



Taylor & Francis
by informa•••

Professional Titles Marketing Plan

At Taylor & Francis, we are committed to maximizing your success as an author and ensuring your research achieves the recognition it deserves.

We leverage our reputable experience, global connections, and digital marketing capabilities to deliver a supportive, impactful, and valuable marketing experience. We invest our efforts in ensuring that every title in our portfolio benefits from our industry-leading marketing infrastructure. While we don't offer bespoke, title-level marketing or share individual marketing contacts with authors, this strategic approach allows us to maximize the reach and impact of all our titles consistently and efficiently.

Our goal is to ensure your book achieves maximum visibility and connects with readers who will value your contribution to knowledge. Below is an overview of how we will promote your book.





Pre-Publication Marketing & Distribution

We lay the foundation for your book's success even before it is published, ensuring it is positioned to reach a global audience.

- **Book data shared with major distributors, online retailers and wholesalers**
Your book will be made available to key industry players, ensuring it is accessible to readers worldwide.
- **Featured in our New Books Catalog, distributed globally to booksellers**
Your book will be showcased to booksellers across the globe, increasing its visibility and the likelihood of it being stocked in stores.
- **Collaboration with booksellers to plan promotional activities**
We work closely with booksellers to create tailored promotions, ensuring your book stands out in a competitive market.



Digital Marketing

Our digital marketing efforts are designed to amplify your book's reach and engage with your target audience effectively.

- **Dedicated landing pages on [Routledge.com](https://www.routledge.com) and [TaylorFrancis.com](https://www.taylorfrancis.com)**
Your book will have its own professional online presence, making it easy for readers to discover, learn about, and purchase.
- **Available to pre-order on Routledge 21 days before publication**
Pre-orders build anticipation and momentum, giving your book a strong start even before its official release.
- **Inclusion in targeted email campaigns to our professional contacts database**
Your book will be promoted directly to a curated audience of professionals, ensuring it reaches readers who will benefit most from your work.
- **Potential inclusion in social media campaigns**
We harness the power of social media to amplify your book's reach, engaging with a global audience and driving interest in your work.
- **Possible inclusion in Google & Amazon advertising campaigns**
Strategic advertising ensures your book is visible to readers searching for relevant topics, increasing discoverability and sales.
- **Personalized social media banners available upon request**
We provide you with custom banners to share on your own social media, empowering you to promote your book within your own networks.



Book Reviews

We help build credibility and generate buzz for your book by connecting it with influential reviewers.

- **Featured in our monthly book review email sent to relevant reviewers**
Your book will be introduced to our database of key reviewers who can help establish its reputation and reach a wider audience.
- **Review copies available upon request via our request form**
We make it easy for reviewers to access your book, ensuring it gets the attention it deserves from thought leaders in your field.



Conferences & Events

We provide tailored support to help you promote your book and connect with industry professionals at key events.

- **Personalized event flyers available upon request**
We create customized flyers to help you showcase your book at events, ensuring it captures the attention of attendees and sparks meaningful conversations.
- **Potential promotion at relevant conferences & events**
Your book may be featured at industry events, connecting it with professionals and decision makers in your field.
- **Access a full list of events we are attending [here](#)**
Stay informed about where your book could be showcased, giving you opportunities to engage with your audience directly.

For more information on our marketing strategies visit [here!](#)