

The marketing process

Just as every book receives individual and careful consideration through the production process, the same applies to the marketing stage, where every book receives a custom-made marketing plan in order to maximise its publicity and sales. However, there are some aspects of this marketing process that are similar to the majority of books we publish and this section attempts to explain these to you.

Stage one – Invisible marketing

Prior to publication we announce details of forthcoming books internationally via bibliographic information agencies such as Whittakers, BookData and Bowker. This information is disseminated from these companies to libraries, retailers and websites, ensuring there is no shop, wholesaler, supplier, library or website in the world that does not have the book on their system.

Stage two – The catalogue

All new books are announced in one of our seasonal catalogues (Spring or Autumn), which are mailed to all retail customers including campus bookshops, independent retail accounts, major national accounts, and wholesale distributors. These catalogues are also sent to our representatives and key accounts in Europe, the Middle East, Asia, the Far East, Latin America, the Caribbean and Australasia. The information in the catalogues is also replicated in the seasonal catalogues of our American distributors, the University of Chicago Press, who market and promote our titles across North America and Mexico.

Stage three – Our sales representatives team

Each year we hold two sales conferences to present our new seasonal list to our sales representatives and review the previous six months' performance. At this point we also distribute Advance Information sheets to our team of sales representatives, highlighting the key selling points of every new book. The representatives then visit national retail chains and book stores, campus bookshops and libraries, library suppliers and wholesalers to ensure that copies of your book are ordered well in advance of publication.

Stage four – Advance publicity

Prior to publication we release review copies and press releases to relevant academic journals, national newspapers, local media and examination boards.

Stage five – Direct marketing and flyers

On publication we will launch a direct mail campaign for the book, targeting academics in the UK and abroad with details about the work to persuade them to purchase the book and possibly adopt it on their courses. Relevant societies or organisations are also contacted with details about the book offering a special membership discount. Authors are sent a publicity questionnaire to complete, so that their expertise in their fields, contacts and suggestions can be utilised.

We provide all authors with a flyer on publication for their use, to distribute to colleagues and during lecture tours for example. In addition, an author can provide us with a list of individuals to receive flyers sent from the office as part of our direct mail campaign.

Stage six – Exhibitions and conferences

The marketing and promotion of your book is continuous at LUP. Throughout the year, we attend a variety of academic conferences and exhibitions at which our books are available for purchase at a discount. Advance information, order forms, show cards, flyers, catalogues and other promotional material are sent to relevant conferences, even those we are unable to attend in person.

Stage seven – Foreign rights

LUP actively seeks the sale of foreign rights on all its books, widening the appeal and impact of our books by seeking translations and co-publication deals. We attend the international and acclaimed book fairs in Frankfurt and London every year in order to sell translation and new territory rights for our publications.

Stage eight - Online and E-books

All of our books are promoted on our website, as well as being available for purchase from all internet retailers. Our books can be browsed on Google Book Search, a valuable marketing tool that makes information about the titles widely available and searchable. Where possible, LUP titles are also made available as e-books, through a range of online vendors.

The above summary is only an indication of the marketing we do for our books. It is far from conclusive and we urge all our authors to be involved in the marketing process, to come to us with suggestions and be an active part in the promotion of their work.