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**Marketing FAQ & Author Tips**

***Frequently asked questions about Marketing, Sales, Publicity, and Promotion***

Our departments are responsible for getting your book into the hands of its audience. Our functions include publicity, events, sales, copywriting, conference exhibits, awards, advertising, and social media promotion. Following are answers to frequently asked questions about what we do to promote new books, as well as marketing and publicity tips that will help you participate in promoting your book. If you have additional questions after reading this guide, please get in touch with us.

**Marketing Overview**

*Q. When will you begin marketing my book?*

A. The marketing process begins shortly after your acquisitions editor launches the book in-house. The book’s launch meeting is where we learn about your book and how to best position it in the market. So that we can prepare for the book’s launch, we require that each author send in a completed [Marketing Questionnaire](http://www.upress.virginia.edu/content/marketing-questionnaire) when submitting the final manuscript.

*Q. What is the Marketing Questionnaire?*

A. This valuable resource is an efficient way for you to share with us your promotional ideas and contacts. We will use the information you provide to develop review lists, submit your book for awards, and develop targeted plans for exhibits and advertising. Your expertise and knowledge of your field will help us to make the most of our promotional efforts. Thank you for your thoughtful and thorough responses, and if you have additional ideas or questions throughout the publication process, please feel free to get in touch with us.

*Q. Do I have to answer all these questions on the MQ?*

A. Most authors find the questionnaire can be completed in less than 30 minutes, and some have assistants/graduate students assist in compiling information. Some questions will clearly be more or less relevant to your work, depending on the market. Please complete it to the best of your ability.

*Q. What happens when you receive my completed Marketing Questionnaire?*

A. First we draft descriptive copy for the seasonal catalog in which your book will be announced. As we move closer to the book’s publication, we will use information in the questionnaire to plan exhibits, awards, publicity, sales, advertising, and review copy mailings.

*Q. You sent me a Marketing Questionnaire, but I can’t find it. What should I do?*

A. You can find a copy of the form on our website under Authors > Current Authors > Marketing Your Book > [Marketing Questionnaire](http://www.upress.virginia.edu/content/marketing-questionnaire)

*Q. Will you prepare a marketing plan for my book?*

A. Yes. Your marketing plan will be e-mailed to you in a “roundup letter” around the time of the book’s publication. The marketing plan will tell you where the book will be advertised, exhibited, and promoted, and where review copies have been sent.

*Q. How long will my book be promoted?*

A. Active promotion of your book begins with the announcement in the seasonal catalog (3–6 months prior to publication) and continues for approximately 3 months after publication. After that point, we continue to promote your book at exhibits, in catalogs, and online.

*Q. Will you solicit prepublication endorsements?*

A. For most scholarly books, we adapt excerpts from peer reviews for use as endorsements (with advance permission from the peer reviewer). Input from the acquisitions editors and the info in your MQ help us to determine if additional quotes from outside sources are necessary or useful. Please note specific requests regarding the blurbs in your MQ. (Note that due to space limitations, it is difficult to fit more than two endorsements on a cloth book, and one + description on a paperback.)

**Scheduling**

*Q. My book is due in March. Why does the catalog say April?*

A. There are two important dates for each book. The **bound book date** is the date we expect your book to arrive in our warehouse from the printer. The **publication date** is used to approximate the point at which your new book will be fully distributed to bookstores and libraries (usually four weeks after the bound book date, since new books travel many miles by truck, sometimes to and from multiple warehouses). Traditional book reviewers use the publication date to schedule the release of book reviews. This way, people who read the reviews will be able to find the book immediately after seeing the review.

*Q. How does the publication month in the catalog relate to events I have planned?*

A. The seasonal catalog is printed while the book is still in production. Because the production schedule may shift, for a variety of reasons, we don’t finalize the bound book date until well after the catalog is published. Most of our books arrive right on schedule, however, and the publishing industry is quite tolerant of minor scheduling shifts. If your book arrives a little early or late, don’t worry. We will adjust the publication date and start actively publicizing the book as soon as we have it. Because of these shifts, however, we ask that you stay in touch with our publicist when scheduling book release events and other promotions so we can ensure the book’s availability.

*Q. How does Amazon determine which date to use on its site?*

A. Amazon uses the publication date to determine a book’s availability on its site. We supply them with updated information weekly during the production cycle. When Amazon receives copies of your book, that date will become the publication date on their site.

**Sales and Distribution**

*Q. How is my book sold?*

A. Your book is sold in multiple ways. Our team of sales reps sell it to distributors, wholesalers, and retailers, who then make it available to consumers all over the world. We sell it directly to consumers through our website, promotional materials, and academic exhibits. Our sales department disseminates information about your book to the library market. We also work closely with our distributors here in the United States (Longleaf Services), in Europe (Eurospan), in Canada (Scholarly Book Services), and Australia/Asia (East-West Books).

*Q. Who gets the catalog?*

A: The seasonal catalog is primarily a tool for our sales reps, but catalogs are also distributed to our customers, collection development departments of libraries, major media contacts, and the authors whose books are featured in the catalog. We also post an electronic version on our website.

*Q. What happens when my book arrives in the warehouse?*

A. Once the books arrive, they are inspected for quality, shelved, and recorded into inventory. Once that happens,

* The Press will order your contractual gratis copies.
* The Press will have gratis copies sent to your blurbers.
* Your publicist will have review copies sent to appropriate reviewers/journalists.
* The warehouse will begin releasing orders to wholesalers, bookstores, online vendors, libraries, book reviewers, and anyone else who has preordered the book. Orders placed after publication are shipped as soon as the order is received and processed by our warehouse (usually within a day or two).
* For international distribution, books are shipped by boat to warehouses in Europe, Asia, and Australia. This takes about a month.

*Q. What should I do if a particular bookstore doesn't have a copy of my book?*

A. Our sales representatives try to persuade booksellers to stock all of our new books. However, bookstores make their individual stock decisions based on a number of factors beyond our control, including local interests, past sales, and personal preference.

**TIP**: If you don’t see your book on the shelf, introduce yourself to the store manager, tell him or her that you have a new book, and explain that you are looking for a store where you can send your friends and colleagues. They will probably be glad to stock a few copies. Your local bookstore may display your title in a section devoted to local authors. Keep an eye on the inventory of your book. If all the copies are sold, check with the manager (gently!) to see if they have reordered. Also feel free, of course, to contact the Press’s sales director with any concerns or ideas about stores you feel are right for your book.

*Q. Do you keep a big supply of my book in your offices?*

A. No. Though we may have a few copies on hand for urgent media requests and in-house displays, generally the book must be ordered from our distributor, Longleaf Services.

*Q. Will the Press sell my book online?*

A. Your book will have a dedicated page on the UVA Press website ([www.upress.virginia.edu](http://www.upress.virginia.edu/)), from which prospective buyers can purchase the book directly. Our books are also available for purchase from online retailers such as Amazon, Barnes and Noble, and more. We supply online retailers with descriptive information and covers prior to publication, and we update the information frequently. We work very hard to ensure that the book’s metadata are up-to-date and accurate, but sometimes errors occur. If you notice an error in the online information for your book, please let us know so that we can correct the information. It usually takes less than a week for corrected information to feed out to all online sites.

*Q. Can people buy books directly from the Press?*

A. No. Customers may order books by contacting our distributor, Longleaf Services (orders on our website are automatically serviced by Longleaf):

University of Virginia Press c/o Longleaf Services, Inc.

116 S. Boundary Street

Chapel Hill, NC 27514-3808

Telephone: 800-848-6224

Fax: 800-272-6817

E-mail: orders@longleafservices.org

*Q. How do I obtain copies of my book?*

A. Immediately after your book is published, the Press will arrange for shipment of the quantity of complimentary copies stipulated in your contract. As an author or contributor, you get a 40% discount if you decide to purchase additional copies of your book or to buy any other book published by the Press. To make a purchase, contact Longleaf and mention your author discount. Prepayment is required, and there will be an additional charge for shipping. (See contact information directly above.)

*Q. How can I find out how many books have sold? And when will I receive royalties?*

A. Unless stated otherwise in your contract, you will receive your annual royalty statement in July of each year.

**Publicity & Reviews**

*Q. How do you decide where to send review copies of my book?*

A: We have an extensive database of review editors at scholarly and specialty journals, review editors and feature writers at major newspapers and magazines, selected freelance reviewers, TV and radio producers, website editors, and bloggers. Your publicist will develop a review list based on our expertise, suggestions from your Marketing Questionnaire, and the target audience. We will send you a copy of the review list soon after review copies have been distributed. Please look over this list carefully. If you have a few additional suggestions, let us know. Focus on quality, not quantity.

In addition to the venues listed in your roundup letter, complimentary copies of all of our books are sent to the following media/special markets:

* Chronicle of Higher Education
* CHOICE magazine
* Coutts Library Service, Inc.
* Library Journal
* Midwest Library Service
* YBP Library Services
* Baker & Taylor

*Q. What kind of media coverage can I expect to get?*

A. Media coverage is impossible to predict, and it can be affected by a variety of factors. We will take steps to make your book visible to appropriate media outlets. Media outlets cover books that are interesting to their audiences, so we look for those intersections of interest. For example, local outlets are likely to cover local authors and scholarly journals are likely to review scholarly books. If your book addresses a particular topic that is being covered in breaking national news (for example, an oil spill or earthquake), we have a chance at getting national coverage. But remember: we can’t control what will be covered and what will not.

*Q. When can I expect to see reviews of my book?*

A. Scholarly journals and magazines typically have very long lead times. Reviews can appear anywhere from six months to two years after the book has been published. When we receive them, we will e-mail you a PDF or link. In many cases, you will be the first to learn about a review, so please share with us any reviews you see.

*Q. Will you post reviews of my book on Amazon?*

A. We supply Amazon (plus other e-tailers and the UVA Press website) with excerpts of significant reviews. Your publicist will determine which part of the review to excerpt and will enter it into our database. The excerpt will then be picked up by Amazon. This process usually takes about a week.

**Digital Publishing and Electronic Marketing**

*Q. Will my book be available as an ebook?*

A. We create and distribute ebooks whenever we have the necessary electronic rights, and if the format is suitable to the book’s content. We work actively with Amazon Kindle, Barnes & Noble Nook, Google Editions, and numerous other retailers, as well as a number of institutional aggregators to offer ebooks in a variety of formats. We are currently partnered with 45 ebook vendors and aggregators, and strive to stay informed of the latest trends and opportunities in digital publishing.

*Q. Will my book be in Amazon's Search Inside the Book and Google Book Search?*

A. Yes, unless there are technical file problems or specific restrictions prohibiting this kind of use. If there is no ebook edition of your book, a special submission of the PDF will have to be made for it to appear in those programs.

*Q. What does my Amazon sales ranking mean?*

A. The magic behind Amazon’s sales rankings is proprietary to Amazon. We believe the sales ranking indicates the relative sales velocity of your book against other books sold on Amazon during a 24-hour period. A flurry of Amazon sales in a short period of time can improve your ranking significantly, but it is not a reliable indicator of total sales.

*Q. Should I create a website, blog, or Facebook page?*

A. Your publicist can advise you on the best course of action for your book. We post notices of reviews, media coverage, and other promotional highlights on our own social media, so we suggest that you follow us on Twitter and Facebook. We also encourage you to be an active participant on your own personal accounts. Share all of your news, reviews, videos, and photographs related to your book. Please also send these to your publicist, so we can promote them on our social media as well.

*Q: What other electronic marketing does the Press do?*

A: UVA Press sends two monthly e-mail newsletters to our opt-in list of subscribers. (Please note that we do not sell or share our lists with anyone.) Our “Recent Titles and News” newsletter features newly released books, links to related content, and select review coverage. We also send out a monthly themed newsletter, which goes out to our subject lists. We encourage you to sign up for the newsletter to see coverage of your book: <http://eepurl.com/cpI9Wn>.

**Miscellany: Awards, Exhibits, Advertising, and Course Adoption**

Q: Will my book be submitted for awards?

We recognize the importance of book awards, and we submit appropriate titles for major awards and prizes. We monitor guidelines and deadlines for a number of awards, and we welcome your suggestions on the Marketing Questionnaire. Every year, we have books recognized as *Choice* Outstanding Academic Titles, and have won awards from many scholarly organizations. [On our website](http://www.upress.virginia.edu/content/publicity), we maintain a list of books that have received awards. Please note that due to time/cost constraints, we will submit a book for 2 to 3 awards. Beyond that, we invite authors to buy copies of the book with their author discount and submit to further prizes on their own. The Press does not submit to prizes with entry fees.

*Q. What if a professor is interested in adopting my book for a class, or has already adopted it?*

A. Our examination copy program provides professors with copies of books that they wish to consider for classroom adoption. [Request forms](http://www.upress.virginia.edu/content/instructors) may be found on our website. If the book has already been adopted, the instructor may request a free [desk copy](http://www.upress.virginia.edu/content/desk-copy-request-form).

*Q. Will the Press host a launch party for my book?*

A. Probably not. Generally speaking, parties are not the best use of our limited resources. We occasionally cohost receptions with alumni associations, academic departments, museums, or other organizations. If you would like to throw a party on your own, please let us know so we can supply you with order forms and a small poster.

*Q. Will the Press send me on an author tour?*

A. No. With rare exceptions (e.g., celebrity authors), author tours are rarely done these days. Please send us detailed information on any forthcoming speaking engagements (date, time, location, and the name and e-mail of the organizers) so we can supply promotional material or arrange for on-site sales. We can also help you organize events with your academic department or at your local bookstore.

*Q. Can the Press customize an order form for my book?*

A. Yes! Please let us know if this is something you’d like to have and we will design and e-mail you a flyer/order form. You can send this form as an e-mail attachment or print it (printing in black and white is usually sufficient). Each order form offers buyers a 20% discount off the retail price of your book for purchases made directly from Longleaf.

*Q. I've been invited to a workshop. Can I take a small inventory of my book with me to sell?*

A. We advise authors to work with the organizers of the event to arrange for on-site sales. Here are a few options:

* Many stores, including campus bookstores, will handle on-site sales. The store will purchase copies of your book and send a representative to the event to sell books. All you have to do is bring a pen.
* The host organization might be willing to handle book sales. They can purchase the book at a bulk discount and make a little profit for their organization. If so, put them in contact with your publicist.
* If on-site sales are not possible, bring a stack of order forms (see above) and a sample copy of your book. Attendees can order online, by phone, by fax, or by mail.

*Q. There will be a book exhibit at a conference I am attending. Will the Press take a booth?*

A. Each year our representatives take a booth and attend about 10 association meetings where we display and sell our books. If the conference is not one we normally attend, we might be able to arrange book sales through a third-party exhibition company. We display books at over 60 meetings each year this way. If that is not possible, we will be happy to send you a flyer/order form to take with you (see above). Please let us know as soon as you have made your plans so we have time to make arrangements and flyers.

*Q. Where will my book be advertised?*

A. We schedule print advertising on a seasonal basis and draw on suggestions from your Marketing Questionnaire. To make the most of our advertising budget, we focus on scholarly journals, annual meeting programs, and other targeted outlets as appropriate. We will send you a list of planned advertisements with your marketing plan.

**TIPS: What You Can Do to Help Promote Your Book**

This is a collaborative process, and the involvement in marketing and promotion of a book’s author can be a key factor in a book’s success. As the author, you are in the best position to help promote and market your book. You are, in fact, the best advocate for your book. Here are a few simple things you can do to help:

**During the production process:**

* Add your book’s URL address (which points to the book’s page on the UVA Press website) to the signature line of your e-mails, your website, blog, or social networking sites, your university/ professional website bio page, etc. This will be live on our website around the time that the seasonal catalog releases.
* Consider utilizing Facebook, Twitter, and other social networking sites to promote your book. We encourage you to follow us on Facebook and Twitter and to e-mail us with news about your book (with pertinent links). If you do not have a website or blog, consider becoming active in those arenas as well.
* Join online listservs (e.g., H-Net), newsgroups, or forums in your field to become part of the discussion/community.
* Tell all of your friends and colleagues about the book and direct them to your book’s webpage on our website. Ask them to spread the word as well; word of mouth is a powerful tool.

**Upon release of your book:**

* Promote the book on your website, blog, or on social networking sites that you belong to. If you haven’t done this already, embed your book’s URL address, so if people read about the book on your blog, for example, all they have to do is click to our site to place an order.
* Post information about your book on online listservs (e.g., H-Net), newsgroups, or forums in your field. 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.
* Schedule readings at local bookstores. We are here to help, but it is best if the bookstore deals directly with you. Our publicist can work with the bookstore to make sure they have enough books on hand, if necessary. Be sure to let us know the details of these events so we can help with promotion, if appropriate.
* Write op-ed pieces relating to your book’s subject matter for your school paper, local paper, the Chronicle of Higher Education, online newsletters like Inside Higher Ed, and blogs that deal with either your book’s subject matter or are scholarly in nature (if your book is a scholarly book).
* Contact your university news bureau and your alumni associations to encourage them to include information about your new book on their websites and in their publications.

**Marketing, Sales, and Publicity Team**

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*To order books (including additional author copies):*

University of Virginia Press c/o Longleaf Services, Inc.

116 S. Boundary Street

Chapel Hill, NC 27514-3808

Telephone: 800-848-6224

Fax: 800-272-6817

E-mail: orders@longleafservices.org