

## *Marketing and Academic Engagement Overview*

Congratulations on the recent or forthcoming publication of your book. Completing a manuscript and publishing a book are huge achievements and we are very proud to be representing your work at Rowman & Littlefield International.

This document is to serve as a reference overview of the marketing and academic engagement activity we perform for your title at Rowman & Littlefield International. Depending on the nature and audience of your book, certain activities may be more or less relevant. Active author engagement in promoting their own book is *highly recommended* and drives better response to a title overall.

The Academic Engagement team is always happy to assist with any queries you may have regarding the promotion process. You can find their details below.

### **The Academic Engagement Team**

Sean McDonagh

Head of Academic Engagement

**E:** [smcdonagh@rowman.com](mailto:smcdonagh@rowman.com)

**Best contact for:** Sean oversees the Academic Engagement team and thus is involved in all aspects of promoting your book. Sean will be in touch regarding any unique opportunities that may arise to promote your book. Sean is also the best point of contact for general sales enquiries, conference and event opportunities and advertising partnerships.

Tim Hardy

Academic Engagement Executive (Digital Marketing)

**E:** [thardy@rowman.com](mailto:thardy@rowman.com)

**Best contact for:** All digital marketing enquiries, including social media, digital graphics, advertising and design, email marketing, *Colloquium* and the Rowman & Littlefield International website.

Alex Kind

Academic Engagement Executive (Authors & Events)

**E:** [akind@rowman.com](mailto:akind@rowman.com)

**Best contact for:** All general marketing enquiries, including review copy enquiries and campaigns, conferences and events, and author and event flyers.

## The 'Promoting Your Book' Form

Completing your 'Promoting Your Book' form is essential in allowing the Academic Engagement team to best promote your book, and assists with targeting of campaigns, as well as in identifying potential marketing opportunities unique to your title. You will have been sent the link to the form by the relevant editorial assistant or assistant editor. If you have not already done so, please fill out and submit the [relevant form](#).

## Marketing Collateral and Merchandise (Print)

Rowman & Littlefield has a lively print marketing output. We distribute our catalogues in the UK and internationally, alongside support from our US-American affiliate company Rowman & Littlefield. Print output for your book includes:

- **Catalogues.** Your book will be featured in our spring and autumn catalogues. Print catalogues are distributed to various mailing lists and at [relevant conferences around the world](#). Our catalogues are also available online via [Issuu](#).
- **Book-specific flyer.** Around the time of publication, [Alex](#) will produce a flyer specific to your book, including a 30% discount code. This code will be redeemable from our website, [rowmaninternational.com](#) and our US affiliate's website [rowman.com](#) (for orders from the Americas). The flyer will be supplied to you as a PDF with print copies available on request. Please let us know when you need print copies at least three weeks in advance to allow time for printing and delivery. You are welcome to share the discount code and flyer at your discretion to your colleagues and contacts via your preferred channels.
- **Event and bespoke print collateral.** If you require a flyer, poster, or some other form of print collateral for a specific event or opportunity, contact [Alex](#) with your request, detailing the nature of the request and the distribution opportunity. Please get in touch at least four weeks prior to the event to allow enough time for design, proofing, printing, and delivery.
- **Conference promotion.** Rowman & Littlefield International attends numerous conferences around the globe where we promote our books. Bespoke materials (including catalogues, flyers, banner stands, posters, discounts and giveaways) are produced for every conference, and your book will be featured at subject-appropriate conferences throughout the year of publication (and often beyond). You can see which conferences are upcoming by clicking [here](#).

## Digital Marketing

Online channels provide many diverse opportunities to promote your book and reach new audiences. At Rowman & Littlefield International, our digital output is focused on driving engagement, awareness and conversation within the humanities and social sciences. We are connected with a diverse range of authors, researchers, think-tanks and institutions around the globe and are always growing our community.

Digital marketing support can be split into three categories, general, social media and our digital publication, [Colloquium](#).

## General Digital Marketing Support

- **Graphics kit.** Around publication date, a digital marketing graphics kit for your book will be produced. This kit will include graphics for each major channel (including Instagram, Twitter and Facebook) as header images for Facebook and Twitter. You are welcome to use these at your leisure and we recommend using them to post on your active channels. Contact [Tim](#) for more information or any specific graphics requests.
- **Email signature graphic.** Included in the graphics kit is an email signature graphic for your book. Adding this graphic to your email signature is a simple way to increase awareness of your book. If you are unsure of how to add the graphic into your signature, contact [Tim](#).
- **Bespoke graphics.** If you require a branded graphic for a specific event we are more than happy to assist. Contact [Tim](#) detailing what you need, for which channels and for when.
- **Book preview widget.** A sample chapter of your book is available via a preview widget on your book's product page on the Rowman & Littlefield International website. If you have any queries regarding the widget, contact [Tim](#).
- **Email marketing.** Your book will be promoted directly to our subscriber list, which all authors are automatically subscribed to. We send out two forms of regular email: [The RLI Periodical](#) and [The New Release Broadsheet](#). The RLI Periodical is a weekly interdisciplinary briefing covering a diverse range of content and literature from across the humanities and social sciences. The New Release Broadsheet is a monthly release and features all new titles for that month, split via main subject category.
- **Discount email.** If you have contacts you would like to circulate a 30% discount too, we can provide you with a branded pre-designed email for you to forward-on. If you are interested in the template, contact [Tim](#). Furthermore, if there are any societies or organisations you feel would have interest in your book and would be interested in a discount, please highlight this to us, providing a contact name and email address.

## Social Media

Rowman & Littlefield International is active on [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#), [YouTube](#) and [Medium](#). We promote our books across these channels via both organic interaction and paid advertising. We recommend all authors engage with us on social media, as well as promoting their work themselves via whatever channels are most suitable for them and the community they would like to connect to. For authors, activity on social media can help develop and strengthen your profile as an author as well as connect new potential readers with your work. If you are new to social media, it is also worth noting that when it comes to marketing your work, it is not necessarily one size fits all. Depending on the author, one social media platform used well may be more impactful (and enjoyable) than several used in a scattershot approach.

If you would like advice on developing a social media profile and audience, [Tim](#) is more than happy to consult or assist. [Tim](#) is also happy to advise on other areas of digital promotion and production, including website development.

If you have published any relevant articles in your field with publicly available publications, please let [Tim](#) know and we will promote it across our relevant channels. Likewise, if you are involved in a relevant event, let [Tim](#) know and we will be more than happy to assist in promoting it.

## *Colloquium*

As part marketing and publicity process for your book, we **highly recommend** submitting an article or article proposal to our digital publication [Colloquium](#).

[Colloquium](#) brings together insightful articles from pre-eminent thinkers around the globe specialising in Cultural Studies, Philosophy, Politics and International Relations and is published concurrently on [Medium](#) and the [Rowman & Littlefield International website](#).

Providing us with an article for [Colloquium](#) increases the diversity and potential of our marketing strategy for your book, supports your profile as an author and gives you access to a large audience of readers who may not come across academic work via traditional means.

More information about [Colloquium](#) can be found in the [Colloquium](#) Author Overview and Guidelines document, which you will received in your marketing information email alongside this document. If you for any reason cannot access the Author Overview and Guidelines document, please let [Tim](#) know.

## Conferences and Events

Rowman & Littlefield International attends numerous conferences around the globe where we promote our books. You can find a list of forthcoming conferences we will be attending on the [Rowman & Littlefield International website](#). We can also assist with promoting and selling your book at events you are hosting, attending, or are involved with.

- **External events.** Let [Alex](#) know if you will be attending any conferences or events either featuring or relevant to your book. We may be able to provide flyers to the event organisers or arrange for your books to be available for purchase.
- **Book launches.** If either you or your university is planning on holding a book launch for your title, let [Sean and Alex](#) know. If the launch is in London, our team can attend the event to sell books at a unique event discount to attendees. If the book is outside of London, we can assist with coordinating a local bookstore to sell titles.

## Academic Inspection Campaigns, Academic Libraries and Adoption

For appropriate titles (particularly textbooks), we will run an inspection campaign to relevant academic contacts. Interested parties will be able to request a digital inspection of your title for consideration into their course. This is of course in addition to our strong pre-existing international sales relationships. If you are aware of a course that you feel might be interested in adopting your title, please highlight this to [Sean](#) and [Alex](#), including relevant contact details.

We encourage authors notify their local relevant academic libraries that their newest publication is available, as librarians often rely on internal scholar recommendations to make purchases. If you assign your book as a core reading for a course you are teaching, make sure to highlight this to your university bookstore(s). Furthermore, while we keep track of book adoptions, do let us know if you plan to assign your book as a text for a course you are teaching, or if you know of another course that is doing so.

## Reviews and Review Campaigns

Rowman & Littlefield International researches and pitches your book for review to relevant publications around the world. [Alex](#) oversees the review process and is the best point of contact for any queries related to review copies. Requests for review copies must be submitted by either the journal's reviews editor or the reviewer through the [form](#) on our website. The form asks for all the relevant information we need to process requests accurately and in a timely manner.

Furthermore, if you are aware of publications you think will be interested in your title, please highlight this in your 'Promoting Your Book' form.

### *Closing Comments*

We hope this document assists in illuminating the marketing and academic engagement practice undertaken for your book at Rowman & Littlefield International. As mentioned previously, our team is always happy to discuss potential avenues for promotion and answer any queries you may have.