

Marketing Your Book

THE CRC PRESS DIFFERENCE

Getting your book to press is just the beginning

Recognized as a pioneer in science, technical, and medical publishing, CRC Press publications are as extraordinary in their depth and quality as they are global in their impact. Much of our direction comes from our century-long relationship with the scientific community and its innovators. When you publish with CRC Press, you join a legacy of thousands of leading professionals, inventive researchers, and inspired instructors who have made the same choice.

As part of Taylor & Francis Group, we are large enough to market around the world. With the established CRC Press brand, we are independent and small enough to provide each of our authors with personal attention.

The CRC Press advantage includes:

- A strong web presence and creative online marketing methods
- Global distribution that reaches scholastic, academic, professional, and library communities
- Customized marketing campaigns that reach niche audiences quickly and effectively
- Opportunities to present your work at conferences and trade shows

Working together to reach your audience

With your help, our editors and marketing team perform competitive analyses and develop marketing strategies that optimize your book's exposure using a broad range of new and established marketing approaches.

Online

CRC Press maintains a complete online catalog of science, technology, business, and medical books at www.crcpress.com. Each book is thoroughly described with copy optimized for SEO and SEM, augmented by its table of contents and supporting materials.

Featured Authors

CRC Press' pioneering Featured Authors portal (www.crcpress.com/authors) is a diverse online community where authors, editors, researchers, professional consultants, and professors connect with their audiences, worldwide. The Featured Authors portal gives you and your work even more exposure, making it easier for your audience to find and purchase books.

Email

With strict adherence to anti-SPAM guidelines, our email promotions are organized by a dedicated team of online marketing specialists and sent to highly targeted, subject-specific audiences. CRC Press email campaigns are continually tested and optimized for open rates, click through, and sales to ensure increased effectiveness according to each subject area's unique prospects.

Social Media

CRC Press has an active social presence and is continually developing its social reach in various technical, scientific, and medical arenas. Our online team regularly posts book and author-related news stories, reviews, awards, and other accomplishments on our social networking accounts, which include LinkedIn, Facebook, Twitter, and Google+. Our *Authors Speak* program, hosted on YouTube, highlights our authors discussing their work. In addition, we link these videos from the book description to our website and their Featured Authors profile, helping to improve search engine results.

Direct Mail

Direct mail promotions can range from extensive subject catalogs to brochures and postcards, all professionally written and designed to capitalize on the unique properties of every book and subject area.

*Our reputation
and longevity in
STM publishing
give you unmatched
access to markets
across the globe.*

• • •

*We position your
book for success
using strategies
and tactics
developed by our
in-house marketing
specialists.*

• • •

*CRCpress.com
feeds to subject-
relevant and highly
trafficked websites
regularly, keeping
our books at the
top of search engine
results.*



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MORE REASONS TO PUBLISH WITH CRC

Conventions, Trade Shows, and Conference Exhibits

Every year, CRC Press exhibits at 150+ professional and academic conferences worldwide to reach customers seeking cutting-edge and trusted technical, scientific, business, or medical reference and textbooks. Many books are sold directly at these industry events or shortly after them through special email offers. In addition, when authors conduct seminars, present papers, or hold book signings, we leverage their appearances with advanced marketing that leads to additional sales opportunities.

Telesales

Unlike other publishers, CRC Press maintains a team of trained customer service specialists to reach out and inform customers about new editions of books they previously purchased and other titles of interest. Each of our specialists also fields calls from bulk buyers and is knowledgeable about the contents of the book he or she is promoting as well as all of the qualities that set that book apart.

eBooks and CRCnetBASEs

Nearly all of our new references are sold as eBooks, available for purchase and download almost immediately after publication at CRCPress.com or through partnerships with trusted vendors.

CRCnetBASE (www.crcnetbase.com), our award-winning online platform, provides still another opportunity for exposure and sales. Libraries and institutions across the globe count on CRCnetBASEs to provide unmatched, cutting-edge, and current content.

Worldwide Distribution

As a part of Taylor & Francis Group, an informal business with a network of offices in Oxford, New York, Philadelphia, Boca Raton, Boston, Melbourne, Singapore, Beijing, Tokyo, Stockholm, New Delhi, and Johannesburg, CRC Press is well-equipped to reach audiences on every continent. As a premier publisher of scientific, technical, and medical content, we provide essential material for academics, professionals, and students.

Other Media Outlets

Upon publication, we send complimentary copies of your book to select reviewers in your subject area. We field media requests for interviews and will also, with your permission, provide your name as a subject expert.

Bookstores and Online Retailers

CRC Press books are sold by retail and online bookstores across the world, including Amazon, Barnes & Noble, and various campus bookstores. The CRC Press marketing team also works directly with Amazon to develop and execute incremental merchandising and cooperative placements based on the kind of analytics and comprehensive product knowledge that can directly impact book sales.

Universities and Libraries

We have sales teams that regularly target professors, librarians, and university bookstores. CRC Press also maintains a textbook website devoted exclusively to promoting textbooks to university professors.

Professional Market Resellers

These specialty accounts are managed by CRC Press' trained sales department and editorial staff. They include catalogers, associations, newsletter publishers, companies, and seminar groups.

Premium Sales

We regularly offer bulk sales opportunities to corporations, institutions, and societies. Many of these are made prior to publication and can include bulk purchases of co-branded books offered as corporate premiums or for giveaways.

Societies and Associations

Because we work with many societies and associations, we can use these relationships to bring attention to your book. Authors can contribute a great deal in this process, especially those who have connections to relevant societies.

For more than a century, we've been ahead of the field with innovative marketing strategies and cutting-edge tactics.

• • •

We take advantage of the full range of marketing tools, from new media to time-tested methods, to ensure your book reaches its target audience.

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Our most successful authors are those that are most active with promoting their books.



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