the world, including Easons in Ireland, Waterstones in the UK, Books a Million in the US, as well as online retailers in South Africa, Asia and South America. **We can offer additional ebook marketing services, at an additional cost; if you feel these may be appropriate to your book, then please email for more information to marketing@bookguild.co.uk.**

Personal Website

We'll create and host an author website for a period of two years (usually



www.authurname.co.uk), which is a fantastic opportunity for creating an author brand. Our websites are up to four separate pages, but do not (at this time) include any ecommerce facilities (i.e. you won't be able to sell the book directly from your website, but you can link to other retailers where the book is for sale).

The Book Guild's own website will promote your title on publication and will post details of your reviews and events, so keep us up to date with what is happening.

Social Media Marketing

If you don't already have a social media presence and would be interested in getting online, then our marketing team will create social media accounts for you on Twitter and Facebook and show you how to use them effectively. Your marketing controller will ask if you want this service or not once you move closer to publication. You must have access to the internet for social media marketing to be applicable.

If you are already using social networking (Facebook, Twitter, etc.), do start talking about or mentioning your book – but remember, this is 'martini marketing', not 'megaphone marketing', so no hard sell! A subtle approach always works best.

Why not connect with us on Twitter @BookGuild and Facebook?

www.facebook.com/pages/The-Book-Guild-

[Ltd/237858709571587](https://www.facebook.com/pages/The-Book-Guild-Ltd/237858709571587)

London Book Fair

We take your book to the London Book Fair in April, giving your title exposure at the UK's leading book and publishing event.

Finally...

We are happy to answer your questions, either by email or phone. We always do the best we can in the marketing and promotion of your book, but do bear in mind that publicity coverage can never be guaranteed until it appears, since it is editorial and, as such, not paid-for coverage. If a book does not get reviewed or attract much coverage, it is rarely a reflection on the quality of the book, but on the extreme limitations of space and fierce competition.

Finally, we would like to wish you every success – we shall be doing everything we can to promote your book and support your own efforts in raising its profile and sales.





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