Sales & Marketing

Generating Market Awareness of Your Book
The SAGE Marketing Program

Congratulations on signing your book with SAGE Publishing, one of the most highly-regarded independent publishers among academics and professionals. Your book will now benefit from a refined marketing program that effectively utilizes SAGE’s respected reputation, along with a truly global reach to bring your text to the attention of a wide audience of faculty who might adopt your text for their course, as well as to relevant individual purchasers (i.e. students, librarians, bookstores, professionals, researchers, and academics).

Our reach

The primary markets for your book are the North American higher education and academic markets. We spend the majority of our resources promoting all potential higher education adopters and professional purchasers of your book through the various marketing and sales activities outlined below. In addition to traditional 2- and 4-year institutions, your book may also reach professional and career institutions.

Our sales force

As part of the SAGE collection, your book will be represented in the field by a sales force of highly-trained textbook representatives dedicated to promoting your book on campuses across the nation, both on the phone and in-person. One of the most crucial roles of your SAGE marketing manager is to keep the sales reps informed and focused, and to ensure that they have all of the information and tools they need to accurately represent your book. In addition, marketing managers frequently spend days on campus with the sales reps throughout the year to help support the sales of your book.

Our review copy policy

One of our primary goals is to get your book into the hands of as many potential adopters as possible. Many of our sales and marketing activities are done with the goal of generating requests for complimentary review copies. Complimentary review copies will be sent out to all appropriate potential adopters based on sales- and marketing-generated leads and direct requests from instructors.

Our email and direct mail program

Email and direct mail are a crucial part of our messaging strategy for your book. Your book will be featured in relevant email campaigns, as appropriate, to target potential customers. Our mailing lists are pulled from an internal database which is continually updated based on rep and marketing activity, and from a professional database that most academic publishers subscribe to.
Our online promotion strategy

Research shows that most instructors who are actively looking for a textbook will visit publisher websites as their first source for information. The SAGE websites are sagepub.com and cqpress.com.

Our websites are first and foremost designed as online resources for these curious instructors. They are searchable by subject, course, author, title, and keyword, and are set up to easily escort instructors though the selection process from start to finish. Our goal is to have your book appear on our website well in advance of publication, which is why it’s important that we receive your author questionnaire in a timely manner.

The information available on your book page will be updated regularly and feature the cover design, description, full table of contents, endorsements (as available), reviews (as available), online resources (as available), e-version information (as available), and biological information. We also upload preview content from each forthcoming book to give potential customers a flavor of the product; this is a great way to influence decisions to purchase or request a complimentary review copy. SAGE can also include links on your book product page that we feel would be useful and deemed appropriate, for example, your personal homepage.

SAGE is in partnership with all major online book retailers, such as Amazon. Most SAGE titles are included in the “Look Inside” feature on Amazon which allows potential customers to read sections of your book before deciding to buy. SAGE is also part of the Amazon Advantage partner program which means that once your title has been published, it will be available to customers within 24 hours. Amazon requires finalized marketing copy in advance of publication, which is why we reach out to you so early for input. Marketing copy for your book is fed to Amazon and other online retailers through ONIX – the international standard for representing and communicating book industry product information in electronic form.

You will receive an invitation to complete an author marketing questionnaire. This is the most important thing you can do to help us increase market awareness of your book.
Our social media strategy

SAGE is fully engaged with enterprises to help authors’ voices be heard in the social media marketplace. If you are interested in learning more about SAGE’s social media activities, please visit sagepub.com/social-media. We encourage you to join any relevant channels. Additionally, there may be opportunities for us to blog or tweet about you and your product, so please keep us informed of any relevant events that you are participating in or any awards that you or your book receive.

Our conventions strategy

As a publisher, we strive to build and maintain a strong presence at key national and international academic conferences. Your book will be displayed at appropriate academic conferences which SAGE is attending for one year after publication, and as space allows in subsequent years. These academic conferences are a great opportunity for potential customers to see your book. If you have any speaking engagements at conferences or events, please get in touch with your marketing manager so they can arrange for you to have promotional flyers and a copy of your book available.

Marketing’s best secret weapon

The most important resource that we have as your marketer...is you. We rely heavily on your input to help craft the message of your book and increase market awareness. The author marketing questionnaire that you will be asked to complete is crucial to the successful promotion of your work. Many of the most successful books that we publish are the result of a combination of strong marketing and sales efforts and author self-promotion. We encourage you to take a look at our Author Guide to Promoting Your Book to learn more about what you can do as an author to get the word out about your book.