Welcome
Working Together to Reach Your Audience

Our most effective promotions happen when we partner with enthusiastic book authors and editors like you.

In the following sections you’ll find out not only about how we promote and market your book, but also how you can get involved to help your book reach as wide of an audience as possible.

Contents

1. How will my book be promoted? A brief overview of how your book will be promoted.

2. How will my textbook be marketed? Learn more about how your textbook will be marketed to Faculty and Librarians.

3. How will my professional book be marketed? Learn more about how your book will be marketed to professionals.


5. Do you have regional marketing teams? Learn more about our regional marketing teams.

6. What author marketing support do you offer? Learn more about how we can support you with self-promotion through book reviews, book launch ideas and events promotion.

7. Further Promotional Activities Learn more about our various promotional activities.
How will my book be promoted?
There are many things happening behind the scenes for all books we publish.

Your book (whether print and/or open access) will be marketed and sold worldwide. We have sales representatives spanning the globe who work with libraries, bookstores, academics, professionals, and third-party retailers to get the word out about your book and a global marketing team who specialize in reaching specific markets.

There are many ways Taylor & Francis market your print and/or open access book to ensure that it gets into the hands of the right customer. Below we have outlined the promotional opportunities Taylor & Francis has to offer you as an author.
Building online discoverability - find out how we build your book’s online discoverability through data-driven advertising with major online retailers and ensure they are available on major websites, including Amazon, Barnes & Noble, Blackwells and Book Depository.

**Before Publication**
Before publication, we work hard to ensure global booksellers, bookshops, online retailers, library suppliers, and wholesalers, receive timely and accurate bibliographic data so that they can start recommending your book to the target audience as soon as possible.

**Sales Representatives**
We have a global team of sales representatives working with major online retailers, high-street booksellers, international wholesalers, library suppliers, and many other important sales outlets to get your book into the right hands at the right time.

**Bookshops & Libraries**
Your book will be found on the shelves of numerous bookshops and libraries around the globe to make it easily discoverable for academics and/or professionals with an interest in your subject. You may also find your book on major websites, including Amazon, Barnes & Noble, Blackwells and Book Depository.

**Customers**
Your book has been purchased by its target audience. Perhaps it’s a library rental, a bookshop purchase, or maybe ordered via an app from the sofa. However it was bought, it has arrived and all your hard work is starting to help others.

**Digital Marketing**
Our Reseller Marketing Team are digital marketing experts. They run data-driven advertising with major online retailers to increase discoverability and sales of your book. Not only do we do this when your book first publishes, we continuously run adverts following publication.

**Reviews**
We know that reviews are important for you to boost your profile and reach a wider audience. Every month, we send out a review bulletin to over 10,000 journal editors, media professionals and mainstream journalists, inviting them to request review copies of our latest titles. When available, reviews will appear on your book’s landing page on our websites and may be used in the marketing of your book.

We encourage reviewers to request media review copies through our [Media review request form](#).

Please note that we no longer send out unsolicited review copies as it is our experience that this rarely results in review coverage.

**Our digital marketing strategies from across our teams**
Learn more about how we promote your book through customer-focused email marketing campaigns, social media, adverts and inbound marketing in the next sections.
How will my textbook be marketed?
e-Inspection Copies
If your book is available for inspection, the team will send inspection copy promotions for your book directly to lecturers and instructors so that they can review the book for course adoption. We also promote your book in our online textbook catalogs so that faculty members can request copies to inspect. Read More

Free Resources & Professional Development
Taylor & Francis creates and curates authoritative resources to help support and inform faculty members, providing valuable insight into a topic, a short solution or helpful tips to support their teaching or their own professional development. This includes content pieces such as white papers, FreeBooks, instructor guides, infographics, video content, and more. These resources help draw new customers to our website in turn boosting discovery of your book—and nurture relationships with existing customers to retain their valued support. Read More

Recommendations
If your book is suitable as a study guide, the team also encourage faculty members to recommend your study guide to their students to support their learning.

Library Recommendations
If your textbook is relevant for course adoption, it will be included in campaigns geared to encourage faculty members to recommend books to their librarians. These promotions help put your book in the hands of students on relevant courses and on the shelves of institutional libraries.
How will my professional book be marketed?
Collaboration
Your book might be the perfect resource for training within a professional environment. We work closely with training providers and professional organizations and can customize content to meet their needs. If your book is suitable for professional development or you know of a facility that would like to use your books for training, please contact us as cis@tandf.co.uk

Digital Marketing
Search engine optimization is key to our content strategy. Search engine marketing allows us to drive traffic to our website. By using links and tailoring our keywords – e.g. for a particular region – we can increase the number of high-quality visits to our website where your book is proudly displayed. The Lifelong Learning team also use social media and search engine advertising to promote content pieces and book collections.

Content
We engage with busy professionals by sharing small snippets of content from your book or related articles on key topics. This content demonstrates how we support professional development and help solve problems. Once engaged, this audience will go on to discover and purchase related books just like yours. Read More

Partnerships and Societies
The Lifelong Learning Team work in partnership with professional societies and organizations to promote books like yours to their members. If you are connected to an organization or society who would be interested in purchasing copies of your book, please get in touch, acbookspart@informa.com Read More
How will my Library/Reference book be marketed?
Librarians as the Key Decision Maker
The Library Marketing Team works hard to ensure that librarians have the information they need to make key decisions when ordering resources for the library in support of their faculty and students.

Explore the Interactive ThingLink

Promotions
Our digital promotions will feature your book across a range of multimedia channels including email, social media, third-party advertising, and content marketing pieces to place awareness of your book in front of the right institutional libraries.

Global Reach
Taylor & Francis takes a localized approach to the needs of librarians, with regional agents who attend conferences and share resources with their local markets. This way, we ensure that your book is accessible to students in the academic communities that need your book the most.

Taylor and Francis Digital Platforms
Did you know that your book will be featured on at least one of our digital platforms that are used in institutional libraries worldwide? Explore Our eBook Platforms

From posters and postcards to web banners and videos, we provide librarians with promotional materials designed to generate awareness of our digital platforms. Discover How Librarians Promote Your Book

Open Access
Taylor & Francis Open Access Books have been publishing open access books and chapters since 2013. We have collaborated with researchers to build one of the largest open access book and chapter collections. The Library marketing team work to showcase open access book and chapter content across all subjects covered by Routledge, CRC Press and our other imprints in the humanities, social sciences and behavioural sciences to librarians globally.

We are members of the Open Access Scholarly Publishers Association (OASPA) and a publisher member of the Directory of Open Access Books (DOAB). Our Open Access book content is discoverable via key search engines such as Google Scholar and through the Taylor & Francis eBooks platform. All of our content is also deposited in the Open Access Publishing in European Networks (OAPEN) online library.

Learn more about converting your work to open access, funding options to cover book publishing charges, copyright licenses available and more by getting in touch with our dedicated Taylor & Francis Open Access Books team.

Students
The Library Marketing Team promotes books and digital resources directly to students through social media platforms and librarian relationships. Our goal is to ensure that students can easily access your work within the library and on the move by communicating the value of these resources directly to them. How We Communicate Value to Students
Do you have regional marketing teams?
North American Office
Spanning both coasts, the US Taylor & Francis marketing team works in specialized marketing groups aimed at providing resources for universities, libraries, and professional bodies. The US teams collaborate with the UK and regional teams to provide support to our authors while reaching out to both professional and academic customers. We help organize and provide materials for conferences and launches, create distinctive and engaging content to reach your target market, and help you promote your work within your own networks. For more information contact us: referenceauthor@tandf.co.uk

UK Office
The UK is home to the central office of Taylor & Francis, as well as its largest hub of editorial and marketing specialists. Our distinctive marketing teams work with both professional and academic titles across a vast range of disciplines and focus on a range of customers, from librarians to professionals and faculty members, as well as the authors themselves. Like the US, the UK team works on a global level to help you promote your book around the world. For more information contact us: referenceauthor@tandf.co.uk

South Asia Office
Taylor & Francis South Asia office has been operating for 20 years in the region, which is a testament to our long-standing local partnerships and value to the academic and research community. With coverage of India and neighboring countries – Bangladesh, Bhutan, Nepal and Sri Lanka – the office offers expertise to authors offering institution-level publishing partnership programs as well as localized assistance for amplifying their research - from support for book launch, reviews, subject conferences to social media. For more information contact us on marketing@tandfindia.com

Singapore Office
In the Singapore office, there are many ways we support our authors and researchers, from coordinating book launches and “Meet the Author/Editor” events at conferences to digital marketing campaigns and flyers specifically for the local market. We establish relationships with our tight-knit research community across various subject disciplines and their audiences. For more information. Contact us on marketing@tandf.com.sg

China Office
China team has presence in many key places across the country including Beijing, Shanghai, Guangzhou, Wuhan, Xi’an, and Nanjing. Our colleagues are dedicated in providing all-rounded support to our authors throughout their academic lifecycle, including digital promotion of journal articles and books, author workshops/webinars, editor roundtables, promotion collaterals, etc. Email us to start the conversation marketing@tandfchina.com

Australia and New Zealand Office
Our Melbourne-based team is available to support authors with marketing and events in Australia and New Zealand. Talk to us about how we can help with conferences, book launches, media, reviews, marketing collateral and social media. We love working with authors to get the best exposure for their books – email us today to start the conversation: books@tandf.com.au.
What author marketing support do you offer?
Author Events
To boost your profile at events and conferences we can provide you with sales support and discounted book flyers. You can request event support by filling out our Author Event Support Request Form.

Promotional Flyers
On request, the Author Marketing Team can create flyers to make it easy for you to spread the word about your new book. You can request flyers by filling out our Flyer Request Form.

Further Promotional Activities

Taylor & Francis YouTube Channel
Our carefully-curated YouTube channel hosts a wide range of video content, from author interviews that promote their book, to subject-focused videos that provide valuable information for a wider audience. Visit our YouTube Chanel

Free Resources
Taylor & Francis offers free resources to help our customers discover and engage with topics across professional and academic communities. As an author, you can contribute to these resources, adding your expert voice while having the opportunity to connect with a variety of potential new customers. Visit our blog

Social Media
Social media is an excellent platform for you to connect with people and promote your title to a wider audience. Information you share on social media can help you gain exposure and encourage your book sales. Taylor & Francis are on LinkedIn, Facebook and Twitter, just search for Routledge, CRC Press and Taylor & Francis. Be sure to tag us in your posts so we can retweet and share to our followers.