



Sales & Marketing

Creativity and innovation for your reference title

 SAGE reference

SAGE Reference Author Marketing Activities

Our list of titles covers a broad range of disciplines, which continue to appeal to an international audience. With this and our position as a leader in this level of scholarly research, we're afforded the opportunity to help your title reach a broader audience.

Global Reach

SAGE is committed to the global dissemination of information and our marketing department develops plans and strategies to reach the widest readership possible, extending the exposure of each and every publication. SAGE's international offices, in conjunction with distributors worldwide, ensure the sales of our books through concentrated international marketing campaigns. This enhanced worldwide visibility endures as a premium for SAGE authors and editors (and for those of our imprints).

Our sales team

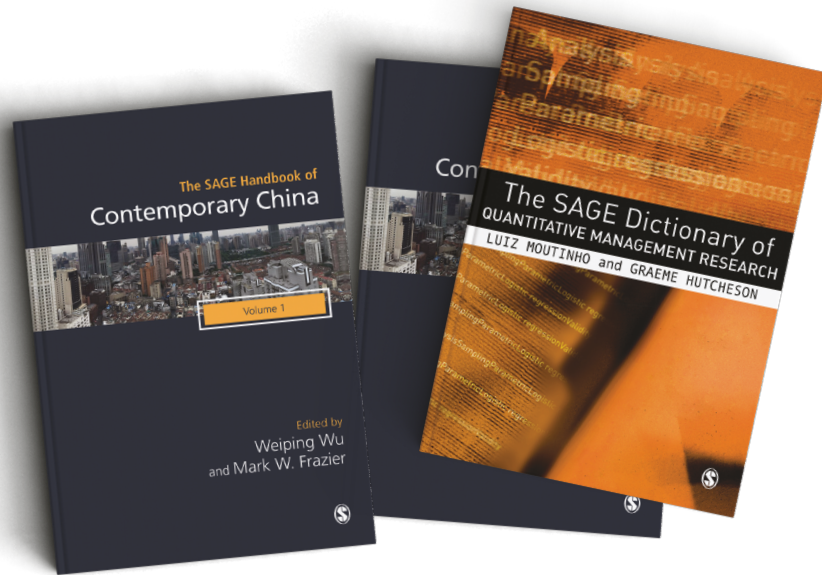
We have an international sales force that visits bookshops, wholesalers and library suppliers throughout the world. We have offices in London, Los Angeles, New Delhi, Singapore, Washington DC and Melbourne that handle sales and marketing activity in the UK and Europe, South Asia, North, Central and South America and South-East Asia and Australasia respectively. In addition to this, we have agents and representatives in South Africa, Central and North Africa, the Middle East, Brazil, Korea, Japan and the Philippines, and distributors in Australia and New Zealand.

Pre-publication marketing

Six months ahead of publication, advance information for your book will be sent to bibliographic agencies, such as Nielsen BookData, and specialist library suppliers around the world. All our book data is relayed via ONIX – the international standard for representing and communicating book industry product information in electronic form – ensuring that all of the information for your title is accurate and updated regularly.

Once advance information has been disseminated to the major agencies, they will send our information to bookshop and library systems across the UK and Europe so that our sales team are able to secure advance stock orders with bookshops, libraries, and wholesalers. This advance information feed is the most efficient way to reach booksellers and libraries in over 100 countries around the world and to provide marketing information about your book-to-book industry businesses.





Data-driven marketing

Our industry-leading customer database is extremely comprehensive and maintained by our Marketing Services Department. Records are updated regularly, and customer profiles are gathered from a variety of sources. To accompany our database, we have invested in and implemented intelligent marketing technology which enables us to communicate with customers based on their relationship with us, their interests and contact preferences – delivering the right message, about the right product at the right time. This is essential in today's market where customers expect to receive information tailored to their interests and needs. By doing this we have developed a large, dedicated customer base, who are keen to hear from us and purchase our products.

Marketing Activities

To help amplify new reference titles, we engage in the below marketing activities to ensure maximum exposure to the right audiences.

- A banner advertisement in SAGE Research Methods campaigns
- “For your bookshelves!” advertisement in our Library Catalog
- Once published, an announcement will go out across the appropriate SAGE Social Media channels
- Inclusion in relevant emails going to librarians, faculty and professionals
- Submission to library journals for reference articles or listing and nominations for industry awards

SAGE KNOWLEDGE

SAGE Knowledge

Most of our sales are now through our electronic platform, SAGE Knowledge, your title will be included in all appropriate collection promotions and our sales representatives are actively providing updated titles and information to librarians. For more information, visit [SAGE Knowledge](#).



Supporting you

Visit sagepub.co.uk/book-author-editors for a full list of ideas for promoting your book. Don't forget to send your Editor your biography and photo plus any social channels so we can add these to your profile on our website.

Our author hub includes book proposal and manuscript guidelines, sales and marketing information and a list of key contacts.

You will also receive a series of emails from the Author care team offering further information, tips and guidance.

Useful FAQ's can also be found at sagepub.com/book-author-faqs.

Ideas for promoting your book

We encourage all of our authors to maximize the exposure of their book through a few simple self-promotion techniques. Here are some ideas for promoting your book:

- Mention your book in your emails by adding it to your email signature. You can link this back to the SAGE website.
- Ask colleagues, contacts and students to review your book on Amazon. The more reviews your book has, the more likely it is to get highlighted on Amazon search categories.
- Make sure your library have copies of your book in stock.
- Amazon author pages is a free service that allows authors and publishers to create a page on Amazon with a bibliography, biography, author photo, event listing, video content and a full listing of your books. People can choose to 'follow' your page and will receive prompts on new editions or announcements.
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REFERENCE BOOKS

 SAGE reference