

## AAUP “The Modern Day Marketing Campaign” Presentation: NetGalley

A little about the UI Press:

- We have a full time staff of seven, one half-time grad student, and usually two interns per semester.
- We publish forty to forty-five books/year, with a split of about 65% trade and 35% scholarly
- I am our marketing department.

I’m going to talk a bit about how we’ve been using NetGalley and what it does for a press our size with our resources. For anyone out there who doesn’t know what NetGalley is: It’s is a service used to provide electronic galleys and information to promote and publicize forthcoming titles to reviewers, bloggers, journalists, librarians, booksellers, educators, and media. It’s FREE to all readers. Publishers that use it are located in the US, Canada, the UK, and Australia. Publishers pay a set-up fee plus a monthly cost depending on the number of titles you have on the site.

We have been using NetGalley since 2010.

How many books to we put up on NetGalley:

- Because of what we publish and the size of our list, we’ve found that subscribing for the 6 – 20 titles “level” which started out costing \$300/month, and in the three years we’ve been working with them has gone up to \$338/month (so a little over \$4000/year).
- Because we only have 20 titles/year we do have to choose which titles to include. This has been a pretty easy decision based on who is requesting our titles (librarians, bloggers, print reviewers, cat lovers, etc.). Generally it includes all of our trade titles, and any that we think librarians might be interested in.

How NetGalley has affected our requests and coverage:

- I don’t see any significant difference in the review copy requests for printed books that come through email or snail mail, but it has been very helpful when I can respond to requests with an offer an e-galley that the reviewer can have instantly.
- We have definitely received more coverage online via blogs, Goodreads, and other online publications due to NetGalley. It is a little frustrating how many reviewers do not actually send their reviews back through NetGalley so NetGalley can in turn send them to us, but I often run across reviews that I know came from a NetGalley copy just by happenstance when I’m reviewing a requester’s information or via a Google Alert or something like that.
- We are also getting some coverage online overseas that I’m sure would not have been possible without NetGalley. Both in terms of overseas reviewers discovering our titles, and our distribution to them.

Who we get requests from:

- Of the legitimate requests that we get, it’s about a 50/50 split between bloggers and online reviewers, whether they review for the Huffington Post, the Rumpus, BookRiot,

or a more obscure blog, and librarians. NetGalley works really well for us in this respect because these are the people that we couldn't necessarily send a physical review copy or galley out to because of the time and cost.

- We do get requests from people whose information simply says "I love to read!" or something about cats, or that they are a stay-at-home mother. Overall, I reject about 20% of the total requests that come through because the person clearly just wants a free book, or I can see absolutely no value us approving the request.

How NetGalley affects my daily routine:

- With me being the only person on the staff who uses NetGalley, I have to keep my time spent with it somewhat limited. I get emails every day when new requests come in. That can be anywhere from 100/day if we've just posted a bunch of titles, but after that initial rush I'd say it's more like 5/day. Unless I know the reviewer or have talked to someone and know I need to approve right away, I usually only go through requests about once/week and it takes me about an hour.
- You can just let everyone who requests get a copy, but I like to approve or decline because it's a good way to find bloggers who are writing book reviews, and get a better feel for the audience of a book/who's requesting. I go through requests by member rather than title, as many people will request more than one of your books, and I take anywhere from 5 seconds to 2 minutes deciding to approve or deny the request. With the information that NetGalley allows reviewers to provide, it's never taken me more than that to make a decision.
- We post titles in batches. Once in spring and once in fall. You can do this on a more gradual scale, but for me it's a lot easier to just take a few hours and get everything up. I've also found that for us, it seems to increase our requests because all of the sudden people checking are seeing your presses books pop up as "new" all at once. For instance, after I posted our chose fall list, I have 300+ requests for all of our titles within a week.
- Widgets: these have become more and more a part of my daily routine. They are a nifty little link with cover image that you can send to various reviewers via email so that they will have immediate access to whatever books you choose. I've been using them to:
  - Help get bookstore events set up with bookstore owners/events managers
  - Reply to email requests that come to me from bloggers/online reviewers
  - Send out to professors who are interested in an electronic exam copy
  - Our authors really like that their titles are available for review this way as well, and will often refer people to me that they aren't sure can do a review or anything with the book, but that might.
  - For a book with a lot of art that we want to promote early, but cannot afford to get galleys printed

Benefits for a smaller press/limited marketing department:

- Getting more of your books out there for amount of money and time.
- Increasing online coverage to places that you may not reach otherwise.
- Provides an immediate way to respond to requests.
- Supplements the galleys that you can't afford to get printed.