

Marketing your book

UCL Press undertakes a range of marketing and distribution activities. We promote every book to libraries, academics and bookshops using a variety of methods, and are proactive in distributing and promoting our titles across a number of leading platforms.

Even before your book is published, the marketing team begin to work to make your book more visible and discoverable. Ways that we do this include:

- Feeding comprehensive information to our sales agents, distribution partners and trade customers
- Creating advanced information for the book trade
- Providing advance information about your book to our sales agents and distributors
- Including your book in key publications, including the bi-annual UCL Press catalogue
- Creating optimised web content for your book
- Social media campaigns to raise awareness of your book

Once your book is published, we use a range of promotional methods to publicise your book – these may include:

- Flyers, posters and other promotional materials as required
- Social media posts about your book
- Conference inserts/ advertisements
- Email and direct mail campaigns
- Blog posts, including excerpts or guest blogs
- Directory and discovery listings (e.g. the Directory of Open Access Books)
- Publicity: sending review copies (to both specialist and, where appropriate, general interest media)
- Working with our platform partners to ensure that your book reaches its full potential on their platforms
- Collaborating with authors to enable them to effectively promote their work.

Disseminating your work

Open Access

All UCL Press titles are disseminated across a number of platforms to reach readers worldwide, including:

- UCL Discovery
- JSTOR
- OAPEN
- Google Play
- Google Books
- World Reader
- Baobab

Print sales

We work with a team of sales agents and distributors, Compass Academic, who help us to sell print copies of all of our books to retailers (online, independents, chains, specialist and campus bookshops), wholesalers and library suppliers in the UK. Our books are also available for sale in Amazon Kindle and epub formats.

In North America, UCL Press books are distributed and marketed by Chicago University Press.

Things you can do to help promote your book

Once your book is published, the marketing department will work with you to make your book discoverable. There are many things that you (and your book's contributors) can do to help to ensure that your book fulfils its potential. The list below isn't exhaustive, but contains suggestions for things that are proven to have an impact on your book's visibility.

- Make sure you complete and return your marketing questionnaire to UCL Press
- Gather endorsements
- Have a launch party/event (which UCL Press can support)
- Talk to your department/faculty/university's communications team
- Check that your institution's library is aware of the book, and includes it in its collections
- Email colleagues and collaborators – both in your department, and outside – who are likely to be interested in your book
- If you are an active member of any listservs or email groups, make sure that you post an announcement about your book
- Make the most of any conferences that you attend by mentioning your book to colleagues. If you're presenting, make sure you include information about the book in your slides. UCL Press can provide catalogues and flyers.
- If there is the potential for further marketing activity at a conference you're speaking at or attending, please let us know
- Update your online profiles
- Use social media to share your work – this can be done during the writing and production as well as after publication. Make sure to amplify your efforts by using appropriate hashtags and tagging UCL Press

Further information

Alison Fox, Marketing and
Distribution Manager, UCL Press
Email: alison.fox@ucl.ac.uk



Open Access

All UCL Press publications
are free to access.