



Sales & Marketing

Creativity and innovation for your book

CORWIN

 Learning Matters

 SAGE
Publishing

Global Reach

SAGE is committed to the global dissemination of information and our marketing department develops plans and strategies to reach the widest readership possible, extending the exposure of each and every publication. SAGE's international offices, in conjunction with distributors worldwide, ensure the sales of our books through concentrated international marketing campaigns. This enhanced worldwide visibility endures as a premium for SAGE authors and editors (and for those of our imprints).

Our sales team

We have an international sales force that visits bookshops, wholesalers and library suppliers throughout the world. We have offices in London, Los Angeles, New Delhi, Singapore, Washington DC and Melbourne that handle sales and marketing activity in the UK and Europe, South Asia, North, Central and South America and South-East Asia and Australasia respectively. In addition to this, we have agents and representatives in South Africa, Central and North Africa, the Middle East, Brazil, Korea, Japan and the Philippines, and distributors in Australia and New Zealand.

Booksellers

We have excellent relations with the head offices of the key bookselling chains such as Waterstones, Blackwell's and John Smith's in the UK and Studystore in the Netherlands as well as the major campus stores in Norway and Denmark under the umbrella of Campus Import Group.

Online retailers

We work closely with the major online retailers including Amazon and The Book Depository. We enter all books into the Amazon Advantage programme, enabling Amazon to order titles directly from us.

We also enter all eligible paperback titles into Amazon's Print on Demand programme, to ensure books are always 'In Stock' on amazon.co.uk. This helps the book to appear higher up in the rankings, meaning more people see your book – and buy it.

Most SAGE titles are also included in the 'Look Inside' feature on Amazon, which allows potential customers to read sections of your book before deciding to buy. With enhanced opportunities offered by the ever-expanding online supply chain, we also have strong relationships with other online retailers such as Wordery, Books Etc., Adlibris, and Bookwitty.

Campus calling

Our sales representatives pursue a programme of campus visits in the UK, Europe and East Asia, where they speak directly to academics preparing courses. They develop close links with lecturers, finding out about their teaching interests and academic needs, following up regularly and feeding information back to our office. This is essential for securing adoptions and ensuring a wide readership for our textbooks.

eBooks

We currently have over 4,800 eBook titles available through our library aggregator partners (ProQuest Ebook Central, EBSCO, Dawsonera, Askews and Holts VLeBooks, and a variety of smaller vendors) on a variety of access models to suit the needs of every library.

We have also partnered with numerous retail vendors including Amazon Kindle, Google Play, eBooks.com, Barnes & Noble Yuzu and Kobo to ensure that we offer our customers choice in how they consume our authors' content. We currently have over 6,000 titles available for retail sale.

We also work closely with VitalSource, Kortext and BibliU in order to provide effective institutional solutions for our e-textbooks.

We also continue to expand our portfolio of titles on a monthly basis and build new partnerships with innovative vendors around the world in order to make sure we reach our customers at their point of need. The continued expansion of our eBook platform, SAGE Knowledge, and the publication of interactive ebooks for our selected key titles will serve to deepen our content offering.

For a full list of our partnerships and links to their platforms, please see: sagepub.co.uk/ebooks

Special Sales support

We have a Special Sales representative who proactively seeks sales through private training companies, local authorities, councils, schools, the NHS, health and social services as well as charities, associations and societies. This role also works with our Marketing Managers on supporting orders direct from authors, and arranging copies of your books for resale at events and speaking engagements.

The books marketing team

Our Books Marketing Team has a wealth of experience in marketing academic textbooks and professional and reference titles. For textbooks, our marketing concentrates primarily on securing reading list adoptions.

Major works and encyclopedias fall within our reference programme and the marketing for these is focused on acquiring library purchases through wholesalers and library suppliers; SAGE Handbooks are promoted to academics and practitioners as well as libraries.

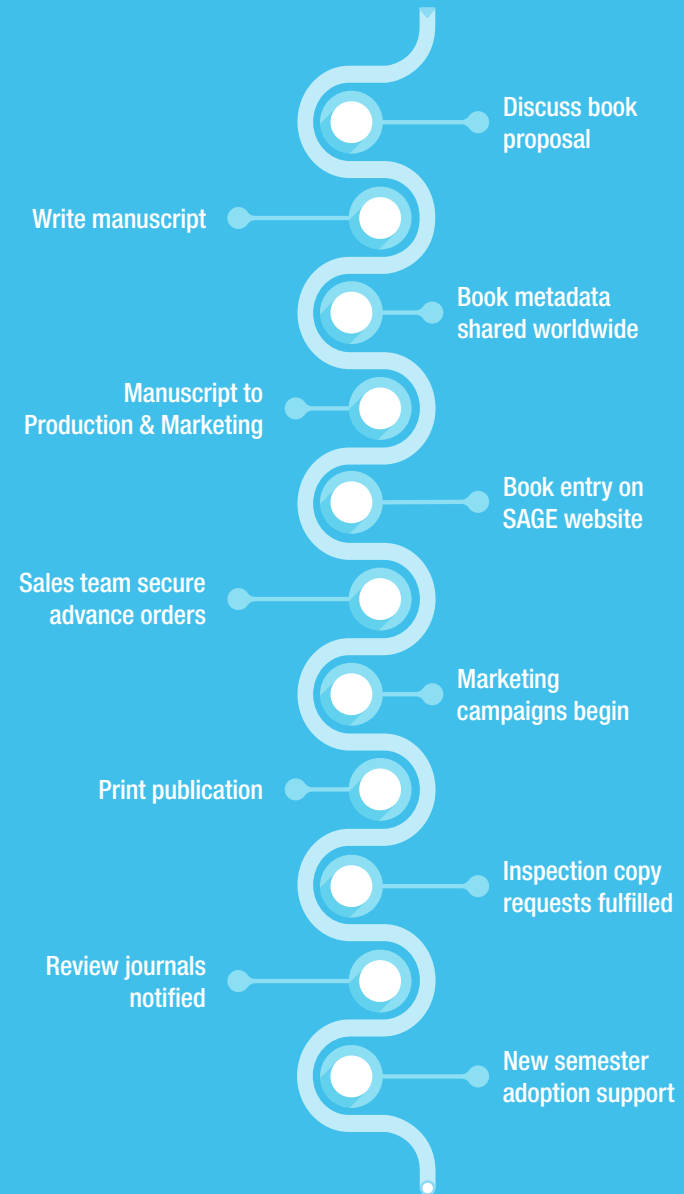
Our professional titles are marketed directly to practitioners through a selection of targeted channels, including working closely with authors to support direct sales through their professional networks, consultancy activities, workshops and seminars. **There is no one way of marketing a book; each book receives the marketing it requires depending on its target audience.**

Pre-publication marketing

Six months ahead of publication, advance information for your book will be sent to bibliographic agencies, such as Nielsen BookData, and specialist library suppliers around the world. All of our book data is relayed via ONIX – the international standard for representing and communicating book industry product information in electronic form – ensuring that all of the information for your title is accurate and updated regularly.

Once advance information has been disseminated to the major agencies, they will send our information to bookshop and library systems across the UK and Europe so that our sales team are able to secure advance stock orders with bookshops, libraries and wholesalers. This advance information feed is the most efficient way to reach booksellers and libraries in over 100 countries around the world and to provide marketing information about your book to book industry businesses.

Go to sagepub.co.uk/book-author-editors to view our *Sales and Marketing Timeline: A Year in the Life of a SAGE Book*



Data-driven marketing

Our industry-leading customer database is extremely comprehensive and maintained by our Marketing Services Department. Records are updated regularly, and customer profiles are gathered from a variety of sources. To accompany our database, we have invested in and implemented intelligent marketing technology which enables us to communicate with customers based on their relationship with us, their interests and contact preferences – delivering the right message, about the right product at the right time. This is essential in today's market where customers expect to receive information tailored to their interests and needs. By doing this we have developed a large dedicated customerbase, who are keen to hear from us and purchase our products.

Targeted marketing communications are central to our strategy for the promotion of our books. We work across channels to promote books through email campaigns, social media posts and digital advertising.

We also commit to a significant annual marketing spend with Amazon to promote our titles and ensure their discoverability onsite, both in print and via Amazon Kindle. Additional marketing for selected titles includes advertising campaigns via the Amazon platform. These help Amazon customers discover and purchase our books through adverts that appear above search results, within search results and on product pages.

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IC Inspection copies

Our textbook inspection copy service allows lecturers to review texts before deciding whether to adopt them for their courses.

Our marketing program is designed to increase inspection copy requests, building you book's profile and driving leads and adoptions. We combine the latest digital channels with offline marketing tactics, working with sales reps and booksellers and following up with email campaigns to achieve our shared goals.

Lecturers can request an inspection copy online at sagepub.co.uk/inspectioncopy. We also offer electronic inspection copies of our textbooks via VitalSource, offering an instant service for inspection once a book has been published.

Online feedback can then be provided about the book through the 'My Account' function of our website, which feeds through to our online peer review system. We are the first academic publisher to share independent customer reviews and feedback online, and we feel that encouraging two-way communication with customers and colleagues in the academic world is integral to producing quality content.

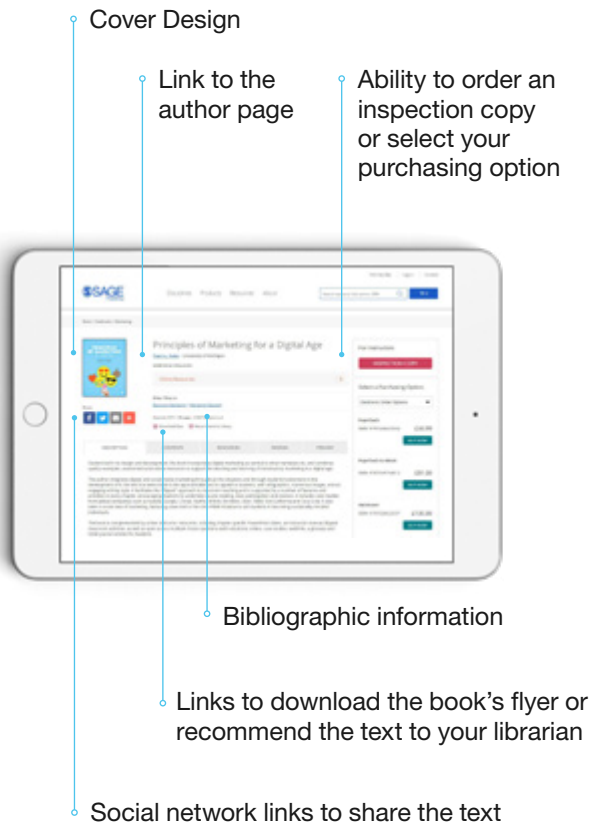


Online

Our books can be found on our website:

sagepublishing.co.uk

Your book will appear on our website six months prior to publication. The information available on our website about your book will be updated regularly and feature tabs with full information including the description, table of contents, online resources, endorsements, reviews and a Google Books preview (after publication).



Search Engine Optimization (SEO), and making sure your book is as discoverable online as possible, is a key focus for us when developing your book's webpage; activities to support this include optimizing the book's description with keywords and including links with embedded keywords to external websites, such as your own department or personal homepage.

Our enhanced author biography pages, linked to from each book page, make it easy to see all of an author's books and showcase their expertise and social channels.

Our website offers an email alert service, free postage and packaging for UK customers, and online resources for authors, editors, lecturers, librarians and booksellers.

Our discipline hubs offer a curated selection of content relevant to the discipline, including books, video, journals and additional resources. Alongside the hubs, each discipline includes a landing page featuring new books so the user can easily find the text that they are interested in and simply click through to the product page for more information or to order an inspection copy.

Build your online profile

If you are an academic, tell us about the courses you teach and your areas of interest, and we'll remember them for the next time you visit our website. Requesting more inspection copies will be quicker and easier.

Visit sagepub.co.uk/myaccount for more information.

BROWSE OUR DISCIPLINE HUBS





Social media

We are always eager to find where our readers are online and to communicate with them there. This keeps our authors and content relevant, discoverable and promotes networking and cooperation across different channels and groups.

Indeed using content – whether that be a sample chapter from your book, or a blog piece you have written, for example – is a key marketing tool for us when interacting with potential customers and driving the discoverability of your book.

Social media examples include Twitter, Facebook, LinkedIn, Pinterest and YouTube. You can see an example of our involvement in social media by looking at twitter.com/SAGEeducation where we share information from across our education lists.

Why should I use social media to promote my book?

- Reinforce the book title online and increase frequency of citations
- Allow you to engage with new audiences and interact quickly and easily
- Help to create online communities who will share your content with other students or practitioners
- Allow you to build trust with users using a human and interactive approach
- Improve discoverability of your book content - the more places your content is mentioned or posted online, the higher the chance it will be found and read
- Generate discussion and buzz around your book content

“ We are always eager to find where our readers are online and to communicate with them there. ”

Review copies

We send regular alerts to relevant industry, professional and academic publications informing them of new and forthcoming books and supplying review copies on their request. We see a much higher conversion rate of reviews published when sent as a response to solicited review copy requests and we will send you a copy of any review we receive for your book. We also use endorsements from any reviews we receive on our website and on future promotional materials.

If you have any ideas about appropriate publications that would be interested in reviewing your book please let us know. We want to utilise any contacts you may have to help generate valuable reviews.

We also want to hear what students have to say. If any of your students would be suitable reviewers and willing to post their thoughts on Amazon, please put us in touch with them so we can offer review copies.

Conferences and events

Due to the current situation caused by COVID-19, in 2020 we will be attending selected conferences and events virtually only where possible. If you have any speaking engagements at conferences or events please get in touch with your Editor so they can arrange for you to have a copy of your book available.

If you plan to sell copies of your book at conferences or events you are speaking at, our Special Sales team will be able to arrange for copies to be supplied to you on a sale or return basis.

Please contact despina.maclaren@sagepub.co.uk to arrange this.

The Rights Department

Our Rights Department is dedicated to the dissemination of your work around the world. We ensure maximum exposure for our publications by attending major International Book Fairs, sending regular marketing emails to our contacts throughout the world and publishing a yearly Translation Rights catalogue.

As authors you will receive a percentage of all revenue collected and copies of the translated editions. We greatly value your input and are very keen to utilize your knowledge and contacts to help generate translation deals, so please feel free to contact local publishers and University Presses and email foreign-rights@sagepub.co.uk to feedback any information you have on transition opportunities.

If you receive a request to reuse your work, please email permissions@sagepub.co.uk and we can deal with it directly.

Author discount

As one of our authors you are entitled to a **25% discount** off all our books across all subject areas and imprints, and a further **35% discount off your own book!**

We also offer discounts direct to companies and institutions for multiple copies so it is worth passing on any interest from the organisations with whom you work.

To place your orders or for further enquiries please contact despina.maclaren@sagepub.co.uk or specialsales@sagepub.co.uk

Your ideas

This is just a brief outline of the kind of things we do within the Sales and Marketing Department. We like to work as a team to provide the maximum exposure and highest sales possible for your book – we send all of our authors a copy of our Marketing Questionnaire to fill in so that we can use your knowledge and expertise of the market when pulling together the marketing plan for your book.

Supporting you

Visit sagepub.co.uk/book-author-editors for a full list of ideas for promoting your book. Don't forget to send your Editor your biography and photo plus any social channels so we can add these to your profile on our website.

Our author hub includes book proposal and manuscript guidelines, sales and marketing information and a list of key contacts.

You will also receive a series of emails from the Author care team offering further information, tips and guidance.

Useful FAQ's can also be found at sagepub.com/book-author-faqs.

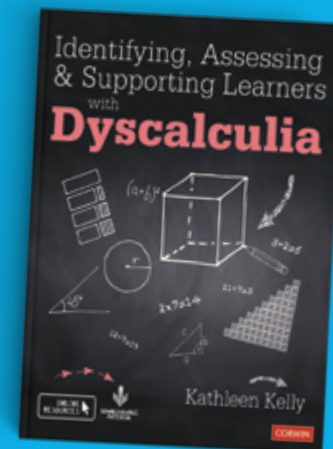
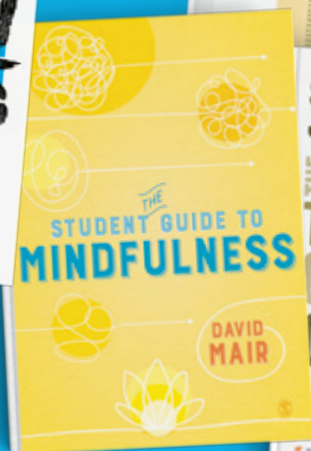
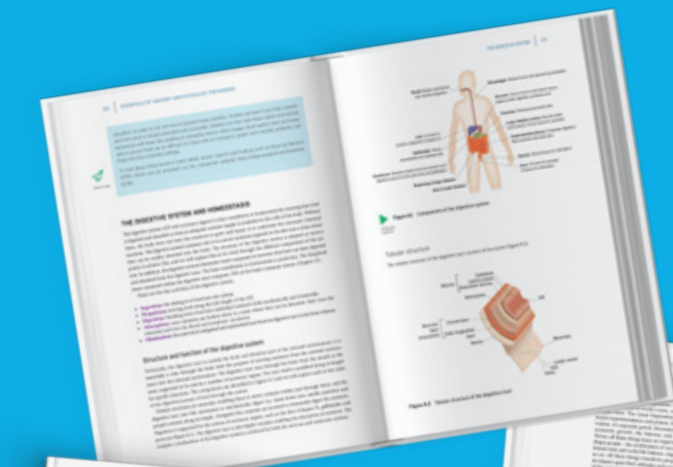
Ideas for promoting your book

We encourage all of our authors to maximize the exposure of their book through a few simple self-promotion techniques. Here are some ideas for promoting your book:

- Mention your book in your emails by adding it to your email signature. You can link this back to the SAGE website.
- Ask colleagues, contacts and students to review your book on Amazon. The more reviews your book has, the more likely it is to get highlighted on Amazon search categories.
- Make sure your institution's bookshop and library have copies of your book in stock.
- Make sure to recommend your book to students on your own courses.
- Don't have a campus bookshop at your institution? We may be able to offer online discount vouchers for your students. Contact market@sagepub.co.uk for more information.
- Amazon author pages is a free service that allows authors and publishers to create a page on Amazon with a bibliography, biography, author photo, event listing, video content and a full listing of your books. People can choose to 'follow' your page and will receive prompts on new editions or announcements.

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