

SAA Publications Board Marketing Committee Report September 17, 2012

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At the meeting of the Publications Board on August 8, 2012 we discussed the need to brainstorm on potential marketing techniques for SAA books to help improve sales. Tawny reviewed SAA's current efforts to marketing books: copies sent to 46 review outlets, Facebook announcements, *In the Loop* announcements bi-weekly, *Outlook* 1 page announcements quarterly, *American Archivist* 1 page announcements twice yearly, book-a-month mini catalog for annual meeting and *Outlook* mailing, inclusion in Book News, marketing to workshop attendees, and efforts to optimize search engine searches.

Several options were suggested to supplement the work SAA already does including three distinct areas: 1.) Within SAA membership; 2.) Within allied organizations or professions; and 3.) To the general public. The marketing sub-committee discussed these options and more ideas were added. The following lists all the idea gathered to date with a few follow-ups from the conference.

WAYS TO INCREASE MARKETING

1.) Within SAA membership and/or website

- a. Use 2 ads per page in *Outlook* and *American Archivist* except when need for special announcement. Perhaps we could include that these two ads could be for new AND old books, depending on the timing and also the content of the articles? For example, the most recent *Archival Outlook* included an article about History Pin and putting photographs online. A nearby advertisement could be for something like *Photographs: Archival Care and Management* could indicate that photograph care is essential prior to digitizing and placing the material online. This targeted advertising could be good.
- b. Always keep *Buy a Book* first or second on Home page so it is always in the first screen view. **Follow up:** This change was made after the SAA conference. Can we possibly change the "Buy a Book" logo to include actual book covers rather than just a generic book logo? Or something to indicate more of the content of the books as a teaser to discover more?
- c. Change book store featured items weekly or monthly. Cycle through all books, not just new items.
- d. More books covers on sides of search page. **Follow up:** Teresa Brinati says this is not feasible with the small web vendor they use. This issue should be kept in mind though in future SAA web site planning.

- e. Include a page of book covers only with links
- f. Ship orders free over certain amount
- g. Bundle books for slightly lower price for 2 or 3 in same subject area.
- h. Have web site suggest other books when ordering a certain topic.
- i. Promote a sale to pick 5 old books (pre 2000) for \$50.
- j. Explain on the bookstore page how to get the whole list of available books. Use the words “browse” in the explanation.
- k. Have the “featured” books change weekly or monthly. Include new and old titles.
- j. Create a direct link on the SAA Facebook page for the bookstore
- k. Promote new books to appropriate roundtables. SAA roundtables contain non SAA members.
- l. Continue and increase SAA book promotion to regional archival groups especially the new book for Lone Arrangers.
- m. Provide Archival Educators Info to academics for classes well ahead the beginnings of each semester? Reduce book price for educators. **Follow up:** Tawny spoke with one archival educator at the conference who commented that is almost “a point of pride” for educators not to use the SAA materials. Tawny asked the educator to send her a list of suggestions for interacting with educators. We need to understand if this is universal and why?
- n. Make sure every bi-weekly issue of In the Loop has direct links to bookstore
- o. Continue to improve tags for search optimization in web browsers. Proper tags will increase the hits for SAA products. This a priority for SAA time and financial resources.
- p. Target social networking posts to archival issues in the media (for example, now that many archivists are signing petitions against the closing of the state archives facility in Georgia, a post to Facebook and Twitter could be about *Many Happy Returns.*)

2.) Determine how SAA can collaborate with Regional Groups, other national archival organizations (in Australia and the U.K.), international organizations, and Allied Professions such as

- a.) exchanging ads with other organizations
- b.) See if allied organizations would be interested in SAA books in bookstores or add a link to SAA bookstore from their web site.

c.) Determine if any of these the organization would be interested in using SAA books for any of their educational seminars or workshops.

d.) Determine if organizations would be interested in an SAA Bookstore brochure or book-a-month catalog for a brochure or registration table at their meetings and conferences. SAA has sent mini-catalogs and coupons for books (“book bucks”) to some, but maybe we should make this a consistent endeavor, if it was deemed successful.

Some examples of organizations

Regional Archival Organizations <http://www.archivists.org/assoc-orgs/directory/index.asp>
Web sites are listed but not linked directly. Collaborate with each of these to provide links from/to SAA.

International Council on Archives (ICA)

American Society for Information Science & Technology (ASIS&T)

SAA sent promotional flyers to this organization before; perhaps we could continue if it was deemed successful?

National Coalition for Public History

American Association for State and Local History (AASLH)

Has link under resource links: national sources but have to know name to find it among 137 national sources listed. Just gives address and contact info. Bookstore has only limited resources most technical leaflets. No publication dates. Need Partnership with rich SAA publishing

Association of Records Managers and Administrators (ARMA)

Article on *Making the Most of the Your Historical Assets* and no mention SAA
Bookstore site not browse-friendly. Need to know titles

American Library Association (ALA) library related bookstore. Distribute 7 of our books now. \$12,000 in royalties for our books. **ALSTS** wants to work with sister orgs. Bridge to ALA publication

American Historical Association (AHA) <http://www.historians.org/>

Has link to archives Wiki (archives locations only)

Has bookstore with some books under Profession, but nothing on archives but on copyright.

Institute of Museum and Library Science (IMLS) bookshelf

Only three books listed in the Resources list. <http://www.imls.gov/resources/default.aspx>
Facebook links

American Association of Museums (AAM)

Society of Architectural Historians (SAH)

Society of Archeology

Association of Image and Information Management (AIIM)

National Trust for Historic Preservation

National Genealogical Society

Association of Professional Genealogists.

3.) GENERAL PUBLIC

a.) Solicit SAA member reviews for all SAA books (new or old) listed on Amazon.com and Barnes and Noble.com. These are a major source of information and fee marketing geared to the general public and used by many of us. This information can drive purchasers to the SAA website even though we don't sell our books through these on-line sellers due to the profit cut SAA would have to take for each book sold. SAA might also be able to get these online sellers to add other books to their on-line sales. It would require filling out a form to add the book.

b.) Get SAA books in the NARA book store (including branches and presidential libraries.) Thousands of people visit the Declaration of Independence every day. Many of them are interested in family history and either already have historical family papers in their possession or genealogical papers that need to be filed and preserved properly. They might be interested in some of our publications. **Follow-up:** Tawny spoke with a representative of the NARA bookstore at the Beyond Borders vendor exhibit who was quite encouraging about collaboration. She will pass the contact information to one of her colleagues. She also recommended that SAA Director Nancy Beaumont speak with NARA Director David Ferriero on the issue. Tawny spoke with Nancy Beaumont about this and when she asked what books do we have already or could publish that the public might want, I suggested a simple booklet with basic filing strategies and instructions for preserving the records including proper housing. In addition, adding a list of conservation suppliers with their contact information and repurposing and including the recent on-line publication *Using Archives* would provide the general public with useful inexpensive advice (pricing the booklet at \$10). It would also off the SAA brand as a major resource for such information. The booklet could also direct people to our website for additional books of interest.

c.) Partner with www.Ancestry.com and/or Family Search to direct family historians and genealogists to SAA products including the booklet suggested above. **Follow-up:** In a discussion later in the conference, Jerry Handfeld (Washington State Archivist) agreed to put me in touch with some of his friends at Ancestry.com.

Tawny Ryan Nelb with emendations by committee members