



YPS Marketing Services and Promotion

If people do not know your book exists, they will not buy it. Any promotion and marketing can never guarantee success, but it can increase awareness. It is certain that doing nothing will guarantee failure.

Marketing, promotion and publicity is the hardest part of successfully self publishing a book, requiring creative thinking and sheer hard work. With so many new books on the market each month, even established publishers with large budgets and teams of publicists, face the same difficulties getting their authors noticed by both the book trade and the public. They often spend more on marketing than they do on production.

York Publishing Services provide a professional book marketing service. Our aim is to promote self published books, increase their awareness in the marketplace and generate sales as cost effectively as possible.

The first step is to meet up as early as possible to discuss your marketing plan and budget. Ideally, this would be at our offices in York, where you can meet the people who do the work. You could combine this with a tourist day in the historic city! If it is not possible to travel, we could just as easily discuss things on the phone.

YPS will always be realistic about your chances of selling into the traditional book trade. Self publishers are often better off targeting their budget into getting direct sales, either via their own website (as well as our online bookshop) or through local bookstores. We will help to identify and target the audience for your book.

Although YPS can design, plan and implement your marketing campaign, this is to supplement your own publicity efforts, particularly in your local area. It is essential that authors are involved in their own book promotion.

It must be stressed that the YPS marketing pack is a service that broadcasts the release of your title to all interested parties, and in no manner is it an ongoing agreement between a publisher and a publicist.

Each marketing pack, prior to being confirmed, will be vetted for suitability and given an overview of how it is intended the pack should be rolled out. Thereafter, any and all enquiries derived from the media pack will be directed back to the author/publisher for contact.

Press pack

A professional press pack is an essential tool to create media interest in your book. Prior to your publication date, our copywriter will work with draft a Press Release that covers information about both you and your book.

The Pack will also contain photographs of you and the book jacket, as well as an electronic version of the Press Release, on a CD. We will also include the review copies of the book for targeted media.

We will work with you to identify suitable media - local, national and specialist - and compile a bespoke database for the Press Pack Mailing. Just before publication we will print the Press Releases, compile the Press Pack and mail it out.

Electronic versions of the Press Pack will be sent to suitable online media. We will upload the Press Release onto Book2Book. This is a daily electronic and interactive newsletter that features breaking news about the publishing industry and announces forthcoming titles to the book trade.

The YPS promotion and marketing package cost £395 plus VAT

Additional marketing services

Promotional material

Direct marketing material can be a compelling tool for any promotion campaign, whether it is bookmarks for 'point of sales', order forms to leave in libraries or workplaces, postcards to send to friends and media contacts, or posters for book signings.

We offer a full design and printing service.

Costs

500 colour postcards	£95 + VAT
500 colour bookmarks	£90 + VAT
500 A5 size colour flyers	£115 + VAT
50 A3 colour posters	£75 + VAT
50 A4 colour poster	£50 + VAT

Direct mail campaigns

We offer specialist, targeted mailshot design, printing and mailing. These could be specific items such as extra publicity material, postcards, leaflets or order forms. We can either use your own database of contacts, or you could make use of our extensive database of book trade and media contacts. The costs of mailshots depend on the design specifications and mailing quantity required. We charge postage at cost.



Advertising

Advertising can significantly increase awareness of your book, both to the buyers in the Book Trade and to the general public as a whole.

YPS offers self publishers the services of our specialist Media Buyer. She can buy print advertising, both national and regional, at a considerable discount and we pass these savings on to you. It does make advertising a great deal more affordable. She will also help to identify relevant media to target, negotiate the keenest rates to make the most of your

advertising budget, book and buy the advertising space and submit the adverts in the correct format.

YPS offer complete advertising design and production services.

We regularly purchase large adverts in the Wholesalers' Trade Catalogues as well as *The Bookseller*, the weekly magazine of the Book Trade. We would normally feature six to eight recently published books. This shares the cost amongst a number of authors, making it a cost-effective way of showcasing your book to the trade buyers.

Bound-copy proofs

Many mainstream publishers produce very early advance copies of books. This can be an excellent way of generating early publicity from the media, as well as testing the market.

You can gain valuable feedback on cover design and make changes before publication. It also offers the opportunity to get quotes from influential people that may help later marketing initiatives, or could be incorporated on the cover.

Bound-copy proofs are printed digitally on the same materials as the main print run. They look no different. We can supply any number of copies you wish. The cost will depend on the size and format of your book and the quantity required.



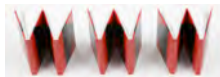
Blurb and Library Newsletter

The cost of mailing flyers to bookshops is often greater than the sales generated. Feedback has indicated that bookshop buyers are seldom influenced by individual promotional flyers, although they retain and consider books in catalogues.

YPS publish a twice yearly catalogue called *Blurb*, featuring published books from small and self publishers. It is A5 format and is mailed to thousands of buyers in independent bookshops and wholesalers in the UK.

Cost Full page	£150.00 + VAT
Half page	£90.00 + VAT
Quarter page	£60.00 + VAT

We also email a regular, interactive electronic newsletter to all UK Libraries. Costs for advertising in the newsletter vary depending on the size of the advert and how many interactive links are required. An average 50 word ad with a link to your website would cost £35.



Websites

The secret of selling books direct to the public, is a very good website. The secret of a very good website is not size, information or flashy design. It is optimisation! There is absolutely no point having a website if nobody can find it. Web optimisation is the skill of making a site very visible to all the main search engines. Our web designer specialises in optimisation.

Readers will find your book website easily through tagged keywords and search engine optimisation, then be lead simply to our fully secure e-commerce online Bookshop. Below is a guide to what a straightforward website would be likely to cost. This can be adapted to meet your needs and budget.

Standard website

Buy domain name as required
 Create 2-3 Page Micro Site
 Create Concept Page
 Add content and images
 Add buy now button link to YPS Bookshop
 Add contact page
 Add guestbook
 Add title, keywords and description
 Add URL to Google Index
 Add Analytics
 Host for 1 year
£495.00 + VAT

And finally...

YPS will make every effort to generate sales for your book. It must, however, be recognised that the book trade is flooded with new titles, and it is especially difficult for new authors to break into the market. That said, it has been done before! Whilst luck and a good, well produced book certainly play a part, promotion and marketing is also essential. We can, however, make no claims about the number of copies you will sell.