



Marketing and Publicity at the MIT Press

**Our guide to what
you can do to help
us make your book
a success**

**Welcome to the MIT Press!
We look forward to working
with you to help your book
meet its full potential.**

As an MITP author, you can expect your book to receive support from an expert team of marketers and publicists dedicated to promoting it across the marketplace. However, **the ultimate success of your book depends on your input.**

You can help us better market your book by:

- **Utilizing personal media contacts and submitting review list suggestions via our Marketing questionnaire**
- **Writing and submitting op-eds and feature pieces based on current news trends**
- **Suggesting academic and professional societies for grassroots marketing**
- **Including your book title in your email signature and in the byline of any written pieces you produce**
- **Providing input about the readership for your book that will inform our marketing**
- **Assisting with course book promotions and adoption ideas**
- **Independent social media activity**

Detailed information about how you can do this can be found within this Marketing and Publicity guide, which was designed specifically to help you aid us in the marketing process.

If you have any questions relating to the marketing and publicity of your book which are not adequately covered in this guide, please send them to our publicity team on mitpress-publicity@mit.edu

**Along with this guide
you have been provided
with the link to an online
marketing questionnaire
for you to complete.
Please make sure to:**

- **Read this guide thoroughly before completing the online marketing questionnaire, as it should inform your answers.**
- **Once you have finished reading, answer the online marketing questionnaire with as much detail and thought as possible to ensure all relevant information is included.**

Thank you in advance for your help in making your book a success!

Contents

The Publicity Process **5**

Global Publicity and Publication Dates **8**

Events and Exhibitions **9**

Review Copies and Media Coverage **10**

Social Media **12**

Advertising and Direct Marketing **16**

Amazon Central **18**

Grassroots and Society Marketing **19**

The Publicity Process

The publicity and marketing plans for your book will begin approximately 3-6 months before publication and will continue for several weeks afterwards. The plan is divided into three key phases.

- > **Pre-Publication:** From the time you fill out our marketing questionnaire until a couple of weeks before your book is published
- > **Publication:** A couple of weeks on either side of the publication of your book
- > **Post-Publication:** A few weeks after your book has published and occasionally longer depending on media engagement, seasonal marketing plans, and our event programs

< Final Manuscript Submission

< Warehouse Date (WD)

The date your book will be delivered to the US warehouse and review copies become available to the media

< Publication Date (PD)

This is the date we give to the media – when your book will be made available to the public online and in US bookstores

< Global Publication Date (GPD)

In some cases up to 6 weeks later than PD for press or stock reasons

Introduction to Publicist

If a publicist is assigned to your book, they will make contact with you 3 to 6 months prior to PD

Catalog Mailing

To members of the media, libraries and bookshops

Publicity Planning

This is the key period in which your cooperation is most vital, and can only begin when you have filled out our marketing questionnaire

Media Pitching

Publicity team pitches our seasonal list to key media contacts and book review editors

Review Mailing

6-8 weeks before PD, review copies of your book are sent to the media

Final Push

4-6 weeks before PD, our marketing and publicity team focus on social media, following up media leads and sending solicited copies

Media Coverage

Coverage of the book will ideally appear no more than two weeks before publication, and continue for some weeks afterwards

Events

Any events where copies of the book are required should take place after PD to ensure availability.

Advertising

All advertising will launch shortly after the PD of your book

Global Events

Our sales team will require 6 weeks' notice of any non-US events you arrange after PD

Please Note: Your book will not be made available for events or to the general marketplace prior to Publication Date, which may be 6 weeks or more after its Warehouse Date. Please check the Publication Date of your book with your editor before planning any events, interviews or op-ed pieces. Please be aware that the Global Publication Date of your book may be later than the US Publication Date to allow for shipping and media engagement.

As part of our acquisitions process, we will have determined whether your book falls into the market category of **Trade**, **Academic Trade**, or **Professional**. Our marketing and publicity plans will be tailored according to this category, which helps us to identify the target readership for your book and make use of the most appropriate sales tools and media channels. Our marketing focus by category is outlined broadly below; our campaigns also take into consideration the subject, format, price, and media potential of each title.

- > **Trade:** Mainstream print media, radio, and television; relevant magazines and specialized publications; festival and bookshop events; social media; general and seasonal digital outreach, promotion, and advertising
- > **Professional:** Academic and professional journals and media outlets; relevant specialized publications; conference events and exhibitions; social media; targeted digital outreach and promotion; print promotion to appropriate professional organizations; grassroots marketing and society engagement
- > **Academic Trade:** A combination of the above, depending on subject field, book format, price, and current media interest in its topic

Global Publicity and Publication Dates

As well as our home office in Cambridge, MA, MITP has a satellite office in London that covers marketing and publicity in the UK and Europe. If your book falls within the trade category it will be allocated a dedicated publicist within this office; if your book is a professional title, it will be marketed by our London team within the UK and Europe.

For publicity purposes, Africa, Asia, South America, and Australasia are covered by the US office. For any questions about marketing or publicity within these territories please email mitpress-publicity@mit.edu. Please note that publication and availability dates may vary between the US and other territories due to shipping.

> Action Point:

If you have any questions about global availability dates or are planning any events where the book will be required, please email mitpress-publicity@mit.edu at the first opportunity

Events and Conferences

Our publicity managers are actively engaged with a large variety of event programs and will suggest books from our list where we deem them appropriate to our partners. With this in mind, please make them aware of any travel plans you have in the six months following the publication date of your book via our marketing questionnaire. In order to gauge our level of involvement in any independent book events arranged by you or your institution, please let our publicity team have as much notice as possible.

You can include details of any events planned in our marketing questionnaire and send any updates to **mitpress-publicity@mit.edu**.

The MIT Press displays books at academic and professional meetings around the world. We will exhibit your new book at all the appropriate conferences we attend. Please list any relevant conferences taking place after the publication date of your book in our marketing questionnaire. You can email any updates to **mitpress-exhibitions@mit.edu**.

> **Action Point:**

Please list any speaking or travel plans taking place after the publication date of your book in the relevant section of our marketing questionnaire. You can email any updates relating to independently-organized events to mitpress-publicity@mit.edu, and any updates relating to conference or exhibitions to mitpress-exhibitions@mit.edu.

Review Copies and Media Coverage

The Publication Date of your book is given to the media to allow them to coordinate their coverage with marketplace availability. As most mainstream and professional outlets prefer to focus their coverage on new or forthcoming titles, it may be necessary for us to send out advance copies of your book for review. For some trade titles we also produce galley proofs or advance reader copies (ARCs) where we think additional lead time would be beneficial.

Trade and **Academic Trade Books** will be sent to select mainstream media, specialist outlets, and academic journals where relevant.

Professional Books are sent to any relevant academic or professional journals, specialized outlets, and mainstream media where relevant.

> **Action Point:**

At the end of this guide you will be asked to fill in a short marketing questionnaire, one section of which will ask you to list any mainstream media, specialist outlets, or journals who you think might feature your book.

Please consider:

- Whether you have any contacts within the media or colleagues who write for publications within your field – please list these along with their outlets as it is invaluable to have a familiar first point of contact when pitching a book
- Whether your book is trade or professional— although there are exceptions, mainstream outlets are unlikely to feature professional books except where there is a clear link to a current news topic, while academic and professional publications will only review a trade book where there is a clear relevance to their specialized readership
- Whether the outlets you are suggesting publish book reviews
- Whether you have seen any recent articles on your topic in the press, or know of any journalists with an interest in your area of expertise

Social Media

The first place that many book buyers hear about a book is on social media. In fact, our research has shown that within the academic community this is where a large amount of first contact with a new book takes place. Social media is also helpful for building your author profile, promoting events, sharing reviews, and engaging with a global community.

At MITP our social media presence rivals that of most academic and many trade publishing houses, with large and loyal communities across all major channels as well as our own blog and podcast series. However, these channels must represent the entire scope of our publishing and there is a lot you can personally do to ensure that your book is as visible as possible to an readership keen to buy.

If you are not active on social media...

It's not too late to start! We suggest that you begin to actively promote the book on social media around 6 months before publication, which leaves lots of time for creating a social media presence and building a following.

You can use your personal social media accounts or create a dedicated account for the book and build a following through a mixture of regular posting and engaging with others within your field. If you feel you don't have the time to build a social media presence, there are alternative ways you can create an online presence for your book described on pages 15.

If you are already active on social media...

Start talking about your book as early as possible! From a screenshot of your finished manuscript going off to print, to a selfie with your advance copies, your friends and colleagues will enjoy watching your book grow from an idea to a physical (buyable!) object.

> Action Point:

We can provide images and other assets to be shared online by you and your colleagues — please request these via mitpress-publicity@mit.edu

6 Easy Ways to Build Your Social Media Following:

- Post shareable content: photographs, links to relevant stories and news pieces, images, opinions and questions all get a good response online
- Write a professional bio referencing the book, and link to the MITP website
- Follow other users and particularly influencers and institutions within your field and engage with their posts
- Use relevant hashtags and tag influencers and organizations in your posts
- Engage with others by asking questions, replying to their posts, or sharing their content
- Stay active – posting once or twice a day is more effective than a burst of activity followed by silence!

You can also make great use of contacts and colleagues who have a strong social media presence by asking them to promote your book via their accounts. Be sure to inform the communications team of your department or institution, who will in most cases be very glad to help out.

You can also help us make your book visible by...

- Tagging us or asking your colleagues to tag us in any posts about the book on Twitter, Facebook, or Instagram (all three as @mitpress) so that we can re-share and re-post your content
- Emailing our publicity inbox (mitpress-publicity@mit.edu) with high-quality photographs of your book in situ at launches and conferences or in bookshops
- Compiling a who's who list of colleagues and supporters who have a strong social media presence and including this information in our marketing questionnaire
- Requesting that your contacts, institutions and societies also share content relating to your book
- Writing an interest piece of 700-1000 words for the MITP Blog about a topic relating to the book (for guidance please see examples at mitpress.mit.edu/blog)
- Sharing with us favorite excerpts so we can post them on our website "Read" section, Medium, and LinkedIn

> **Action Point:**

Think about the sort of social media activity that best suits your channels and community, and consider whom you might encourage to share assets or information about your book, then include these details in our marketing questionnaire

Advertising and Direct Marketing

We will develop and execute an advertising and direct marketing strategy that leverages a mixture of print, digital, email, direct mail, social media, and online advertising to promote your book. The positioning and design of these advertisements will be tailored specifically to appeal to your book's target readership. All advertising and digital marketing campaigns include tracking that enables us to ensure they are working as effectively as possible.

- **Media:** The paid media plan for your book will include a mix of advertising across a range of different media including print, online display, email, and podcast/audio. Many of our online display campaigns are executed through Google Adwords, enabling us to use data informed targeting to reach the primary readership for your book.
- **Social Advertising:** Social Media Advertising is a great way to target subject specific readership. The MIT Press conducts a range of social advertising campaigns across Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Reddit. Social Advertising campaigns are also executed using data informed targeting.
- **Search Advertising:** Your book may be eligible for a Google Adwords search campaign, which can be a key channel for driving awareness and purchases of your book. These target the primary readership of your book through keyword searches and custom-made audiences based on our website visitors and email lists. We may also execute Amazon Search campaigns to promote your book if relevant.

- **Email Marketing:** The MIT Press has a robust, organically-grown list of email subscribers. We will promote your book to this readership via a combination of emails about new releases, spotlights, blog posts, seasonal highlights, and more. The MIT Press also monitors the website behavior of our email list to send targeted emails based on visits and purchases.
- **Direct Mail:** Our direct mail campaigns are sent to carefully targeted and highly researched global mailing lists.
- **Website:** mitpress.mit.edu was designed by a leading design studio, Pentagram. Your book will have a dedicated page and may be featured on the home page and relevant topic pages as well as being included as a recommended book on the pages of similar titles.

> **Action Point:**

When you are filling in our Marketing questionnaire please take a moment to consider your target readership: what websites they are likely to visit; which organizations they are likely to be a part of or follow; which people they might be interested in or follow; what they are likely to do for work; what parallel interests they may have. We can use this information to improve our advertising targeting and reach the best readership for your book.

Amazon Central

The Author Central portal gives authors the ability to add information to their Amazon Author Pages. Author Pages pull together all of an author's titles, regardless of publisher. The Author Page appears at the top of a search result for the author's name and the page can also be reached by clicking on the author's name on the book page for each title by that author.

Online sales are clearly driven by providing more robust content for each of our titles, so we highly recommend that you participate. You can learn more in the FAQ section of the website: <https://authorcentral.amazon.com/gp/help>.

> Action Point:

Please consider setting up an Amazon Author Page or updating your current one.

Grassroots and Society Marketing

Our grassroots marketing teams work hard to connect with professional and academic groups to promote relevant titles, particularly within our professional publishing program. As an expert in your field and a member of your professional or academic community, you are a vital link in facilitating these connections.

We encourage authors to be active in a book's promotion by leveraging their networks and personal connections as much as possible. We are able to provide several services to help with these efforts, including **guidelines for language, templates for listserv postings, graphics for your website and email signature**, as well as **personal author promotional discount codes** for sharing with friends and colleagues.

> **Action Point:**

Please ask our marketing team to provide any of the following that would help you reach out to your community: a promotional discount code for your book; digital graphics for use in your email signature and on social media; printed business cards with details of your book to give to friends or colleagues; a listserv template or guidelines for promoting your book in newsletters and on your website. You may also wish to inform your alma maters and alumni organizations about your book so they can share the news via their channels.

You can also help us make your book more visible by:

- Alerting your web administrator and asking them to include details of your book in any relevant newsletters or page updates
- Posting details of the book to any mailing lists you are on or listserves you follow - it's likely that these lists represent a large part of the readership for your book
- Compiling a list of relevant courses where your book may be appropriate for text adoption and submitting these via the marketing questionnaire
- Suggesting any awards for which your book is relevant via our marketing questionnaire. (Please note that we focus our award submission program on those prizes most prominent in the public sphere due to their impact on title exposure and sales.)
- Including a link to the book or a promotional graphic in your email signature
- Alerting our marketing team via the marketing questionnaire to any professional or academic groups or societies which you are a part of or who may be interested in promoting your book to their members

Now that you have read this marketing and publicity guide, please make sure you fill out our marketing questionnaire as directed. Our promotional work cannot begin in earnest until this is completed.