

MARKETING SERVICES

The Marketing team has a variety of levers we can pull to increase the visibility of your academic publication book. If your title has strong adoption potential to other institutions, we want to partner with you to make your publication a success.

Below are examples of tools available at your disposal

Conventions

- Kendall Hunt attends numerous national and regional conferences throughout the year. If an author is attending a conference, a copy of the publication may be sent to help with the sales process.

Peer Reviews

- Marketing can coordinate a peer review of publications to glean information on what should be added in future editions and help seed outside adoptions. Peer reviewers are typically assigned 1-2 chapters each to review. By doing this, we cast a wider net of reviewers to get additional eyes on the content.

Webinars

- Authors have the opportunity to host a webinar that highlights their expertise, educates colleagues, and showcases their publication. The HE Marketing team handles the promotion, registration, and administration of the webinar. The KH author(s) creates a PowerPoint and presents the content.

KH Website

- All publications get a dedicated page on he.kendallhunt.com. The page features the author name, cover image, ISBN, copyright, pages, and purchasing information. An overview, table of contents, author bios, and testimonials may be added as well.

Distributors

- Printed versions of publications are shared with Amazon, Barnes & Noble, Bowkers, Baker and Taylor and other international distributors. Make sure to write a back cover summary of the publication to make it even more appealing on these pages.

Collateral Material

- Flyers, business cards, posters, postcards, and other collateral material are created for authors attending promotional events or conferences.

Press Releases

- Marketing writes press releases that can be sent to academic journals, local newspapers, and campus newsletters to announce the release of the publication or other author activities.

Social Media

- Kendall Hunt has a presence on Facebook, LinkedIn, and Twitter. These outlets are used to announce the release of the publications as well as author news and product testimonials.

