MARKETING QUESTIONNAIRE

The University of Washington Press marketing and sales team is looking forward to working with you. Here is our contact information:

Michael O. (Mike) Campbell, Marketing and Sales Director (*sales and general marketing*)

[moc3@uw.edu](mailto:moc3@uw.edu)

M’Bilia Meekers, Publicity Manager (*reviews, events, social media, and related publicity*)

[mmeekers@uw.edu](mailto:mmeekers@uw.edu)

Julie Fergus, Exhibits and Direct Marketing Manager (*exhibits, direct marketing, advertising, course adoption, and awards*)

[jaf88@uw.edu](mailto:jaf88@uw.edu)

We would like your input about marketing so that we can develop the most effective plan for your book. Please fill out this marketing questionnaire as thoroughly as possible. We value your expertise, connections, and ideas. Let us know if you have any questions or if you would like to discuss any additional suggestions with our team.

**Contact information**

Name:

Preferred mailing address:

Email:

Telephone:

Please send us an author photograph.

Photo credit:

**Book information**

**Working book title:**

**Description**

Please include a 250-300 word description of your book. This text will serve as the basis for our marketing copy.

**Marketing handle**

Please provide a compelling one-sentence description (a dozen words or fewer).

**Audiences**

Which groups of readers are you hoping to reach and engage with your book?

**Selling points**

What makes your book important? For example:

* My book is the first in its field to do . . .
* The book shares groundbreaking research in . . .that will transform our understanding of . . .
* The book illuminates the unexpected story of . . .

**Keywords**

Please list 5–10 keywords that you feel would best facilitate an online search for your book.

**Marketing information**

**Media outlets for book reviews**

Please list in priority order all print and digital publications and any other media outlets that might be interested in reviewing your book (newspapers, journals, magazines, radio and TV stations, newsletters, blogs, etc.).

**Awards**

Please list awards that might be appropriate for your book and rank them in priority order.

**Professional organizations and conferences**

Please list here professional or scholarly meetings or conferences that you regularly attend. It would be helpful to know those at which you will be presenting in the year following your book’s publication. If you add meetings to your schedule, feel free to update us at least two months in advance of the conference date.

**Other groups**

If you know of any smaller societies, listservs, or mailing lists—either that you are a part of or that you are aware of—that you think would reach a relevant audience for your book, feel free to list them here. (E.g., historical societies, alumni associations, gardening clubs, online groups, etc.)

**Professional contacts**

Please list the names, affiliations, and email addresses of people in your personal networks who might be interested in purchasing or adopting your book. We encourage you to be as inclusive as possible so that we can reach the broadest group with an announcement.

**Course adoption**

Please list any particular course names or university departments where you think your book would be particularly useful to faculty and students. If you know the instructors’ contact information, please list it here as well. If you have an extensive list of suggested contacts, or would find it helpful to share this information with us in an Excel file, feel free to get in touch with Exhibits and Direct Marketing Manager Julie Fergus at [jaf88@uw.edu](mailto:jaf88@uw.edu).

**Blurbs**

Please provide the names and email addresses of five high-profile experts who might provide blurbs for your book and rank them in priority order. If you have relationships with any of the potential blurbers, please let us know.

**Bookstores**

Please let us know of any independent or college bookstores, including those in your area, that are likely to carry your book.

**Events**

Events such as book talks and signings offer excellent opportunities to publicize and generate interest in your book. The marketing team looks forward to providing support in scheduling events for your book. If you are interested in having events for your book, please let us know of your preliminary plans. Please note that many popular event venues may require bookings four or five months in advance.

We have well-developed networks in the Seattle area, so if you have plans to visit Seattle and are interested in scheduling a book event during your trip, please let us know.

**Exhibitions**

If your book accompanies a museum or gallery exhibition, please provide the schedule and locations to which it will travel.

**Foreign editions and co-publications**

Please list foreign publishers who might be interested in an edition of your book in English or in translation, and indicate any of your previous works that have been published in another country or translated in another language.

**Social media**

The marketing team looks forward to engaging with you and the online communities you have cultivated. If you are active on social media, please provide your information for the following:

Twitter:

Facebook:

Instagram:

Blog:

Author website:

To maximize our social media campaigns, please engage with the press’s social media platforms and tag us in any relevant posts about your book:

Twitter: <https://twitter.com/uwapress>

Facebook: <https://www.facebook.com/UniversityofWashingtonPress/>

Instagram: <https://www.instagram.com/uwpress/>

Blog: <https://uwpressblog.com/>

**Blog**

Are you interested in writing a short post for our blog (like [this one](https://uwpressblog.com/2018/06/11/photo-essay-razor-clams/) or [this one](https://uwpressblog.com/2018/11/14/what-prisoners-tell-us-the-making-of-concrete-mama/))? If so, please contact our publicity manager, M’Bilia Meekers, at [mmeekers@uw.edu](file:///\\netid.washington.edu\wfs\uwpress_groups\Marketing\Marketing%20copy\MQ%20revision%202019\mmeekers@uw.edu).

**Other ideas or suggestions?**

Please return the completed questionnaire together with a copy of your current CV to Michael Campbell ([moc3@uw.edu](mailto:anne75@uw.edu)). Many thanks for your input!