



The Independent Publisher

Marketing and Promotion Guide



Hello!

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

The Book Guild publish around 130 titles per year. 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.

The marketing and publicity team give individual attention to the promotion of each book, developing a specifically tailored Media Marketing campaign for every title. Alongside the complex and in-depth metadata work that we undertake during the Trade Marketing period, our approach aims to increase your book's visibility and looks for opportunities in which to promote it to the regional, national and specialist media relating to your book.

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.

Wishing you all the best for your publishing journey!

Chloe May,
Publishing Manager



Meet the Team



Chloe May
Publishing Manager



Rosie Lowe
Assistant Production Manager



Philippa Iliffe
Assistant Marketing Manager



Fern Bushnell
Senior Production Controller



Jack Wedgbury
Senior Cover Designer



Hayley Russell
Editorial Controller

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 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 Trade Marketing requires very little author involvement as it's mainly a data-driven process and is done very much behind the scenes by our marketing and sales teams. However, we shall keep you updated on the Trade Marketing process once completed.

The period of proactive work on your Media Campaign will take place 4 weeks *prior* to publication to around 4 weeks *after* the official publication date, during which time we'll expect to receive most media responses. 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. We can advise on the best approach if you wish to make direct contact with booksellers and the media, but please 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 '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 *guide* marketing timeline.

7-9 months prior to publication – Trade Marketing



- We build accurate metadata about your book including its blurb, your author bio, key selling points, and place the book in its correct genre category.
- An Advance Information (AI) sheet with your metadata/ bibliographic details is prepared.
- These details are disseminated to BooksOnix, and they disseminate to online retailers as well as to distributors and physical bookshop systems.
- The book will appear in the Book Guild bookshop.
- We set the title up with the Sales Representation Team, so they can start to sell the book to retailers and pitch it to book buyers.

3 months prior to publication – Media Marketing



- Your AI Sheet will be sent (digitally) to regional bookshops in your local area and any areas that tie in with the book's setting/theme.
- You will be invited to attend a marketing meeting to discuss your planned Media Campaign in depth.
- Your book will be entered into the next available biannual Book Guild catalogue, and this will be featured on our website and posted to our bookshop mailing list.



1 month prior to publication



- The Media Marketing will begin. This includes sending out press releases and review copies to your approved PR list (as discussed at the marketing meeting).
- Your books will be delivered from the printer.
- It's a good time to start thinking about your own promotions – perhaps you'd like to order some marketing materials (if you haven't already) and thinking about approaching your local bookshops and libraries.

On publication



- Your book will be promoted on our social media platforms where possible.
- We will feed back to you about any media enquiries as they occur. However, after the active time for marketing has ended (4 weeks post-publication), we will no longer be actively marketing the book, but instead reacting to any media interest generated.

Publication Date

The publication or release date of the book is set at least seven months in advance and disseminated through 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

This section lays out our key objectives when marketing your book to the trade. Trade Marketing encompasses all retailers and book trade marketing to increase book sales and visibility.



New Titles Catalogue

We produce a bi-annual ‘new titles’ catalogue, which is sent to hundreds of contacts in the UK, including wholesalers, bookshops and libraries.

Your book will be featured as a title in one of our catalogues. We make these available at any literary events that we are attending. Our catalogue is also available on our website.

Trade Publications

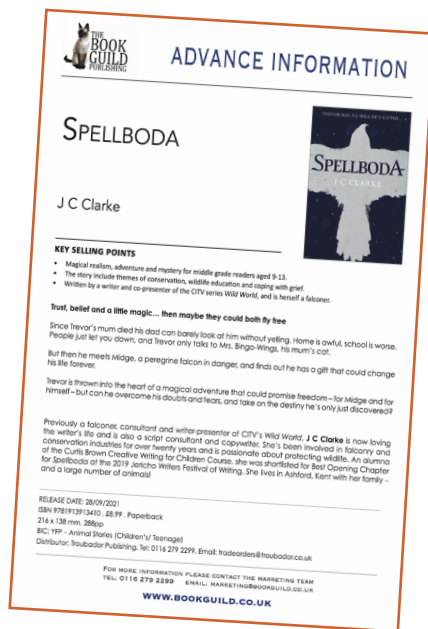
We provide information on new titles to the UK’s bookselling trade publication, *The Bookseller*, for relevant title categories. All Book Guild titles are submitted for the biannual *Bookseller Buyer’s Guide*, a catalogue of forthcoming books organised by genre. *The Bookseller* and *The Bookseller’s Buyer’s Guide* are read across the book trade by retailers, librarians, publishers and agents to learn about forthcoming titles and can be key in their decisions on what to stock.



Metadata & Advance Information (AI Sheet)

We produce the metadata for your Advance Information (AI) sheet around seven months prior to publication, although it is sent out at a later date. AIs carry information about a book and its author that is specifically tailored in accordance with bookseller's requirements.

AIs are another key 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, thus the accuracy of the metadata is paramount.



BooksOnix

We use BooksOnix data to send Book Guild bibliographic data (i.e. the important information about your book and how to buy it) to the book trade. Onix is a state of the art electronic interchange system for key information to improve the accuracy and timeliness of data going into the trade. Our book data accuracy and completeness has been recognised by the Book Industry Communication (BIC) Basic Award and Digital Tick. Book Guild titles are disseminated via Onix feeds from our central database to retailers, ensuring that your book will appear on online and on physical bookshop and distributor systems.

As well as full data on your book, we supply cover images once approved ensuring that your book jacket and information are available across the UK book trade. From this source, online retailers (including Waterstones, WHSmith, Foyles and many others) draw information about books to feature and sell. However, we cannot *guarantee* which online retailers will list your book for sale; this decision lies wholly with them.

	(978-1-913913-41-0)
Barcode	EAN13 on back cover of book
Languages of Text	English
Product Format	Paperback
	Manufactured in United Kingdom
Product Classification	WCO Harmonized System : 49019900 HMRC : 49019900
Dimensions	
Height	216 mm
Width	138 mm
Pages	288
Imprint	Book Guild Publishing
Publisher	Troubador Publishing Ltd (Publisher) : www.troubador.co.uk
Publishing Status	Active
Publication Date	28 September 2021
Dissemination	
Notification Type	At Publication (confirmed)
Record Source	Publisher - Troubador Publishing
Publication Country	United Kingdom
Publication City/Town	Leicester
Main Subject	BIC subject category (ver 2.1) : YFP - Animal stories (Children's / Teenage) BISAC category heading (ver 2020) : YAF002000 - YOUNG ADULT FICTION / Animals / General Thema subject category (ver 1.4) : YFP - Children's / Teenage fiction: Nature and animal stories BIC children's book marketing category (ver 1) : C3N79 - 7-9 years, Fiction, Ordinary Printed Book BIC reading level & special interest qualifier (ver 2.1) : 5AM - Interest age: from c 11 years
Additional Subject(s)	Keywords : Animal Stories; peregrine falcon; magical realism; fantasy; adventure

We also feed data into the Pubeasy system. This is a web-based platform that makes bookshop ordering seamless and simple. Used by all the major publishers and book distributors, being part of Pubeasy allows us to trade on the same footing as many of the biggest UK publishers. Pubeasy allows all book retailers to order direct from us via the platform, and to check in real time the price and availability of all Book Guild titles.

Our work with Pubeasy is part of an ongoing strategy to improve our distribution avenues and efficiencies, so that we can move towards being a greener company.

Sales Representation

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 and book extracts. The sales reps use the AI sheets to present new titles to trade buyers well in advance of publication.



Bookshops

The book retail trade in the UK is ever-evolving. Chains such as Waterstones now provide most of the high street opportunities for book sales, along with smaller chains and many brilliant independent bookshops. Our sales reps visit the buyers of individual shop branches and at head office level to present new titles. 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.

All bookshops order on a 'sale or return basis', which means that they can return, for a full refund, any books that they order but which they do not sell to customers. You will receive a royalty statement at the time intervals laid out in your contract, as it is usually impossible to let authors know how a book is selling with any accuracy before these set times.

We directly supply Gardners, the UK's leading wholesaler of books to retailers around the world. Gardners supply most bookshops on the UK high street as well as being responsible for distributing books to online retailers. Having this close relationship with them allows us to make our books as widely available to order as possible.

“Bookshops are under pressure to stock everything. If you have written a book and want a bookshop to stock it, make sure you've visited them. Being a customer helps and making an effort to build connections with them is going to work much better in your favour.”

Meryl Halls, Managing Director of the Booksellers Association
(Quote from the *Self-Publishing Conference 2022*)

Online Retailers

Amazon

We are part of the Amazon Advantage scheme, which means that all Book Guild titles are listed on Amazon's UK 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 as soon as possible.

We only work with amazon.co.uk, and, as with all third-party retailers, it is their choice on whether to stock a title.

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.

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 encourage them to post reader reviews on the Amazon page. We cannot post reviews on your behalf – they have to be posted by the reviewer directly.

Other online retailers

Onix feeds information into retailers' own database systems, which means that many other online retailers will choose to list our titles as a result of this. 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, while others hold them at local bookshops.

Book signings and events can be arranged by authors, but they require the agreement and help of the bookshop or library. Local press will sometimes report on such an event, but they 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 to attend and by promoting to their own networks and contacts. We can also share the news of any author events across our own social media channels.

“How can you work with bookshops? Understand their context, be part of their community, be professional, indicate you are commercially minded, be realistic, be happy to collaborate and get creative.”

Meryl Halls, Managing Director of the Booksellers Association

(Quote from the *Self-Publishing Conference 2022*)

There's no set format for a book launch/ signing, because there are so many different variables. You'll need to work with the bookshop manager to organise an event that suits you both. The key thing to ensure is that arrangements are in place for the bookshop to order and receive copies of your book in good time for the launch. This is particularly important if they order through a wholesaler – which will take far longer than if the books are ordered direct from us (all the information they need to do this is on your Advance Information sheet). If you know that a bookshop plans to place a large order, let us know so that we can make sure copies get to where they need to be in good time. Finally, please don't commit yourself to a launch before you have your books! Publication dates can slip, so before organising any event, make sure that your books will be there in time.



Marketing Materials

We offer a range of marketing materials to aid you in your own promotions. From posters and bookmarks to postcards, leaflets and business cards, we have something to suit every need and budget. Request a copy of our pricing list from the Marketing Team for further details.



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.

Most bookshops will order through us or via a wholesaler. Some authors wish to approach their local bookshops after the Trade Marketing has been completed to ask them to stock their book or to arrange an event. If you do supply books direct, make sure you have agreed the terms of sale with the bookshop in advance and obtain paperwork to prove that you have actually supplied the books. We can supply you with a factsheet about approaching bookshops and how they can order from us, upon request.

Most bookshops will expect a discount of between 35–45%, and will pay on receipt of an invoice, rather than up front. If you choose to supply the books yourself, you will be responsible for dealing with any negotiation of terms, the creation of an invoice and any returns. You will also need to make it clear to the bookshop that any returns must go back to you rather than to us or their usual supplier, as we won't be able to accept them.

Additional copies of your book can be obtained from us at a discount (plus carriage). We ask that you give us at least two weeks' notice for any stock orders, so that we can ensure we have enough time to process this request.

Media Marketing

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

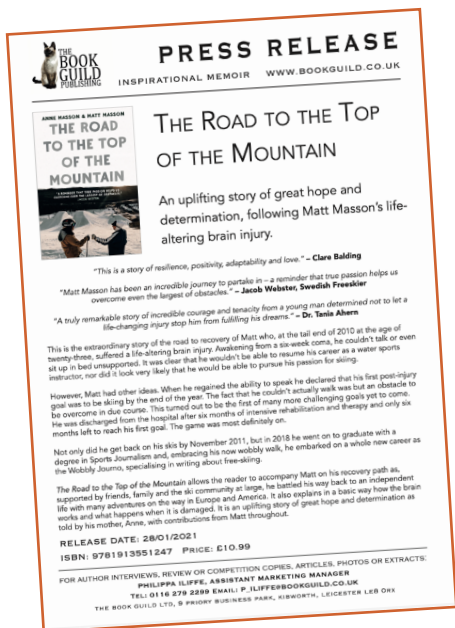
Around two months ahead of publication, the Publicity Specialist will develop a Media Campaign tailored specifically to your title. This includes identifying the target audience for the book, researching feature angles, creating story-line development for our press releases and creating a bespoke PR list.

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

The more information you can give us within your Author Promotion Form to help with the publicity process, the better – anything relating to your book, but also anything about yourself that might make for a good feature or interview angle.



Cision

The Cision Database is comprised of 1.4+ million media contacts, outlets and opportunities across traditional print and broadcast, digital and online outlets. Using Cision, we are able to curate press releases and promote our books and authors while getting media stories and pitches out to individual contacts. The aim of doing this PR is to increase the visibility of your book.

PR List

For each title, we put together a targeted campaign to look for 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.

It is worth noting that the decision to feature a book rests entirely with editors, who are under no obligation to offer an explanation if they decide not to feature 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 target the UK press only.

Review Copies

We send out review copies as part of your Media Campaign – some of these will be sent to contacts that we know will be interested in the book and others will be sent once we have had some firm interest. Generally we send between 10 –15 review copies initially, taken from the stock we hold here in our warehouse. In the new age of digital marketing, we also focus on sending digital PDF review copies to maximise the possibility of your book being picked up by relevant reviewers/ bloggers.



Finally...

We are happy to answer your questions, either by email or phone.

We always do the best we can in the marketing of your book. However, if a book does not get reviewed or attract much media coverage, it is rarely a reflection on the quality of the book, but on the extreme limitations of space and fierce competition within the media. It's important to note that high volumes of reviews and media coverage don't always equate to increased sales. The Trade Marketing process is the most important part of all, because it notifies bookshops that your book is available to buy and puts your book in front of book buyers, retailers and wholesalers – giving your book the best possible chance at success through increased visibility in buying systems.



Get in touch:

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Why not connect with us?

Twitter: [@bookGuild](https://twitter.com/bookGuild)

Facebook: The Book Guild

Instagram: [@Troubador_Publishing](https://www.instagram.com/Troubador_Publishing)

