**My book has published! What’s next?**

***Your Marketing Plan***

Your Marketing Manager will have considered many factors as she created your marketing plan, especially:

* Market size and dynamics
* Comparable sales
* Intended audience vs. decision maker
* Best channels to exploit
* Funding streams
* National, regional, and state initiatives
* Competition
* Special sales opportunities

. . . while drawing on her understanding that effective marketing is all about determining ***where we’ll see our greatest return on investment.***

The educational book publishing market has shifted dramatically over the past ten years and so, too, have the ways that we market our books. Primary among them:

1. **E-marketing:** Now that the education market—as well as the world at large—has migrated to the Web, most of our promotions are electronic. We have a state-of-the-art customer management system that enables us to mine leads and target campaigns in a way few other publishers can. With this new system, we’re reaching out to our very best prospects in higher quantities, more frequently, and in smarter, more cost-effective ways than we ever have before.
2. **Integrated sales campaigns:** We have a seasoned sales team in place, all of whom will have been introduced to your book at its Sales Launch Meeting. At that time, we will have discussed your book’s key-selling features as well as special sales opportunities, including related regional and state initiatives and funding pockets. When we spot a good match, we’ll put customized campaigns in place to drive bulk and districtwide purchases.

That said, our marketing efforts will take many forms—some that will be visible to you, others that will be less so. Your specific marketing plan will feature many or all elements of the following:

* **Prepublication campaigns:** Two months in advance of publication, we’ll approach internal customers as well as wholesalers and potential reviewers by email with new book announcements.Up until publication, your book will be available for purchase at a 15% discount.
* **Catalog inclusion:** Twice a year, we produce our general catalog, which advertises new and best-selling titles along with our Professional Learning services. Your book will first appear the season it is scheduled to release. We also email school and district personnel links to our electronic catalogs, which are posted on our website for easy access.
* **Discipline-specific campaigns:** We create several discipline- and audience-specific catalogs and brochures grouping like titles for more targeted campaigns. Increasingly, they’re taking electronic form, which enables us to more deeply penetrate the market.
* **Electronic newsletters:** As more and more customers are looking to the Web for content, we’ve begun to launch discipline- and audience-specific electronic newsletters. They combine free resources with noteworthy news items and related Corwin books.
* **Individual campaigns:** Although we see higher responses when we group titles, we launch several individual book campaigns, too. Many times, they’re emails, but we produce brochures and postcards as well.
* **Channel campaigns:** If your book has higher-ed potential, we’ll feature it in the Sage College Catalog, email professors of those courses, make review copies available, and follow up. If it has cross-appeal in the trade market, we’ll aggressively promote your book to our wholesalers. If it will interest overseas educators, we’ll reach out to our international offices.
* **Space, program & Web advertising:** It’s no news to you that print circulations are down. Accordingly, so is our level of print advertising. Where we’re getting a lot more aggressive is Web advertising, promoting the Corwin brand at large.
* **Corwin’s website:** Your book will appear, with its own URL, on both the Corwin and Sage websites six months prior to publication. Over the subsequent months—even years—we’ll continue to supplement content: final description, cover, sample chapters, endorsements, full table of contents, and video and podcasts if available. Be sure to include the URL in any of your own promotions (your website, tweets, Facebook posts, etc.). This will only increase your book’s discoverability on the Web.
* **Review copy mailings:** We’ll combine your best prospects with our own, and send complimentary copies of your book to generate word of mouth.
* **Social media:** We post on Facebook and Twitter as frequently as two to three times a day. Your book will be actively promoted here as well as any related events you can send our way.

***Conferences & Speaking Engagements***

Each year, we exhibit at the most high-profile national conferences. But there are another several hundred—if not more—much smaller conferences that are simply unfeasible. If we’re to support your speaking engagements, it’s essential that you keep us informed of all upcoming events. If neither we nor one of our distributors is exhibiting, we can provide flyers and facilitate your book purchases at a 40 percent discount.

***Public Relations & Book Reviews***

Your public relations plan will include new book announcements to all relevant media, and when appropriate, press releases and review copies. Remember all those articles we urged you to write back when your book was first proposed? These publications are our very best prospects for book reviews. Don’t forget to include bylines directly citing your book title.

One big caveat here: It’s important that you keep your expectations realistic. Better that we work from the bottom up and approach those educational journals and media outlets with a direct interest in your book’s topic. Oprah and Anderson Cooper are long-shots!

***Where You Fit In***

At this point, the most important thing you can do is to keep on networking, spreading the word about your book as wide and as far as possible.

1. When you speak at a conference, be sure to have extra copies of your book on hand. Many associations forbid authors from book promotion. One clever way around this is to feature in your PowerPoint presentation actual book excerpts, with a clearly visible copyright line. Also, read a piece from your book, making sure the cover is viewable by the audience.
2. Continue to submit proposals and articles on your book’s topic to major associations and publications.
3. Continue your regular postings via social media.
4. Email that personal contact list you’ve compiled about your book’s publication, with a link to the Corwin website.
5. Send review copies with personalized letters to well-placed colleagues and major thought leaders. Never underestimate word of mouth!
6. Update your Amazon author page and urge your friends to review your book.
7. Review other books on like topics, citing your authorship, to get your name out there.
8. **Most of all, keep us updated on any special opportunities so we can support your efforts!**