AUTHOR MARKETING RESOURCE GUIDE

innovativeink
PUBLISHING
A Division of Kendall Hunt®

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INNOVATIVE INK IS WHERE YOU ARE

IInnovative Ink Publishing brings your title to the market through a robust robust distribution network encompassing online, bookstores, and more! We've included a brief overview of our retail partners below. This can be a helpful guide in understanding our diversified approach.

Trade Accounts
National Trade Retailers (Walmart)
Educational Institutes (Follett)

Online Retailers
Innovativeinkpublishing.com
Amazon
Bookshop.org
Books-A Million
Kendallhunt.com

Academic Institutions
On campus bookstores
Inclusive Access programs

AN INTRO TO MARKETING

Every title published by Innovative Ink Publishing receives marketing. Our teams are working behind the scenes ahead of publication to create marketing materials, identify promotional opportunities, and partner with different sales channels to ensure your book reaches readers. Below is an overview of how different teams work together to make your book a success!

Marketing

Our marketing team has a variety of tools we can use to increase the visibility of your new publication. We can work together to optimize your platform and build momentum for your publication through social media, conventions, articles, distribution, signings, and others!

Marketing Collateral

We can create, design, and print additional marketing collateral at any time throughout your publication's life. To learn more please contact your Innovative Ink team.

Social Media

Innovative Ink Publishing has a presence on LinkedIn, Facebook, and Twitter. These platforms can be used to announce the release of new publications, author news, and product testimonials.

Digital Marketing

Our marketing team uses many digital marketing tools, including social media, SEO, content marketing, and others, to assist in your title's success.

EDUCATIONAL MARKETING (FOR ACADEMIC BOOKS ONLY)

Conferences/Conventions

Innovative Ink can attend numerous conferences throughout the year. If an author is attending and/or presenting at a conference, a copy of the publication may be sent to help with the sales process. Please let us know if you will be in attendance or presenting at an applicable conference/convention.

Institutional Marketing

Upon reviewing your academic title, we will determine its eligibility for marketing to relevant courses at both two-year and four-year institutions. If your title aligns with applicable curriculum, we can promote it to instructors and decision-makers for potential course adoption, expanding its reach and impact in academic settings. Determining factors include but are not limited to market potential, current content, readability, design, purpose of content and reviews.

HOW READERS CAN FIND YOUR BOOK ONLINE

As online shopping has grown in popularity, it is imperative to take steps to ensure your book can make a splash. Here is how we help readers find your book:

Descriptive Copy:
Innovative Ink's marketing, developmental teams and you as the author can work together to ensure the descriptive copy on your product's online listings is optimized for searchability and engagement.

If your book receives notable endorsements or awards, your product page can be updated to reflect these achievements. Contact us if you believe a specific accolade or endorsement should be featured on your title listing.

MetaData & SEO:
At IIP, we strive to maintain accurate and up-to-date metadata, including age ranges for children's titles and relevant keywords to enhance online discoverability. We collaborate with you to select the appropriate BISAC codes and keywords, ensuring your book reaches the right audience. Your input as the author is a valuable part of this process.

Look Inside or Sneak Peek Features:
Some online retailers may show interiors from your book. The additional content is incredibly helpful to shoppers and shows only limited content. If you would like a look inside of your title to be shown, please contact us.

INNOVATIVE INK ONLINE

Social Media

Social media is a powerful tool for Innovative Ink and its authors to increase your book's visibility and connect and stay engaged with readers. Our channels maintain a national focus to appeal to the widest possible audience, and we strive to keep them fresh and energetic. Innovative Ink Publishing has a presence on LinkedIn, Facebook, and X/Twitter to reach audiences where they are most present. These platforms can be used to announce the release of new publications and author news and product testimonials.

Like and follow us!

Click the logo to check our Social Media

OUR WEBSITE – InnovativeInkPublishing.com

Every title published by Innovative Ink Publishing is listed on our company's website, where pages serve as a great way to share information about your book online. Titles are searchable by author, title, and ISBN and are available in both print and digital formats.

CONNECTING YOUR BOOK WITH ITS AUDIENCE

EVENTS

Author events are a highly effective way to connect with readers. We encourage authors to participate in signings and readings at both traditional venues (such as retail outlets) and non-traditional locations (like farmers' markets). Innovative Ink Publishing does not cover travel or event-related expenses, and books for these events must be purchased by the host. Authors are welcome to sell directly to consumers at all event locations.

LOCAL BOOKSTORES & RETAIL SIGNINGS:

We encourage all authors to introduce themselves to their local bookstores and libraries before publication and let them know they're available for in-store events. Local bookstores especially love hosting local authors, as it helps strengthen community connections and attract readers. You're welcome to arrange signings directly with interested venues, but please inform us at least three weeks in advance so we can ensure your host has everything they need for a successful event. Book signings should be scheduled on or after your publication date.

Keep in mind that some event sites book further in advance than others. Retailers consider various factors when hosting events, such as existing commitments, staffing, past event turnout, and customer buying habits. Building positive relationships with event hosts helps keep the door open for future opportunities!

FESTIVALS AND COMMUNITY EVENTS:

Local book festivals and community events offer excellent opportunities to connect with readers and sell your books directly. Authors are welcome to apply for participation on their own or reach out to us if a publisher submission is required. Please note that Innovative Ink does not cover submission fees for events.

CONNECTING YOUR BOOK WITH ITS AUDIENCE

YOUR PERSONAL MEDIA CONTACTS:

We're happy to provide digital review copies to your personal media contacts or anyone you'd like to review your book. Please ensure your contacts are up-to-date and carefully curated. Once you've compiled your list, send us the complete names and email addresses, and we will reach out to them accordingly.

AWARDS:

Many libraries and literary organizations offer award competitions, and Innovative Ink Publishing encourages authors to submit their books for awards where they are strong contenders. Winning or even being nominated for an award can significantly boost your book's visibility, credibility, and sales. If assistance is needed with the submission process, authors are welcome to reach out to us. We highly recommend reviewing the award guidelines and past winners carefully before applying. If physical or digital copies of your book are required for submission, IIP can help provide them.

If there are questions about what awards may be a good fit for your title, please let us know.

Innovative Ink Publishing can provide you with a list of awards to review to see which ones you would like to submit your title for. Please note that Innovative Ink Publishing does not cover award submission fees.

ARTICLES/BLOG POSTS

Let our team know when you are featured in a publication so we can promote this through our social media channels. Work with the team to submit your publication to a related journal or association in your field.

CONNECTING YOUR BOOK WITH ITS AUDIENCE

NETWORK

Reach out to friends and family who may be interested in your new publication. Ask friends or family to share your book. Communicate about your book with professional organizations in your area in which you are a member or involved.

SELF PROMOTE ON SOCIAL MEDIA

Maintain a presence through Facebook, Twitter, and LinkedIn. Join and interact with different groups centered around your related work. Engage with Innovative Ink's social media channels. Post quotes, excerpts, and helpful content to help position yourself as a thought leader. Promote your publication through social media platforms and provide a link to the product page. Learn more tips from our Social Media Guide. Please contact your Innovative Ink team to request a copy.

AMAZON AUTHOR CENTRAL

Create a page on Amazon Author Central offered through amazon.com. This increases your visibility and discoverability. You can upload author photos, upcoming speaking engagements, a biography, and links to your blog and social media.

GOODREADS

Create a profile on Goodreads to allow authors to promote their books and engage with readers. Build the buzz around your book with advertising through Goodreads.

REVIEWS

To help support the growth of your book reviews can build credibility. Ask your Innovative Ink team for verbiage to request reviews.