

Marketing Digital Products

'Really useful for an overview of digital products and what other publishers are doing.'

Delegate from Edinburgh University Press

'Very comprehensive, informative and useful across all digital product marketing.'

Delegate from SAGE Publications

There's a world of difference between marketing ebooks or electronic platforms and printed books, but most people learn the hard way, on the job. This savvy alternative gives a practical overview of the issues, the challenges, and the jargon – and the tools to manage them. Two hugely experienced marketing tutors from academic and schools publishing have a background in working with print prior to their current roles, so fully appreciate all the challenges involved from personal experience.

Includes:

- Competing on the digital playing field
- Essentials you NEED to know: pitfalls to avoid, how to answer difficult (often technical) questions, promoting security and stability, training your customers, supporting sales teams
- Market segmentation – who are your audiences? What is each looking for?
- Checklists for promoting eBooks, apps, digital platforms and depositories – and not forgetting other electronic content, especially in schools and ELT markets
- Staying in control: planning and scheduling, reacting quickly to changing market conditions, managing partnerships, and assessing international markets
- The buying cycle – awareness raising, product evaluation and conversion
- Plenty of case studies, template plans, jargon-busting and leads to help you stay ahead of the game
- A practical exercise working through real challenges brought by participants.

Course tutors:

Rebecca Jones is Head of Children's Reference and Revision Marketing at HarperCollins Publishers.

Laura Ingle is Senior Marketing Manager, Institutional Markets, at Oxford University Press.

What's the day like?

It's a real eye-opener, making you aware of pitfalls before you fall into them, and equipping you to cope with most tricky challenges that promoting digital can throw at you.

Who should attend?

Marketing executives and managers with responsibility for marketing digital products in specialist markets, especially (but not exclusively) academic, educational and practitioner.

CHECK UPCOMING DATES NOW AT www.marketability.info/mktgdigital

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