MARKETING ACTIVITIES

Updated: 7-12-23

MSI Press takes responsibility for the macro level of marketing (national-level advertising, promotion, information, international distributor catalogues for bookstores and libraries, and press releases) and expects authors to accept responsibility for and become actively involved in the micro level of marketing (social media, word of mouth, various forms of presentation and media appearances in their local areas and book niche). Both macro marketing and micro marketing are needed for good book sales, and MSI Press will work with authors to coordinate these efforts.

Press Releases

* MSI prepares a press release for all books
* MSI distributes the press release to 240 PR distribution sites
* MSI distributes the PR to local media identified by the author (email or fax)
* MSI publishes the PR on PR log
* MSI sends the PR to whatever opportunities appear for a given book
* MSI provides authors a copy of the PR for their own use
* MSI updates the PR as warranted

Book Reviews

* MSI sends review copies of ARCs to Library Journal, Page One, Kirkus, and Publishers Weekly
* MSI send review copies of published books to MidWest Book Review
* MSI shares cost of reviews for US Review of Books
* MSI provides a watermarked pdf for authors to provide to Readers’ Favorite (free review) and other reviewers
* MSI maintains a list of book reviewers with an assessment of their relative value to authors
* MSI provides links to book reviews on the book title’s page on the MSI website
* MSI promotes the review through its social media platforms: Twitter, Face Book, Instagram
* MSI promotes the review through its monthly newsletter-bulletin that goes to libraries, media, and readers

Advertising

* MSI Press pays for full-pay display advertising in Ingram’s catalogues that go to libraries and bookstores (Ingram is our distributor and wholesaler).
* MSI Press will provide ad copy for small ads that authors choose to run, if needed, necessary, and appropriate; file materials will be provided at no cost; if ads must be developed, MSI can potentially prepare the ad at cost—ask.
* MSI Press will publish book ads, generally group ads, as possible and appropriate. (Most traditional advertising has become unsupportable, given a sharp, decreasing return on investment since the 2020 pandemic.)

Promotion

* MSI runs periodical Kindle countdown promotions
* MSI promotes all books on its social media platforms in an extensive, daily, and continuing effort to promote MSI Press publication: blog, Twitter, Instagram, and Face Book. See document on Social Media Marketing Efforts on this Author Hub site.
* MSI’s publicist offers inexpensive packages for specific outcomes, well within the pocketbook of authors, with guaranteed international exposure; she also has been willing to work with individual authors at rates that are far reduced from most current publicists

Support to authors

* MSI will provide support to authors in the form of sharing information about advertising, marketing, and promotion opportunities.
* MSI offers support to authors in the form of analyzing offers and contacts received from outside organizations (preventing authors from being scammed where that is the case) and providing feedback on a wide range of book-related matters.
* MSI will assist with book launch and book events where appropriate and needed.
* In some cases, MSI Press is able to provide copy and/or graphics for marketing/promotion opportunities.
* MSI will provide support to bookstores looking got the least expensive way to acquire MSI Press publications, as well as those willing to accept books on consignment.