



How we market your titles

Customer emails

We promote titles in practice areas to ensure that we're giving customers a comprehensive overview of the commentary that's available in their area of interest. This is to nurture a positive customer experience and ensure that we're not over-mailing our customers. Your title may be promoted in an email campaign with up to five additional titles. The campaign provides links to our eStore where the customer is invited to get further information and purchase the title.

Our data

As you'll be aware, data protection is hugely important and it's something we take very seriously, especially following GDPR and the Data Protection Act 2018. We have a database of customers across a wide range of practice areas and disciplines that we use for our outbound marketing activities. The customers in our database have shown a legitimate interest in our products or related titles that they have purchased from us already. We have inbuilt rules in place to ensure that a single customer isn't contacted multiple times over a short period, which means that we plan in advance and schedule the timing of our email campaigns and promotions very carefully throughout the year.

Sales calls

We have a dedicated team of print and eBook Sales Account Managers selling your titles as well as a team who are focused on subscription works. These teams will look to past purchasers and buyers of related products to make sure that all potential customers are aware of your title.

Trade partners

Our titles are available through our bookshop partners including Wildys, Avizandum and Prenax. We promote our titles in their newsletters and marketing campaigns which reach thousands of customers who are actively looking for information on upcoming publications. Where they still have shop locations, we provide a point of sale for selected titles that can be displayed alongside copies of the book.

We also have an international trade account manager who ensures that relevant titles are available globally via our International Trade partners who have extensive reach throughout Europe, Middle East, Africa and the Caribbean. We work closely with resellers, bookshops, library suppliers, subscription agents throughout this territory and have developed excellent relationships with them. These partners in the region will, where possible and applicable, promote our titles to their end customers, in their bookshops, on their websites, via their account managers, through blogs, emails etc

Print advertising

We place adverts in our selection of Thomson Reuters loose-leaf and journal products as well as in the back of newly published books. Adverts are also placed across our online products and services, including Westlaw UK and Practical Law and in PLC Magazine.

Inserts

We produce quarterly inserts highlighting titles that are publishing over the next three months. These are sent with all subscription titles leaving our warehouse and regularly reach 4-5,000 customers. Additionally, we can produce inserts for new products (first editions) and supplements.

Brochures

Throughout the year we will update and produce print and PDF brochures listing titles of interest to a particular practice area or for a customer group. These brochures are designed to bring together titles pertinent to a particular customer and are a way of showcasing the array of leading legal coverage that we have available. These brochures are made available on our website, sent directly to customers, or distributed by our sales team on request.

International marketing

Many of our titles have international content and appeal. For these titles we include our international contact database in our data selection. We send the details of titles across to our colleagues in our global regional offices so that where appropriate they can promote them to their contacts as well. We are also able to make these titles available for sale via our international trade partnerships.

Regular promotional campaigns

We hold regular seasonal promotions offering special discounts on a variety of print and ProView eBook journal, book and loose-leaf titles. Examples of some recent promotions include our Spring Sale on backlist titles (titles that published in the prior year or before), our Summer Savings discount on new subscription titles, and our Black Friday promotion that runs in November. These promotions are advertised and available via our eStore, our direct sales teams and by the trade.

Partnering with professional associations

We partner with a number of professional associations, for example APIL and CITMA, to offer discounts and bespoke special offers to their members. If you would like to suggest a potential partnership or to find out more about these then please do get in touch with your publishing contact.

Book reviews

We arrange for our titles to be reviewed in legal journals and blogs both in the UK and internationally, where appropriate.

Digital marketing channels

More and more buying decisions are made online these days, even when it comes to the purchase of traditional books. So we use digital platforms such as Google Shop, blogs, and social media in order to communicate with audiences across multiple channels leading the reader back to your book and encouraging its purchase.

Digital channels present new opportunities to ensure that titles have high visibility online for customers who are actively looking for information they might get from your title.

Google shop & PPC advertising (pay-per-click)

Search engine advertising is one of the most popular forms of PPC. It allows ad placement in a search engine's sponsored links when someone searches on a keyword that is related to your content/title. We ensure that your product listing on the Sweet & Maxwell eStore is full of keywords that relate to your practice area to make sure that your title appears in an optimum position in search results.

Social media marketing

Social media is a great way to increase exposure and awareness of our brand. It's also a useful way for us to communicate with our customers, and to get feedback from them. We run LinkedIn campaigns and tweet about selected titles due to publish in addition to promotions we are running. All products will have their own entry on our eStore. We encourage you to use your own Social Media profiles to promote your title and to link it back to our eStore to enable customers to order it direct. We also recommend that you speak to your publishing contact if you have an event related to your title that we might be able to help promote on our social media channels.

Digital banner ads and paid display

Banner or display advertising promotes your title wherever someone might be reading content related to your title; for example reading an article on The Guardian online. We regularly place banner adverts on sites including The Guardian, Legal Week, Law Society Gazette and Reuters.com. We also book ad spaces on our trade partners' websites including Prenax and Wildys.

A last word on launch parties

Covid-19 aside, we found that launch parties involved a high level of organisation and budget that didn't convert effectively enough into sales of the title. We have therefore taken the difficult decision to channel our efforts into more effective marketing resources. You are, of course, very welcome to hold your own launch party and we'll be happy to provide you with flyers, free ProView trials, an event discount or copies of the book to display.

How can you help promote your book?

Thinking of having a book launch party?

Keen to use social networks to build your book's profile?

Want to share a discount on your book with colleagues and associates?

We can help - just follow this link to find out more -

<https://www.sweetandmaxwell.co.uk/authors/marketing.aspx>