

THE
MARKETING
GUIDE

Cornell University Press

DREAM
BIG

We are delighted to be publishing your book, and the marketing team is looking forward to working with you.

We believe in progressive, best-practice, and creative marketing. This guide outlines what that means. It also gives you some ideas about what you can do to help your book reach as many people as possible.

As our marketing vision statement puts it:

Using pioneering and imaginative methods,
become the preeminent marketing team in the Association of University Presses, delivering influential content to a global audience

WHAT WE DO

DISCOVERABILITY
CONTENT
SALES
WEBSITE
SOCIAL MEDIA
EMAIL
PUBLICITY
ANNOUNCE YOUR BOOK
EXHIBITS
AWARDS
SUBSIDIARY RIGHTS

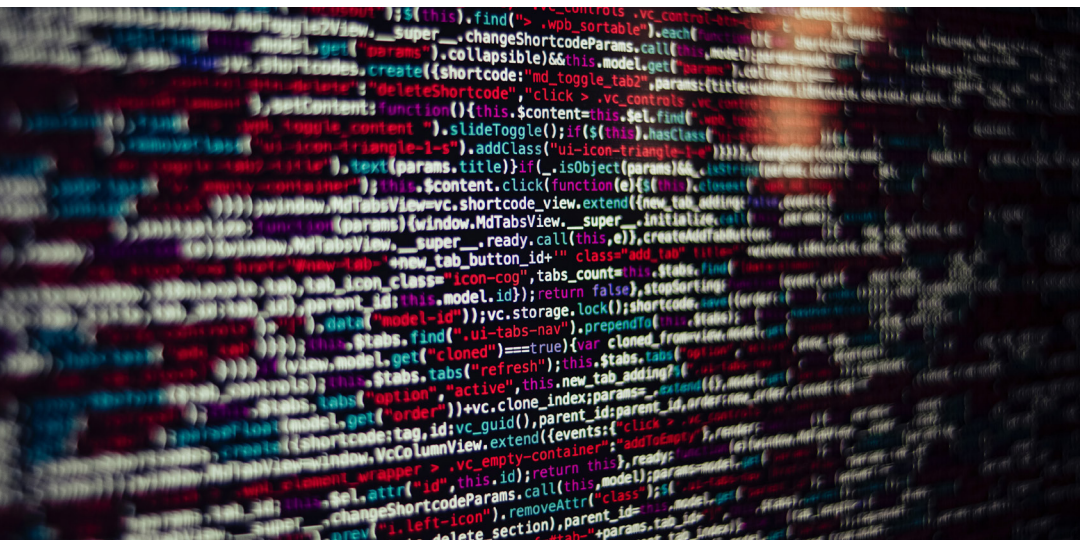
METADATA

ENHANCING DISCOVERABILITY

- We choose keywords that enhance Search Engine Optimization and online discoverability
- We choose subject codes that enhance Search Engine Optimization and online discoverability
- We disseminate book metadata globally for international sales
- We craft your book description to meet highest level of current marketing best-practices
- We update metadata to match trends and sales needs

We do all this because robust metadata is the key factor in your book being found, purchased, and used.

Metadata for your book is sent to third parties, such as Amazon, Barnes & Noble, Baker & Taylor, libraries, independent bookstores, and much more.





WHAT IS METADATA?

Metadata is all the bits of information about your book.

This data includes:

Price | Format | ISBN | Publication date

Author name | Author bio

Descriptive copy | Reviews and blurbs

Keywords | Subject codes

Number of pages | Any illustrations

The metadata tells booksellers, distributors, wholesalers, and customers all about the book. It is displayed on websites and data platforms.

Without robust metadata your book is, essentially, invisible. It's the driving force of discoverability for your book. That's why we invest so much time and effort into getting it right.

CONTENT MARKETING

BE PART OF THE CONVERSATION

- We take the most contemporary and up-to-date approach to book marketing
- We're focused on generating interest for your book in related subject-matter communities
- We want to build a hub of content that will draw scholars and customers to your book

Following best practices in marketing we have adopted a content-marketing strategy. It's why we ask you to contribute to our blog, appear on our podcast, and write for outside media.

Helping you build your platform and brand helps us market and sell your book.



REGIONAL, NATIONAL, AND INTERNATIONAL REACH

- We pitch your book to US, Canadian, and rest-of-world sales reps
- Our sales rep teams sell your book to their bookseller accounts
- We have global reach with sales reps covering the US, Canada, Europe, Asia, Africa, Central and South America, and Oceania
- We sell your book directly to buyers for Barnes & Noble, Baker & Taylor, and other major distributors

Good sales reps make all the difference. We partner with some of the best in the business. They make sure your book is front-of-mind for booksellers around the world.

Twice a year, we meet directly with buyers for the major chains and distributors. We've nurtured our close relationships with these influential accounts for many years.

SALES
REPS
&
BUYERS



WEBSITE

THE HUB OF MARKETING

- We provide a dedicated page for your book
- We add media hits to your book page
- We add praise from reviewers to your book page
- We track analytics for real-time adjustments to website pages

Newly designed and launched in 2019, our website is at the cutting edge of book publishers online.

Our website is the hub of all our marketing with a core focus on content to drive viewers and clicks to you and your book.



BOOSTING YOUR BOOK

- We conduct social media campaigns for subject areas, media interest, brand ambassadors, new books, older books back in the news cycle
- We research and use current hashtags for increased social visibility for authors and books

Twitter, Facebook, Instagram, and LinkedIn form the basis of our social media game. With thousands of followers on every platform we interact with more readers every day than has ever been possible before.

No matter your comfort-level with social media, we've got you and your book covered.



EMAIL CAMPAIGNS

OUR WORKHORSE

- We conduct email campaigns for subject areas, new book roundups, special promotions, course adoption efforts, and more
- We use segmented and targeted email lists to focus attention on your book to relevant customers

Bold design, big messages. That's how to describe our email campaigns.

We have carefully curated our email lists so that we can target people with proven interest in the subject matter of your book.

Whether it's announcing a big new marketing campaign or specifically addressing that your book just came out, we reach readers with important messaging when they need it.



IN THE NEWS

PUBLICITY

- We generate lists of scholarly media for potential book reviews
- We send out review copies to relevant journals, magazines, newspapers, etc.
- We meet with major media in NYC and DC to highlight our books and promote the Press
- We research and identify targeted media contacts relevant to your book
- We utilize a massive media-contact database to generate media interest in your book

Reviews in journals and media outlets are a big part of gaining attention for your book. Our two publicists work daily with their media contacts to get your book reviewed in relevant media.

Off the review page, we look for opportunities for feature stories and op-eds and interviews.

The long and the short of it is that we want to see you and your book in the news as much as possible.



MAGAZINES

SHOWCASING OUR CONTENT

- We produce subject magazines that highlight excerpts, articles, interviews, and podcasts in your subject area

Every year we produce a magazine in each of our major subject areas.

These magazines feature content produced by us and our authors for new and recently published books. We use these magazines digitally and in print to drive interest in our authors and books and we sent them to thousands of people in your field.

If you write a blog for us, do a Q&A, or feature in an episode of our 1869 podcast, there is a good chance we'll then repurpose that content for these magazines.

We get great engagement with the magazines at exhibits and online and have found they drive traffic to our website and social media.



ON DISPLAY

- We display your book at relevant scholarly conferences
- We offer new, experiential marketing efforts at in-person conferences to drive more people into our booth

We exhibit at more than thirty-five scholarly conferences and book festivals each year. For the first year or two after publication we display your book at relevant conferences.

You can find a full list of our exhibits on our website.

EXHIBITS



SPECIAL SALES

BUYING IN BULK

- We research and identify organizations, groups, NGOs, etc., for potential bulk sales of your book
- We use targeted outreach to those groups pitching your book to them for possible sales

For some books, special sales are a great way to generate significant sales numbers. We identify which books will likely have the most success in a special sales campaign. We research organizations and groups to find sales leads.

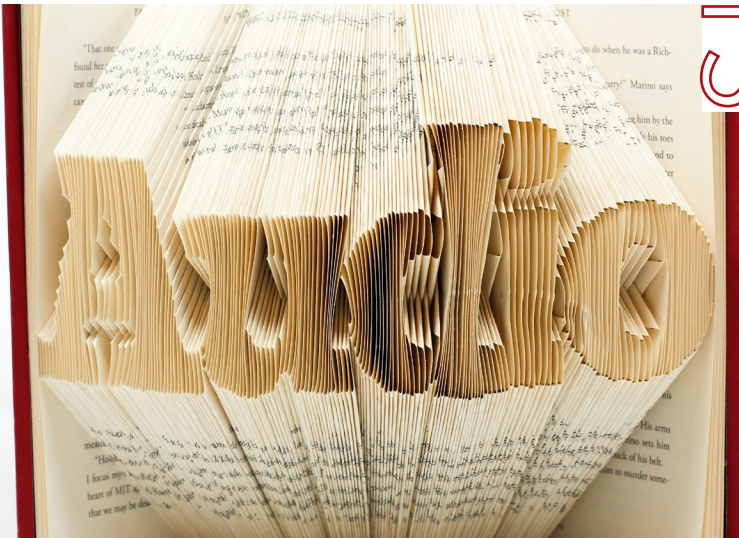


TRANSLATIONS, AUDIOBOOKS, AND MORE

- We engage in global outreach to foreign publishers and subagents for potential co-publication and/or translations
- We conduct global outreach for audiobook editions, as well as potential dramatization rights when applicable

Our subrights team looks for worldwide opportunities appropriate for your book. Can we sell translation rights? Is there a publisher in another country who would like to sell it there? What about an audiobook?

We've licensed our books into fifty-three different languages, so far!



AWARDS & PRIZES

GOING FOR THE WIN

- We identify suitable awards for your book
- We submit your book to those awards (no-fee only)

Using our knowledge of book awards and prizes, in conjunction with your suggestions, we'll submit your book when appropriate. Fingers crossed, you've got a winner!



ANNOUNCING YOUR BOOK

ONLINE SEASONAL LISTS & NEW BOOKS PUBLISHED

- We list your book in a seasonal collection on our website
- We announce your book in its month of publication

Your book is part of a season, either Spring/Summer (books published between March and August) or Fall/Winter (books published between September and February). We create a special web page to announce the seasonal collection twice a year. This page is shared through social media and email is shared with our sales reps and vendor partners.

We also create a special website page each month to showcase new releases. Your book will feature on that page and we will share that link widely through social and email.



WHAT YOU CAN DO

TELL PEOPLE
EVENTS
OP-EDS
BLOGS
PODCASTS
WEBSITES
ORDER



tell everyone

- Tell everyone you know about your new book
- Send emails to your contact list with link to the book on our website
- Share your book cover via email, on your website, and in your social media feeds



events

- Set up talks about your subject matter at universities and other relevant organizations
- Offer to do a virtual talk or presentation
- Utilize the QR-code business cards we provide you to generate buzz around your book



write op-eds

- Write op-eds and/or feature stories for mainstream or niche media
- These pieces should be relevant to the news cycle
- Talk to our Social Media Coordinator or our publicists for more information



write a blog

- Arrange to write for our website/blog with our Social Media Coordinator
- For examples, visit our website homepage
- Consider writing for other blogs in your specialty area



do a podcast

- Sign up to chat with our Digital Marketing Manager on 1869, the Cornell University Press Podcast
- For examples, download an episode using your preferred podcast platform or listen on our website
- Research other podcasts related to your subject area



add a link

- Put a link to the CUP web page for your book in your email signature
- Add a link to the CUP web page for your book to your own organizational web page or personal website
- Make sure your book is listed in your author bio so readers can keep an eye out



tell your institution

- Tell the media department at your university or organization about your new book
- Provide them with the link to the CUP web page
- Put them in contact with your publicist and/or the Marketing and Sales Director



place an order

- Place an order for your book

As one of our amazing authors, you are eligible for some special discounts when you order your book.

To take advantage, simply enter the appropriate code below into the website shopping cart or call our customer service team at 800 848 6224.

- 1-9 copies: 09FORTY (40 percent off)
- 10-19 copies: 09FORTY5 (45 percent off)
- 20-99 copies: 09FIFTY (50 percent off)
- 100+ copies: 09FIFTY5 (55 percent off)

Authors based in Europe, Africa, Asia, Oceania, and the Middle East should email enquiries@combinedacademic.co.uk

WHO TO CONTACT WHEN YOU HAVE MARKETING QUESTIONS

If you have any questions about any of the above please reach out to a member of the CUP Marketing Team. We will be happy to help you.

For general marketing and sales queries contact:

Martyn Beeny, Marketing and Sales Director
mb2545@cornell.edu, @MartynBeeny

For publicity and media-related queries contact:

Rebecca Brutus, Publicist, rtb93@cornell.edu, @notthatbrutus
Sarah Noell, Publicist, scn47@cornell.edu, @SarahNoell2

For exhibit information, or email marketing contact:

Mia Renaud, Academic Marketing Coordinator, mr898@cornell.edu

For social media queries contact:

Ashley Kole, Social Media Coordinator, ark262@cornell.edu

For website and podcast queries contact:

Jonathan Hall, Digital Marketing Manager, jlh98@cornell.edu

For book descriptions, blurbs, metadata, award submissions, and marketing plans contact:

Kristen Gregg, Marketing Assistant, kag332@cornell.edu
Alfredo Gutierrez, Marketing Assistant, ag2349@cornell.edu

For subsidiary rights queries contact:

Tonya Cook, Subrights Manager, tcc6@cornell.edu