

BOOK WORKS FACT-SHEET TWO

MARKETING

Book Works markets and promotes its titles using a number of fairly standard methods:

Press Release

New titles are announced with a press release that is mailed or emailed to selected press contacts. The press release should have a short description of the book and some brief contextualising information about the artist. Bibliographic information - size of book, number of pages, type of binding, number of illustrations, edition, designer etc - should also be included. An image of the book is useful and can be included. A good press release should be short and to the point, 4-500 is good: if the reader is interested, and needs more information they will ask for it.

It is worth following up a press release with a phone call to see if there is any interest in the book. A review copy of the book can be sent along with transparencies or digital images for reproduction. Reviews can generate sales: remember to include an address or telephone number in the press release of places where the book can be bought.

Advance Information sheets which contain similar information to the press release are also mailed to bookshops and libraries.

Launches/Events

Book Works announces its new publications at launches that are usually held in venues sympathetic to the content of the book; venues have included cafes, bars, galleries, libraries and a railway arch. The launch is a good opportunity to sell books. Books are usually sold at a special discounted launch price. The launch can be turned into an event by including a performance or reading. Books are usually sold at a special discounted launch price.

Mailing List

Book Works has developed a mailing list by collecting addresses and email contacts at all its events, launches, and via a subscriber link on its website. Regular mailouts of press releases, invitations, catalogues and order forms generate sales and promote Book Works' activities. Book Works publish an annual illustrated catalogue; this has proved to be a really useful marketing tool and has generated much interest and sales as well as acting as an archive for our output.

In addition to our postal mailing list, we have developed an expansive electronic mailing list that has proved to be a very convenient and cost effective way of disseminating information, particularly to an international audience. It is also a very useful way of targeting particular groups within the mailing list. One word of caution: do not email your contacts too often as continual unsolicited emails can be rather annoying. Our own mailing list is supplemented by

electronic mailings through mailing list providers such as e-fact.com, e-flux, or art-agenda.

Social platforms such as Facebook and Twitter have provided new means of promoting and sharing information about our publications and activities, and act as forums for people with shared interests.

Order Forms

When posting book information - catalogues, press releases or advance information sheets - it makes sense to include an order form that includes details of postage costs etc. as direct sales can be made this way. Book Works specifically targets the private individuals on its mailing list who may be interested in collecting individual artists or particular types of work e.g. multiples or special editions. Similarly, special offers are presented to selected sections of the mailing list, for example, libraries may be offered a discount as an incentive to buy several books at once.

The artists that Book Works collaborates with are also asked to supply lists of any press contacts, collectors etc so that Book Works can contact them to promote their publications. Artists are also asked to provide lists of exhibitions that they are appearing in - as bookshops become more closed to selling books by small publishers, and galleries become more open to selling them, this is a very useful way to bring the books to a wider audience - and to an audience that, presumably, is aware of the artist's work.

Advertising

Book Works has advertised in art magazines as a way of reaching large audiences; both as a way of soliciting proposals for new commissions and as a way of promoting new titles. Details of advertising rates can be obtained from advertising contacts listed in magazines or on their websites. Magazines that Book Works has advertised with include:

Frieze: www.frieze.com/advertise/
Art Monthly: ads@artmonthly.co.uk
A-N magazine: ads@a-n.co.uk
Afterall: london@afterall.org
MAP magazine: advertising@mapmagazine.co.uk

The advertisement need not be printed in the magazine: inserts can be added before the magazine is distributed. This has the advantage of being less expensive but can also be targeted to specific readers - regionally or to subscribers only, for example. Think also about contra-marketing: Book Works has added leaflets to our catalogue mailing and we have also provided books as prizes for magazine competitions, in exchange for advertising space.

Websites

Book Works website (www.bookworks.org.uk) acts as a promotional tool increasing sales and awareness of Book Works projects and publications, featuring details of published works; a history of Book Works and archive; interactive internet projects and where to see and buy Book Works publications and a resource area.

The site includes a comprehensive search facility and an online shopping facility with secure server.

To set up a website you will need to buy a domain name. A domain name is the address of your website and can be bought for as little as £3.99 a year though it pays to shop around. You will also need web hosting which can be either bought from the domain name supplier or separately. Many broadband suppliers also provide webspace as part of their broadband packages - the amount of space varies but most provide sufficient space for a modest website.

The initial costs of setting up a site are fairly expensive with design and build being the most expensive element. However, there are other ways of building websites that are not so expensive: it is possible to build a site yourself using programs such as Apple iWeb, Dreamweaver or Microsoft FrontPage. Indexhibit is a free web application used to build and maintain a website - more information and a download can be found at www.indexhibit.org. Another alternative is to use a blog publishing system such as blogger.com or [wordpress](http://wordpress.com) to host your website for free. The templates provided by Blogger can be customised and new posts can be added quickly and easily. Adding a PayPal payment button allows a visitor to purchase your books - PayPal will take a small percentage of the sale as commission. For more information and to find out how much this costs, visit www.paypal.com

It is important that once the website is up and running, to keep your web pages up to date with new information or work. Check that links are working and that pages are loading correctly.

Book Works' website has been extremely successful in exposing our activities to a wider public. Many people now expect a company to have a website and that for the overseas market it is an invaluable promotional tool, especially when tied in with electronic mailing. Most bookshops have websites - it may be possible to get a bookshop to feature your book on their site.

Bookshop Displays

Book Works has successfully promoted its publications through bookshop displays. The bookshops at the ICA and at Camden Arts Centre have spaces or windows that can be used to display books - contact the individual managers

for more details. Book Works displays have used photographs, text panels, posters etc. to create a focus for the books, particularly useful if the book itself is quite small.

Book Fairs

Book Works has participated - and participates - in many book fairs, these include:

The Frankfurt Book Fair
BookExpo, America
The New York Art Book Fair
The London Art Book Fair, Whitechapel Art Gallery
The CCA Book Fair, Glasgow
The Association of Art Historians conference Book Fair
The College Art Association Conference Book Fair
The Brussels Artists' Book Fair
The Dean Clough Artist Book Fair, Halifax
The London Artist Book Fair
The London Book Fair, London
Pa/per View Art Book Fair, Brussels
Miss Read, Berlin
Salon Light, Paris
Artist Book and 'Zine Fair, Spike Island, Bristol
Art Book Fair at Temple Bar Gallery & Studios, Dublin
Manchester Artists' Book Fair, Manchester
Wallsall Artist Book Fair, Wallsall

The major fairs such as Frankfurt and the London Book Fair might be too expensive for small publishers to participate. The London Book Fair has small press stands available - these offer a 'cost-effective entry level stand and furniture package', they cost £984.50 + VAT. Further details are available www.londonbookfair.co.uk

A less expensive option are the smaller fairs such as the CCA book fair or Publish and Be Damned, the newly-established Manchester Artists' Book Fair, or in Europe Miss Read, Salon Light, or Unter dem Motto. These often provide free tables, giving opportunities both for making sales and also for gleaning information from other publishers.

Established small publishers may be eligible for grants from UK Trade and Investments towards the cost of renting a stand at Frankfurt or other international book fairs. The scheme is administered by the Publishers' Association, more information can be found on the Publishers's Association website: <http://www.publishers.org.uk/en/home/bookfairs/grants.cfm>

The Artist's Book Yearbook, published by the University of Western England is a good source of information about artists book fairs: www.uwe.ac.uk/amd/cfpr

Libraries

There are several specialist libraries which collect Book Works publications - these include the National

Art Library at the V&A; Chelsea College of Art & Design Library; Tate Gallery Library; Royal College of Art Library; Manchester Metropolitan University Library; Edinburgh Central Library; Chetham's Library, Manchester; New York Public Library; Museum of Modern Art, New York; Bibliothèque Nationale, Paris, Kunstbibliothek, Berlin, Getty Research Center Library, Los Angeles and other public and college libraries.

Contact the acquisitions librarian at the library to make an appointment. Some college libraries may only collect artists' book by former students and most will only have limited budgets but it is worth making the effort as most arts librarians have a keen interest in artists' books.

Often, it pays to call back if the first attempt is unsuccessful as librarians sometimes have excess budget that must be spent, especially at the end of an academic year. Some libraries may set up a standing order to purchase all new titles. Book Works has recently offered complete sets - at a reduced rate and that include out of print titles - of Book Works publications to libraries as a way of establishing a collection in a library.

There may also be opportunities to make exhibitions or displays of books in libraries. Book Works has instigated many displays and projects using the library as a venue / starting point. Library Relocations (1996) was a project commissioned by Book Works that took place in four libraries - Chetham's Library, Manchester; Liverpool Central Library; University of London Library; and British Architectural Library, London - initiating research by artists in the libraries' collections to produce site-specific work. We have also presented low-key archive displays in various libraries.