

The sales and marketing process

Every book published by Facet gets individual attention and a bespoke marketing plan, we understand our market well and work hard to bring each book to the widest possible audience. This document explains the sales and marketing process at Facet.

Stage 1 – Bibliographic information

We announce details of our forthcoming books no later than 16 weeks before publication through international bibliographic information agencies including Nielsen BookData and Bowker via ONIX – the international standard for sharing rich book metadata. This information is disseminated to libraries, wholesalers, bookshops and online book retailers throughout the world.

Stage 2 – Our catalogues

We produce two catalogues each year which are mailed to customers worldwide. Books first appear in one of our catalogues around six months prior to publication and continue to be featured in subsequent ones throughout their life. We also promote our catalogue extensively on social media, through email marketing and by approaching societies, associations and membership organisations and getting them to send it to their members.

Stage 3- International sales representatives

Around three months before publication we send Advance Title Information sheets for all our new books to our team of sales representatives throughout the world. Our representatives use this information to sell our books to libraries, universities, bookshops and other key international customers. Our books are marketed and distributed in the US and Canada by the American Library Association, in Australia, New Zealand and Asia-Pacific by Taylor and Francis and we also have representatives throughout Europe, Asia, the Middle East and Africa.

Stage 4 – Email marketing

We have an extensive and growing list of email subscribers from our community and promote all our new titles from around six months prior to publication. After publication, each new book also receives a dedicated email campaign and is included other relevant email campaigns throughout its life.

Stage 5 – Press release

We generate excellent press coverage within our community and beyond for all our titles. A press release is written for each new book and sent to an individually researched list of journalists, editors, bloggers and commentators.

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Stage 6 – Social media

Every new book gets a dedicated social media campaign. We work with our authors to produce shareable content including blogposts, videos and presentations that can be used to promote their books effectively. We have a deep understanding of where our community interacts on Twitter, in specialist Facebook, LinkedIn and Google+ groups, on listservs and message boards and use this knowledge to target the right people effectively. We don't just send a single tweet about a book; we share the sample chapter, talk about individual chapters to give a picture of the whole book, create additional content and engage with relevant thought leaders and associations to encourage them to promote the book to their communities. We start this process before a book is published and continue long after.

Stage 7 – Reviews

We send copies of all new books to all major LIS journals and frequently receive excellent reviews. We also work closely with our authors and conduct extensive research for each book to make sure we also secure reviews in the relevant specialist journals, publications and blogs.

Stage 8 – Conferences

We attend conferences and seminars in the UK and, via our agents and representatives, around the world. If we can't be there in person, we make sure we are there as sponsors or prize-givers or we insert flyers in packs. We select the most appropriate seminars, unconferences, symposia and webinars and ensure that our authors' content is represented to its target readership.

Stage 9 – Discoverability

The entire content of all our books can be browsed through Google Books, Bowker and Amazon Look Inside. This is a hugely effective marketing tool that makes our books searchable, more discoverable and ultimately increases sales.

Stage 10 – What you can do

You are the expert on your book and your knowledge and contacts are invaluable to its successful promotion. We have sent you an author marketing questionnaire, please fill this in as soon as possible, don't worry if you can't answer some parts straight away, send it anyway – we will ask you again nearer publication if anything has changed or if you have anything to add. Nearer publication we will send you some marketing tips and we strongly encourage you to undertake as many of these as possible.