Boydell & Brewer Ltd, PO Box 9, Woodbridge, Suffolk, IP12 3DF, UK marketing@boydell.co.uk

668 Mount Hope Avenue, Rochester, NY 14620, USA marketing@boydellusa.net

**Marketing Brief for Annual Volumes**

To help us reach the widest possible audience for your book we would appreciate your input into the following areas.

|  |
| --- |
| **Title and subtitle of your book** |
| (Need more space? Just keep typing, the boxes will expand.) |

|  |
| --- |
| **Your contact information** |
| Address, phone, and email; please include your title; if you wish, please specify your pronouns. | |

|  |
| --- |
| **Your current affiliation** |
|  | |

**YOUR BOOK**

|  |
| --- |
| **Keywords: These are essential in helping readers, buyers and librarians find your book. Include 10 keywords that capture useful, relevant information that isn’t already in your title and description.** |
|  | |

|  |  |
| --- | --- |
| |  | | --- | | **What are the three main selling points specific to this volume that we should emphasize? What can we highlight from this volume that is different from previous volumes?** | |
|  | |

|  |
| --- |
| **Social media** |

We encourage you to use your social media accounts to promote your book. LinkedIn, Facebook and Twitter are particularly effective. We recommend you follow Boydell & Brewer on each platform that you use. We won’t post anything on your pages, but, if you wish, we will share any posts you publish about your book.

Our pages:

Facebook: [ww.facebook.com/boydellandbrewer](http://www.facebook.com/boydellandbrewer)

LinkedIn: [www.linkedin.com/company/boydell-&-brewer](http://www.linkedin.com/company/boydell-&-brewer)

Instagram: [www.instagram.com/boydellandbrewer/](http://www.instagram.com/boydellandbrewer/)

Twitter:

* Main: [www.twitter.com/boydellbrewer](http://www.twitter.com/boydellbrewer)
* Music: [www.twitter.com/boydellmusic](http://www.twitter.com/boydellmusic)
* African Studies: [www.twitter.com/Boydell\_Africa](http://www.twitter.com/Boydell_Africa)
* German Studies: [www.twitter.com/CamdenHseBooks](http://www.twitter.com/CamdenHseBooks)

**If you use social media for professional purposes, please provide your handle so that we can tag you in our posts:**

|  |
| --- |
| Twitter:  Instagram: |

|  |
| --- |
| **Newsletters** |

We regularly publish two popular e-newsletters: *The Medieval Herald* and *The African Griot*. They offer in-depth articles on our books and a discount to subscribers.

* If you would like to subscribe, please click [here](http://www.boydellandbrewer.com/newsletter-signup/).
* If you would like to contribute an article about your book, please put an X next to the relevant newsletter:

\_\_ *Medieval Herald* (medieval studies)

\_\_ *African Griot* (African studies)

|  |
| --- |
| **Our blog, *Proofed*** |

***Proofed*** is our blog at <https://boydellandbrewer.com/blog/> We encourage authors and editors to contribute short articles that look at what led them to the subject of their book, how they researched it, what were the most interesting or surprising findings, what they hope readers will

take from the work or, now the book is in paperback, your thoughts on its reception to date. Articles need only be 500-750 words long and can be quite informal in tone.

**Would you like to contribute? \_\_\_\_ NO / \_\_\_\_ YES** (we will email you a reminder nearer the time and will be happy to discuss the details with you. Alternatively, you are most welcome to send your submissions or queries to [marketing@boydell.co.uk](mailto:marketing@boydell.co.uk) / [marketing@boydellusa.net](mailto:marketing@boydellusa.net))

|  |
| --- |
| **Important dates or anniversaries** |
|  | |

|  |
| --- |
| **Other** |

Is there anything we haven’t covered? Feel free to list any other suggestions or ideas that will help us promote your book.

|  |
| --- |
|  |

|  |
| --- |
| **News and offers** |

May we send you occasional e-mails alerting you to new publications, special offers, book sales, etc.? \_\_\_YES \_\_\_NO