

How SAS[®] Promotes Your Book:

*Publishing
Resources*





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Introduction

The SAS code is to be curious, passionate, authentic and accountable. We also believe that knowledge is power. If you are reading this, then chances are that you have already joined our team of distinguished SAS Press authors or are considering it. Our SAS Press book program is designed to harness that curiosity, passion, authenticity and accountability – to share your knowledge and experience with other users.

Our marketing team is here to ensure your title gets the coverage and promotion it needs to succeed. From the moment your book is brought onboard to long after it hits shelves, we're dedicated to marketing and supporting it so that your content can reach the widest audience possible.

We publish in both print and digital formats, so that our customers can get the content they need in the format they prefer.

Our direct sales and online promotions ensure a large global audience of SAS users for your book. This, combined with distribution by our partners,

including Amazon, RedShelf, Google, Apple, Rakuten Kobo and Ingram, allow us to grow your reach and customer base.

Sales Channels

Global Bookstores, Retailers, and Industry Wholesalers

SAS Press has partnerships with all the top distribution channels for your content to make sure our content is available to everyone. We provide comprehensive and accurate metadata to drive Search Engine Optimization (SEO) discoverability and to ensure that the right book gets placed in the best possible channels for its intended audience.

Library Sales

Through our partners, including Safari and EBSCO, we serve libraries globally with access to our books in various print and digital formats.



sas.com

We maximize the visibility of your book by leveraging SAS.com, our highly visited, mobile device-friendly website. Through our [SAS Online Bookstore](#), we feature new titles, authors, and other promotions. Each book

gets a dedicated product page with a sample chapter, Table of Contents, index, and links to the author pages, where the book can be previewed, ordered, and discovered by site visitors. Relevant books feature throughout the site, for example

SAS Training and SAS Education web pages, and are referenced in the SAS product documentation.

Pre-Publication

Congratulations! The SAS Press marketing team is eager to get started and market your book! As soon as we have the draft manuscript in-house, we start to ramp up the marketing and promotion of your new title. But first, let's talk about building your brand.

Building Your Brand

Writing a book is a launch pad for a whole host of social media and online credibility opportunities. As an author, you are now an expert in your field! Building up your brand will not only help to sell your book, but it will also become an important part of your social media and conference presence. Downloadable web PDFs, e-books, free excerpts, author videos, blogs, features in online communities, social tiles, shared posts, to name but a few. Our marketing specialists work together with you to build your brand over social media, blogs, and YouTube videos.

First, we start by creating space for you on our SAS books website. SAS Press will create and post an [Author Page](#) containing your author bio, photo, and details about your forthcoming book. This page will eventually host your Example Code and Data, problem solutions, teaching slides, links to your blogs, and book promotional reviews. Lots of supplementary material to get customers excited about your book!



Next, we post your book on the SAS Books [Upcoming Titles](#) web page, which is promoted and shared on the homepage of our online bookstore and spread throughout our blog posts, books newsletter, and social media.

Once you have submitted sample chapters of your book, we produce preview copies to display and highlight your forthcoming title at conferences, including SAS Global Forum as well as other national and regional SAS user events. We also offer



these preview book excerpts through social media, emails, and so on. If you know of an event that would be well-suited for your preview copy, let your marketing contact know.



At Publication

Promotional Reviews

After your book has published, we send copies of the book to key prospects to solicit book reviews. Often these reviewers are well-known SAS users who work outside the company. Book reviews will be

added to your author page once we receive them.

Research has shown that customers are more likely to be influenced by their peers than corporate marketing, thus it is important for you to engage with your community and audience. One way to do this is for you to solicit promotional reviews of your book. To make this easy for you, we will send your suggested reviewers an electronic copy of your book, but it helps if you reach out too and tell them to expect our email.

How you can help: Reviews on online booksellers, such as Amazon, are key. Encourage your peers and friends to post reviews of your book! Verified purchases are best but let your marketing contact know if you would like us to send them an e-book.

Evaluation Copies

We send your book to professors as free evaluation copies so they can see if they would like to use your book in their classroom. We also inform our colleagues in the SAS education and training teams that the book is available for

them to promote and use in their classrooms.

How you can help: Let your marketing contact know if there are any professors who might be interested in using your book in their class. Professors can also request evaluation copies here. We offer a 20% academic discount for students.



Online Newsletters

We promote the book in applicable SAS

e-newsletters, including special discounts when appropriate.

We include all new releases in our monthly New Book Newsletter for SAS users and include exclusive discounts and content. Along with our own newsletter, your book is featured in the SAS Learning Report, a monthly email newsletter delivered to 21,000+ SAS users around the globe.

Global Reach

To ensure global reach, we promote the book to our SAS global offices and SAS Training Centers. We work with other SAS teams to have the books

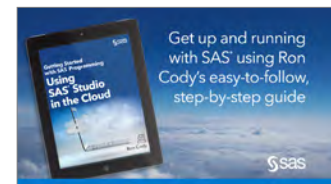


included in wider SAS software sales campaigns and other SAS marketing initiatives, for example our SAS academic and training programs.

This, combined with distribution by our partners, including Amazon, RedShelf, Google, Apple, Rakuten Kobo, and Ingram, allow us to grow your reach and customer base around the world.

Tools to Help You

We build a social tile that you can use to promote in your social media channels or in your email signature to help increase your networking.



Get up and running with SAS[®] using Ron Cody's easy-to-follow, step-by-step guide

sas

Examples of Social Tiles

Reduce the cost and time of cleaning, managing and preparing research data while also improving data quality!

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Continued Marketing

Our Marketing team continues to promote your book long after its initial publication date. We will post blogs from you and on your behalf on our [SAS blog channels](#).

How you can help: Make sure you write three blogs for us to post so you can go viral!



Partnerships with Professional Organizations

We also work with professional associations and organizations such as the American Statistical Association (ASA) and the SAS Regional User Groups (RUGs) to explore cross-promotional partnerships and opportunities. Let your marketing contact know of any professional affiliations you may have where you feel the promotion of your book would work well.

Conferences and Events

SAS attends hundreds of conferences and events each year, providing us the opportunity to engage with customers and users of our software solutions and

promote SAS Press books, such as SAS Global Forum, JMP Discovery Summit, and the Regional SAS User Group events. At smaller events, we send example copies of key books and offer a special discount for the event attendees to buy e-books through our online store.

How you can help: Let your marketing contact know if you will be attending any conferences. We will provide the support and tools necessary to promote your book.

Social Media



SAS maintains global social media accounts, allowing us to have a voice and participate in specific community engagement and discussions all over the world. If your book's content is a match with any of our SAS-led social activities, we'll use this opportunity to ensure your content reaches the right targeted audience. The SAS social



media team promotes thought leadership of SAS employees and external authors so that customers continue to see SAS as an industry leader that provides quality software solutions and content.

Additionally, the SAS Press marketing team builds a social media strategy that connects your book to our annual marketing strategy for SAS Press by working around events, holidays, other SAS marketing initiatives, and marketing insights.

How you can help: When you share your blog posts or social tiles on your own social media, make sure to insert the hashtag #sasbooks so that users who follow the hashtag are alerted to your book.





Author Community

We have our very own [private community](#) for SAS Press Authors! This

community is a place where you can learn all about what's new at SAS Press, plus useful tips for new and existing SAS authors.

In summary, SAS Press aims to partner with you, the author, to offer professional sales and marketing expertise, which ensures your book receives maximum exposure and sales.

To find out more how you can help market your book, take a look at our [Marketing Your SAS Press Book: Author's Guide](#).

Contact Us

Remember, have fun promoting your book, and enjoy the journey along the way.

If you hit any road bumps or need any help, advice, or feedback, do not hesitate to contact your SAS marketing team at saspress@sas.com.





To learn more, visit sas.com/books.

