PASSIONATE ABOUT HIGHER EDUCATION

Macmillan International Higher Education is an innovative global publisher of textbooks and learning resources for university level students. Our ambition is to develop relevant and impactful course content that serves the needs of educators and supports the success of today’s students.

Our sales and marketing staff work across the world communicating with academics to ensure your book has the best chance of success by reaching the right market. You are in good company as our business carries other strong imprints, known throughout the world for high quality publishing in specific subject areas. We carry Red Globe Press, WH Freeman, Bedford/St. Martin’s, Worth Publishers, the Royal Shakespeare Company and Springer. Having a wealth of successful imprints allows us to invest in systems and people across the world to support your book.

This author guide will:

• outline the key activities that we will do to promote your book
• explain our strategy and our preferred channels and methods
• offer tips and suggestions about what you can do to help promote your book
• help you understand the marketing journey of your book from conception to publication, and beyond.
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A guide to marketing textbooks for the Higher Education market

Persuading people

Here at Macmillan International Higher Education we want to make sure your book gets to the right people at the right time. The key to success for any type of Higher Education book lies in finding the right academic or lecturer who is responsible for a class of students for which the book could be used and recommended. This is a clear route for your book to achieve good sales.

The majority of our marketing efforts for your book will be focused around finding and persuading those people. This is achieved via our international sales team and through our various marketing activities.

1. SIX MONTHS PRIOR TO PUBLICATION
   - We identify key courses and lecturers to target – your inside knowledge is crucial here!
   - Book cover, website descriptions and price all finalised.
   - Book appears on www.macmillanihe.com and other online retailers such as Amazon.
   - The sales team are informed about the product and market.
   - For our key titles, the sales team will be planning their visits to university departments and letting lecturers know that the book is coming. For really key products this process may have begun earlier.
   - Our trade sales team and wholesalers will promote the title to bookshops.

2. ONE OR TWO MONTHS PRIOR TO PUBLICATION
   - We will start to send out marketing emails to encourage lecturers to order sample/exam copies.
   - For titles with more trade potential we will encourage customers to pre-order.

3. ON PUBLICATION
   - We will offer review copies to publications you have suggested.
   - We will invite key individuals you have suggested to request sample/exam copies.
   - Any planned advertising in key publications will be released.

4. FROM SAMPLE COPIES TO ADOPTION – A TIMELINE:
   - This illustrates a typical timeline for the activities we do to promote a new book to the Higher Education market. It’s important to bear in mind that these activities will vary depending on the subject area of your book and the intended audience.
   - Throughout this timeline we will be measuring the success of our campaigns and adapting our activities accordingly.
   - If you have any questions about this, please contact your Marketing Manager. If you’re not sure who your Marketing Manager is just let your editorial contact know and they will introduce you!

   POST-PUBLICATION
   - Product information at relevant academic conferences.
   - For our key titles, the sales team will continue to visit university departments and encourage key people to use the book in their teaching.
   - Marketing will work closely with the sales team to help secure adoptions by providing informative sales tools and passing on new contacts.
   - Sales and marketing to contact academics to elicit feedback and share their decisions about whether they will be using the book with their students.
   - Working with campus bookshops to make sure the books are stocked before term.
   - E-campaigns continue to promote the book throughout its lifetime.
   - We get feedback from academics who requested inspection copies of the book. This feedback is shared with your editor and can help inform any discussions around a new edition.
Which activities are taking place at different points in the academic year? Based on a typical cycle for the Northern Hemisphere.

**January to March**
A key period for textbooks to publish if they are to secure adoptions for first semester courses. A key campus-calling period where our trained sales teams visit academics across the world.

**January to May**
Key period for marketing campaigns to announce new books.

**May to July**
Key campaign period for new titles to secure adoptions. The sales team will be asking lecturers to confirm their decision. Marketing campaigns will continue to follow-up and promote key features to the right audience.

**August to October**
Back to university – crucial time for confirming adoptions and encouraging sales of both new and established textbooks. Most of our business is during this period in the Northern Hemisphere.

**December**
Sales team and marketing confirming adoptions for second semester. Working with campus bookshops to make sure the books are stocked before the start of term.

**October to November**
Key period for new textbooks to publish and be marketed if they are aiming for second semester courses.

**All the time:**
We are working on collecting data, promoting your book in monthly newsletters, and supporting and training our sales colleagues.
We have sales and marketing teams promoting your book globally. Our marketing teams operate from London, New York and Melbourne and deliver tailored campaigns to their regions. The UK marketing team provides coverage for UK, Europe, the Middle East, Africa and Asia.

We have sales reps based all over the world visiting universities and having conversations with academics to find the right books and resources for their courses.
Digital marketing

How do customers find information about my book online?

A product page for your book will be created on our website www.macmillanihe.com five to six months ahead of publication. The cover design will appear on our website as soon as it is finalised.

At this time, bibliographic information is also distributed to data agencies such as Nielsen BookData and Bibliographic Data Services (BDS), booksellers such as Amazon and directly to customers worldwide.

Making changes:
Additional or ad hoc changes to your book’s product page can be made at any time. If you spot anything that needs changing or updating just get in touch with your editorial contact.

It can take seven days for changes to appear on www.macmillanihe.com and up to ten days for Amazon or other online retailers.

HOW IS MY BOOK PROMOTED ON AMAZON?

Things publishers do:
• bibliographic information about your book will automatically feed to Amazon from our database, usually five to six months before publication. Any updates made by us will also feed to the Amazon page but can take up to ten days to appear
• endorsements received from journals or other academic publications will be uploaded to our system and will feed through to the Amazon page
• your book may be released simultaneously in print and as an eBook
• after publication the ‘look inside the book’ feature is enabled.

Things Amazon do:
• pricing for both eBooks and print books is set by Amazon and will vary depending on the book and the discounting rates agreed with Amazon
• customer reviews on Amazon are written by genuine customers of your book and are not influenced by publishers
• we have limited control over how the text is formatted on an Amazon page. Amazon may choose to display a selection of our content or choose to display it in a certain way.
This is one of the most important channels for marketing your book and will be a key focus for our marketing activity.

WHO WILL WE CONTACT?
We have an extensive number of academic contacts. These are listed by department, schools, modules/courses and we can use our database to create tailored lists for each email marketing campaign.

The number of contacts available can vary by subject. We are always working to maintain and supplement our contact lists – you can help by pointing your contacts to our website so that they can sign up to receive our newsletters, or request sample/exam copies of relevant titles.

WHAT DO OUR CAMPAIGNS CONTAIN AND WHEN WILL THEY BE SENT?

PRIOR TO PUBLICATION
- Newsletters including forthcoming titles are sent to announce the book and encourage lecturers to order sample/exam copies.
- Email announcing the book and urging lecturers to order sample/exam copies.
- Each email will have at least one resend to target individuals who did not open the first email.
- We experiment with different days and times to increase the likelihood that lecturers will see and respond to an email.

ON PUBLICATION
Reminders and follow-up with lecturers on adoptions and feedback.

ONE MONTH PRIOR TO PUBLICATION
Engagement campaigns: For key titles we may choose to send additional campaigns to highlight key features and benefits (such as sample chapters, online resources, videos etc.) or hone in on a particular audience. For example, for a new edition we may decide to contact previous adopters with a more personalised message.

For trade titles which are not available for lecturers to sample, including some Study Skills titles, emails will encourage pre-orders rather than sample/exam copies.

TWO MONTHS AFTER PUBLICATION
Closing campaign sent to lecturers who received samples. The aim of this campaign will be to confirm adoptions and to gather feedback about the book.

ALL THE TIME
We send out subject newsletters all year round (usually monthly) highlighting individual books, key series and themed content.

This means lecturers are always receiving information about the variety of books available in their subject area.
MIHE blog

We are launching a blog featuring original content from the academic community. This is something we'd love our authors to be a part of! The blog gives us another great way of promoting your book, helps improve search result rankings of both your book and our website, and gives the marketing team more content to improve our emails and social feeds.

We're looking for authors to write short articles to give readers a flavour of their book or field of interest. They shouldn’t be a hard-sell of your book itself, but an interesting discussion on any of the topics covered within your book, assuming the reader’s interest (but not necessarily their expertise). If you’re interested, let us know and we can provide you with a detailed style guide and more tips on how to get involved.

Our blog is part of our plan to expand our social media reach. We’re already active on LinkedIn and you can follow us here: www.linkedin.com/company/macmillanihe/

Social media tips for authors

Consider your online profile: Are you already active on social media? Start early to build your following, so that by the time your book publishes your activity can make a bigger impact.

Think about who your book is for: Who will buy or recommend your book? Are these people currently your followers and if not, could you add content that would start to draw them in?

Make sure it’s the right channel to reach the right people: Look around to see if colleagues in your research areas are active in these communities, and if relevant university departments or organizations have profiles.

Engage with your followers: Write content and communicate with people to help spread the word and keep people interested.

Keep the momentum going: If you aren’t already regularly communicating on social media, consider if this is something you’ll have time to do. For social media to work effectively you need to be using it regularly. It takes time and effort to find what’s most effective on social media but time invested can reap big rewards.
Conferences attended by us

What we do:
• we attend many conferences across a wide range of subject areas every year
• we aim to attend the largest conferences with the most delegates for each subject area
• we will send a selection of recent or relevant titles to our conference stands for delegates to browse and request sample copies
• space is at a premium so we don’t usually send more than one to two copies of a book
• we offer all delegates a conference discount of 30%
• we encourage delegates to order sample/exam copies at the stand
• we are always keen to discover new contacts and customers and we encourage delegates to sign-up to receive our marketing emails
• we love catching up with our authors – if you’re attending as a delegate don’t forget to drop by and say hello
• we also attend the major international book fairs at which our Rights team speaks to customers about possible translations.

Conferences not attended by us and other events

Things to consider:
If you are planning on organising your own book launch or promotional event, or going to a conference which we are not attending, we are happy to discuss ways in which we can support you.
• Please get in touch with your Marketing Manager at least two months in advance.
• If you can, please provide details of the number of delegates and a description of the make-up of the audience in terms of likely adopters so that the Marketing Manager can assess how best to represent the book at the event.
• We can provide you with forms to collect details of individuals who might be interested in using your book as part of their teaching and brochures to hand out to delegates.
• We are unable to offer any financial sponsorship of individual book launches or author speaking events.

What makes an event worthwhile?

Things your Marketing Manager will consider:

- Likely number of attendees.
- Possibility of sales opportunities.
- How well does the event relate to the main audience for the book?
- How can the event be used as a wider promotional opportunity?
- Possibility of sample/exam copies for lecturers who may wish to adopt the book for their teaching.
We ask our authors to give us suggestions for which publications might want to review their book.

You can nominate individuals for review by filling out the forms on our Author Hub: www.macmillanihe.com/promotingyourbook/. This is a fully automated online process.

Fill out your reviews form detailing the publications you think should be contacted to review the book along with their email addresses.

If they would like to review the book they can order one and it will be sent through to them in 3-5 working days (longer for orders outside the UK).

We will encourage publications to send us the completed reviews.

Endorsements will be uploaded to our database and will feed to www.macmillanihe.com and Amazon.
Sample copies

Our authors are experts in their fields and we know that you have fantastic connections and detailed knowledge about the market for your book. We ask all our authors to let us know about any lecturers who might want to receive sample copies of new books to inspect for their teaching.

To nominate lecturers to receive sample copies of your book head over to our Author Hub: www.macmillanihe.com/promotingyourbook/ and fill out your sample copy nomination form.

Did you know?

We are a global publishing company with offices in cities including London, New York, Melbourne and Johannesburg.
Top tips for author promotion

**Flyers and promotional materials**

You can download a flyer for your book from the book’s product page on our website. We also have subject brochures for some subject areas which we display at conferences and give to academics during sales calls.

If you are interested in obtaining promotional materials for your book please get in touch with your Marketing Manager.

**Ways you can get involved**

- Fill in your review and sample/exam copy forms prior to publication. Keep adding any new contacts that you may come across post-publication.

- Keep in touch about any new courses or other interesting curriculum opportunities. Your inside knowledge of new developments and opportunities gives us crucial leads that we can follow up.

- Let us know your schedule. Keep us up-to-date about any talks, conferences or panels that you are involved with.

- Videos are a great way to promote your book and we love using them in our campaigns or on our companion sites. If you’d like to record a video with us just get in touch.

- If you’re active on social media... Use it to share information about your book.

- Write for our blog. We love our authors to tell us more about their field of study or their teaching in a short blog post and our audience will be keen to find out more.
We hope this guide was useful in explaining how our marketing and sales teams work to promote your book. We also hope this has helped you feel excited about the ways that you can get involved to help promote your book. Collaboration with our authors is a really important part of what we do and it’s great to have you on-board.

We market our books in slightly different ways to different audiences and so there will always be some variation depending on the type of book. Here are some key things to remember:

- we are a global team and will be working with our colleagues around the world to get your book adopted on the right courses
- we work closely with a team of sales reps who will be working to recommend your book to the right lecturers
- we have a tailored and strategic campaign plan to promote your books to the right people at the right time
- we use digital, e-marketing, and social media channels to promote your book
- we’re here to help and advise – please get in touch!

Things to remember...

Have ideas about marketing your book?

If you’d like to discuss these with us, ask your Editor to connect us.
Contact us

For all product information, requesting sample copies, or finding your local contact, please visit: macmillanihe.com.
If you have any other enquiries, you can email us at: customerrelations@macmillaneducation.com

Sign up to hear about our new products in your subject area at: macmillanihe.com/alerts

Follow us on LinkedIn!

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