MARKETING QUESTIONNAIRE

To help us to promote your new book, we would be grateful if you could provide answers to the following questions. When answering the questions, please bear in mind that we will be marketing your book on an international scale so be sure to provide information for the UK, Europe and North/South America as well as for other parts of the world.

Title:

Please list five unique or important features of your book. Consider content, topicality, competitive publications, accessibility, readership and long-term reference value.

1.
2.
3.
4.
5.

Are there any exhibitions taking place around the publication date of your book at which it could be promoted?

Is there any specific time when your book is likely to attract coverage in the media? For example, might it be connected to a particular event or anniversary?

Are you interested in taking part in events, talks, book signings or lectures?

Do you write for any relevant publications or have any contacts who would be interested in writing a review?

Please suggest at least one newsworthy story that we can pitch exclusively to the media in advance of publication (e.g. discovery of an unknown painting, lost artworks which need to be tracked down, new facts about the artist’s personal or professional life, unpublished letters uncovered...).
Are you a member of any social networking sites such as Facebook, Twitter and Instagram? Do you have your own website where you can promote the book? If so please provide us with the relevant links.

Are there any specialist or professional groups whose members may be interested in your book?

Please provide details of any relevant museums and galleries internationally which we should approach with regards selling your book.

Amazon.co.uk is our largest UK account. Its importance continues to grow as our customers increasingly order books online. All of our books are stocked by Amazon.co.uk and Amazon.com and are listed on their websites with a jacket visual and description. We would like to offer Amazon’s customers the facility to ‘Search inside’ your book by making selected pages from the inside of the book available to view on their website. The material is not available for download from the Amazon sites, and we believe that this facility is simply offering additional publicity for your book - the more visual material we can offer Amazon, the more likely they are to make a sale. But we will not do so without your permission. If you are happy for us to submit your book to Amazon.co.uk, Amazon.com and to Google BookSearch (which offers a similar facility), please can you indicate this by confirming ‘Yes’ below?

Please highlight the top 5 images we can use to promote the book in the press and on social media.

We can supply you with a PDF/jpeg of the book jacket. How about e-mailing it to your top contacts?

We can send you a link to your book on our website. How about adding it to your auto signature with a line or two about your new book?

Many thanks for completing this questionnaire; the information which you provide can make a real difference to how we are able to market your book. Don’t forget to take advantage of your author discount which is available on all Lund Humphries books.