



MICHIGAN STATE UNIVERSITY PRESS

MARKETING GUIDE

The Michigan State University Press Marketing Department is excited to be working with you!

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Each book we publish is unique and presents special opportunities and challenges as we try to define and reach its market. With your knowledge, reputation, and connections within your field, you are our greatest marketing asset. By sharing this description of our procedures, we hope that you will be better able to help us identify ways of promoting your book. We work closely with editorial and production and watch your book's schedule as we begin our marketing plan. We hope that you'll help us to promote and market your book in advance of its expected arrival date.

The marketing questionnaire that accompanies this letter is an essential first step that springboards our marketing effort. Please fill it out as thoroughly as possible. The questions we ask are intended to get you to begin thinking about ways we can promote and sell your book, but also to give us a starting place for our plans. We will be glad to discuss any ideas or questions you may have at any time.

General Overview

BOOK ANNOUNCEMENT

We announce each book in multiple ways to reach the widest possible audience, including our seasonal and subject catalogs, our website, social media pages, as well as through internet retailers, bookstores, and wholesalers.

CATALOGS

We publish two seasonal catalogs a year in print and digital form. The Spring/Summer edition is issued in November and contains all the books we plan to publish between January and June. The Fall/Winter catalog comes out in May and includes the books we expect to publish from July through December. Seasonal catalogs are sent principally to book reviewers, libraries, and our sales representatives who use the catalogs to present your book to booksellers. We also produce subject catalogs in Native American Studies, Literature, Rhetoric, Environment & Natural History, and the Great Lakes for appropriate conferences.

WEBSITE

On our website we display our books with complete descriptions and covers. We may also include additional materials such as tables of content, sample chapters, blurbs, positive reviews or additional artwork. Our newest season is featured on the homepage as part of an interactive feature, and titles are announced on the homepage as they are published. We also link to author websites, blogs, or social media pages when possible, and we encourage our authors to link to our site as well.

REVIEWS

Review lists are comprised of our standard list of local and national review agencies, combined with the suggestions made on your marketing questionnaire, and direct requests made from reviewers for your book. We are happy to supply text and images to reviewers when needed and will send you print or electronic tear sheets of any reviews we receive as soon as possible.

DIRECT MARKETING

An efficient and cost effective way to reach targeted audiences is through the use of direct digital marketing. We have an email contact program through which we send attractive and inviting announcements that are created in our office specifically for your book. We can send them to listserves or email lists that you provide as well as lists we have developed ourselves. We also generate a monthly e-newsletter; we'll add you to the recipient list. If necessary we are happy to create a paper flyer for your book.

INTERNET MARKETING

We are constantly exploring new ways to reach and expand our audience via the Internet. Our online marketing efforts include our website, Facebook, Twitter, YouTube, blogging and other social media pages. Our distribution service filters title information automatically to a large number of online retailers.

EXHIBITS

We attend a number of scholarly meetings each year where we exhibit and sell appropriate titles. To conferences we don't normally attend we may use an exhibition service to have your work present. We're also happy to prepare sales flyers for you, as the author, to take if you are attending a conference.

ADVERTISEMENTS

We make the best possible effort to promote your book through appropriate, cost-effective advertisement options. This may include advertisement(s) in scholarly journals, newspapers, and magazines. It is important to note that not every book benefits from advertisements in non-specialist channels, so not every book will be advertised in the same ways.

EVENTS

We rely on our author's ability to coordinate and book their own events. This allows you to setup events based around your schedule, location, and ability to travel. We are happy to assist in making events successful, be it providing information about the book, assisting in ordering, co-op advertising or simply by guiding your efforts.

AWARDS

Please let us know on your marketing questionnaire what awards you feel are appropriate for your book. Deadlines and requirements vary greatly by award and we require significant advance notice to submit your book, so the sooner we are aware of award possibilities, the better equipped we'll be to handle the requests.

TRADE SELLING

All of our books are presented to independent bookstores, chain stores (such as Barnes & Noble), Internet retailers (like Amazon), and wholesalers. Although we can't guarantee that every book we publish will be stocked in every bookstore, we make a great effort to see that booksellers know about our books, and we try to find and nurture outlets that specialize in the kinds of books we publish.

What you can do in addition for completing the Marketing Questionnaire

JOIN ONLINE LISTSERVES

Newsgroups, or forums in your field to become part of the discussion/ community. When your book is published, post information about your book on the listservs. A posting should contain a brief description of the book and a link to the book's page on our website. It is always best to check the etiquette of such forums to be sure they allow for book announcements—some do not.

CONNECT TO YOUR UNIVERSITY

Contact your university news bureau to your alumni associations to encourage them to include information about your new book on their websites and in their publications.

WRITE OP-ED PIECES

Mention your publication when writing related articles to your book's subject matter for your school paper, local paper, the *Chronicle of Higher Education*, online newsletters, and blogs that deal with your book's subject matter. Or consider an essay in an appropriate magazine or journal.

SOCIAL MEDIA

This is a great way to share your book and requires little technological know-how and maintenance. The Press uses Facebook and Twitter and linking to us can increase traffic to your book on our site. We can provide you more information and guidance if you want help joining any of these sites. We also recommend creating a “book trailer” for use online if you have access to video recording equipment and software.

Frequently Asked Questions

SHOULD I START A WEBSITE OR BLOG TO PROMOTE MY BOOK?

Absolutely! If you have the ability and time to create and maintain a site or the ability to hire a webmaster to do so it could be extremely beneficial to your book. Blogs can be very beneficial to your book’s success, but only if you are already part of an online community or have access to one. Additionally, blogs require regular updates. Readers must come to your blog and, while we will gladly add your blog to your book’s webpage and include in any appropriate announcements, you still need to connect with other online readers to make the blog successful.

SHOULD I DIRECT BUYERS TO THE PRESS, AMAZON, OR A BOOKSTORE?

You can direct buyers to our website or any retail bookseller, whether online or brick-and-mortar. Not all local bookstores will carry your book, but customers asking about it can encourage stores to keep it stocked. If you have a webpage or blog, please be sure to add links to your book’s page on the Press’s website, Amazon.com, BarnesandNoble.com, etc.

WHAT ELSE CAN I DO TO HELP MY BOOK?

Any attention to your book will help, so spread the word in any way you can.

We hope this basic description of marketing activities gives you an idea of what we do to promote and sell your book. By no means do we limit ourselves to the areas discussed, and we welcome your suggestions for promoting your book because we believe that the publishing process is not complete until the book is in the hands of the interested reader.

Ordering Information and Sales Reps.

To order in U.S. & Canada:

Michigan State University Press, c/o
The Chicago Distribution Center
11030 S. Langley Ave.
Chicago, IL 60628
TEL (800) 621-2736 (US); (773) 702-7000 (Int’l)
FAX (800) 621-8476 (US); (773) 702-7212 (Int’l)
ONLINE www.msupress.msu.edu
EMAIL orders@press.uchicago.edu

Be sure to mention that you
are the author of the work at
the time of order to receive
your discount.

We work with a series of sales reps. to present your work to bookstores both domestic and internationally where appropriate.

Midwestern Region:

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eBOOKS

A large selection of our frontlist and backlist titles are made available as eBooks through our own shopping cart as well as the following vendors:

- Amazon Kindle
- Barnes & Noble
- Google Editions
- eBrary
- UPCC eBook Collections
- University Reader
- Chegg