

# Stranger Danger: The Perils of Cold-Contact Emailing to Market Nonfiction Books

by

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## **Abstract**

This report will examine New Society Publishers' email marketing tactics. It will begin with an overview of the company's history, and then explore the current state of the company and the online marketing world, with a focus on the difficulty of getting reviews as well as the value of reviews. It will then explore New Society Publishers' general online marketing tactics. This will lead to a focus on cold-contact email as a marketing tactic, with an examination of the strengths and weaknesses of cold-contact email as a marketing tool; it will draw on online sources and five internship cold-contact list case studies. To conclude, this report details recommendations for how to move forward: spending less time on cold-contact email marketing lists and more time on innovative marketing initiatives; emphasizing face-to-face engagement; and focusing on reconfiguring New Society Publisher's use of email to make it more productive.

**Keywords:** Nonfiction; Publishing; Email; Marketing; Books; Cold-contact

## **Dedication**

To my parents. Love all y'all.

## Acknowledgements

I would first like to acknowledge the support of the staff at New Society Publishers. They are incredible hosts who provided me with the space to learn across all departments, both in and outside of the office. An emphatic thank you goes to my supervisor at New Society Publishers, EJ Hurst. EJ made it possible for me to focus on new marketing tactics as well as learn the overall responsibilities of the marketing coordinators. EJ also assisted me throughout the writing process of this report. Thanks so much!

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# Chapter 1.

## Introduction

Efficient. Accessible. Affordable. Easy to use. This is email. Email has been a gift for the business world. This may be why the world's 4.2 billion email accounts will likely, according to estimates, increase by one billion in the next three years. This is why over 28 percent of the workweek is spent writing and answering emails. But this is also why terms such as email overkill, email bankruptcy, email fatigue, and shotgun marketing are appearing. This is also why many cannot get to their job responsibilities because they are busy answering emails, and why unsolicited emails are not getting read.

So when a nonfiction book publishing marketing coordinator is spending his/her time sending unsolicited marketing emails, the question must be asked whether this is an effective use of resources. Should nonfiction book publishers continue this pattern of bombarding targets with cold emails? Or should nonfiction book publishers spend less marketing time focusing on the creation and implementation of cold email media lists and more time on other marketing tactics, such as additional face-to-face encounters, testing out new and innovative ideas, and e-newsletter campaigns to those who subscribe? When should publishers stop using old tricks in a new world? Where should they spend their time, money, and effort? What is actually selling books? This report aims to assist marketing coordinators in the nonfiction book publishing sector examine the time invested in cold-contact email marketing, the return on that investment, and where that time could be better spent.

The five following case study lists used in this report were assembled during my internship at New Society Publishers from May 2014 to August 2014, and the analysis and research of the lists above took place from September 2014 to January 2015.

- those talking about and interested in the US Federal Government report stating climate change is happening now (for promoting the now-timely 2007 title *Extreme Weather Hits Home: Protecting your Buildings from Climate Change*);

- those who would be interested in receiving a review copy of the newly-revised 2014 title *Seeing Red: An Anger-Management and Anti-bullying Curriculum for Kids*;
- bookstore contacts who might be willing to host author Gary Kleppel talking about his new book *The Emergent Agriculture: Farming, Sustainability, and the Return of the Local Economy*;
- those who would be interested in receiving an advance review copy for the 2014 title *Why I Walk: Taking a Step in the Right Direction*;
- university bookstores that would be optimal outlets for selling *The Emergent Agriculture*.

The Plants have cultivated a strong-rooted company, and to continue their growth, they must ensure that the networking seeds they sow will sprout and bear fruit. Cold-contact media lists are appealing because they appear to make it easy for marketers to reach out to those they would not otherwise be able to reach. This report examines this idea and argues that cold-contact email is not currently an effective use of marketing time in the nonfiction book publishing industry.

## Chapter 2.

### How the New Society seeds were planted

New Society Publishers was founded in the late 1970s by David H. Albert in Philadelphia, USA, and grew out of the Movement for a New Society (Albert), which offered “Americans nonviolent, civil disobedience training” during the anti-Vietnam war (Our History NSP). Albert met Chris and Judith Plant when they were operating a quarterly magazine called *The New Catalyst* off-grid north of Lillooet, British Columbia. Judith submitted her anthology *Healing the Wounds: The Promise of Ecofeminism* to New Society Publishers and, after it was published, Albert convinced the Plants that they would have a greater societal impact by publishing longer-lasting books as opposed to magazines. The Canadian partnership then began and the Plants “operated as independent non-profits for five years” (Our History NSP). This partnership established the United States as New Society Publishers’ majority market as that had been where they were based since its inception, and the Plants took the company over completely when the American office was headed for bankruptcy in 1996. The Plants were financially assisted by a company called the Renewal Partners, led by Carol Newell and Joel Solomon. The majority market remained the States, the business model switched to for-profit, and New Society Publishers flourished (C. Plant 2009). Factors that contributed to New Society Publishers’ lengthy life include: the passion of the employees for the company’s cause, founding principles that were on the cutting edge of the environmental movement, an established American readership, a solid pool of writers, and the flexibility to adapt to the ever-changing publishing landscape. New Society Publishers’ staff was constantly on the environmental front lines alongside the other activists. This active engagement in the community of its readership nurtured firm roots. Face-to-face engagement through meeting booksellers, authors, and readers established personal credibility and enhanced the reputation of the company, building relationships that would

endure. Without the availability of electronic media, success was linked to action and involvement.

In 2008, the Plants sold New Society Publishers to the well-respected Canadian publishing house Douglas & McIntyre. This resulted in a tumultuous chain of events for New Society Publishers, as Douglas & McIntyre filed for bankruptcy protection in 2012, and Judith Plant had to reacquire the business (Lederman 2013) with the assistance of Carol Newell. The staff has kept New Society Publishers alive from 2012 to 2014, continuing to publish their twenty-four yearly titles amidst this upheaval. In 2014, a new employee-ownership initiative was introduced. Under this new scheme, New Society Publishers has created new common shares that have been distributed throughout the company: 33 percent of the company will belong to Chris and Judith Plant, 33 percent will belong to investor Carol Newell, and 33 percent will belong to the employee trust. Julie Raddysh states, the resulting governance structure involves “a board of directors consisting of representation from all three shareholder groups and two elected seats total five people altogether. This group will be responsible for the larger operational decisions as well as allocating funds for profit sharing” (2015).

## Chapter 3.

### The current state of the marketing gardens

Forming the kinds of long-lasting connections that Chris and Judith Plant once developed is more difficult today. When the Plants began, they were new to the book publishing industry, and their business was not only their livelihood, but also their passion and cause, with their family assisting at their side. Chris and Judith were the face of New Society Publishers, constantly attending book fairs, rallies, festivals, and conferences. They met with booksellers, advertisers, writers, readers, and more, all face-to-face, continually building relationships as they went, relationships that still exist today.

New Society Publishers have carried on the face-to-face marketing tradition by including fairs and conferences in their annual promotional and editorial plans. In 2014, they spent 28 percent of their yearly marketing budget on attending eight conferences to locate new authors, find book ideas, sell books, develop relationships with individuals that might publish reviews, maintain relationships with existing authors, and stay in contact with current and potential readers.

But New Society Publishers is now represented by a number of employees (including temporary interns) and there is less staff continuity from one event to the next. Times have changed and front-line face-to-face marketing has decreased as a result of the rise of the Internet, the abundance of information sources, and the convenience of online conversation.

As geography is less important in the digital age, New Society Publishers finds itself in a position where they can close the distance between themselves and their audience. This is important, given that they are located on a small rural island in British Columbia. The Internet can also provide the space to give New Society Publishers a flexible identity, whether they choose that to be Canadian or American. They do promote that they're Canadian to Canadians; however, they also use American spelling in their text, and place an emphasis on American conferences, authors, and market. Julie Raddysh, New Society Publishers' current director of operations, says, "Most of our market is currently in the US. About 80 percent of our total net sales are generated outside of Canada and roughly 80 percent of our authors are foreign – mainly US". Even so, they are still able to take

advantage of Canadian financial assistance programs, such as the Canada Book Fund. As Raddysh pointed out, “We are a Canadian owned and controlled publisher representing Canadian authors.”

### **The review as Holy Grail**

The ability to promote books widely online does not automatically translate into an eager audience. Nor does it mean that the world – with its current abundance of information – has room for more content. Book reviews are still seen as a fundamental element in establishing a book and making it appealing to its readers. But where are the nonfiction book reviews in print magazines today? Where are the book reviews in newspapers? On websites? Do magazines want book information from publishers at all? EJ Hurst, marketing coordinator at New Society Publishers, asks, “Are we just going to be relegated to the ranks of freelancers pitching an article like everyone else or is there a special content place for us somewhere between asking magazines to read a book and write a review and having to pitch an article for content?” (2014).

Even before a cold-contact email is sent to various media outlets, bloggers, and more, however, the content must be researched and created. Writing a book review pitch is like applying for a job: the marketer must know that that job is available and that their book will fill that role before taking time to write a cover letter and go into the interview. A large amount of time needs to be spent looking into whether there is value in finding the correct email and writing a well-crafted and personal pitch (which also takes time), or if that time spent will be wasted. But what book marketer has that time, when there are hundreds or even thousands of *potential* reviewers, especially in the nonfiction book-publishing world?

In the 2007 online *Los Angeles Times* article “The folly of downsizing book reviews”, author Michael Connelly states, “Across the country, papers are cutting back on the space, attention and care they devote to books. Recently, for instance, the *Atlanta Journal-Constitution* announced that the position of book editor would be eliminated in a cost-cutting move...*The Chicago Tribune* announced last week that it was moving its books section from Sunday to the less-read Saturday paper...At the *Raleigh News & Observer*, the book editor's position was recently cut. At the *Dallas Morning News*, the book critic quit rather than face significant space reductions. Books coverage has also been cut at the *Orlando Sentinel*, the *Cleveland Plain Dealer* and other papers...Even at the *Los Angeles Times*...Book Review was merged with Sunday Opinion as part of a plan to save pages and save money.”

In the article “Business Musings: What Traditional Publishing Learned in 2014”, Kristine Kathryn Rusch states that when newspapers died, so did the book review section, along with the book review section in magazines. Rusch also highlights the “reluctance of the book blogger. Book bloggers with large followings don’t feel the need to review a Big Book just because some publisher said they must do so.”

In June 2014, New Society Publishers held a brief marketing meeting with *YES! Magazine*. This meeting was necessary because New Society Publishers was having difficulty getting their books featured in *YES! Magazine*, even though the two organizations have similar mandates. During the meeting, *YES!* staff suggested that book reviews were better content for their website because space in the quarterly magazine is limited. The only time they’d consider a book review or emphasizing a book in the print magazine was if the content was directly related to the magazine’s theme. However, publishers cannot even get a review online unless the content is connected to the magazine’s mandate. Nonfiction book marketers then have to pay extreme attention to what the magazines/websites care about in that moment and what ideas they have not already covered.

In the digital information age, it’s difficult to get coverage without paying for it, and that’s why New Society Publishers spends 28 percent of its marketing budget on advertising every year, so they have some presence in the related media. Like cold-contact email media lists, the value of these advertisement spots must also be analyzed. “The recession, combined with the boom in readers turning away from print and to the Web, was a one-two-punch that forced most major American newspapers to cut back their book review coverage – or drop their review sections altogether,” states Rachel Deahl (2012).

Due to the difficulty of getting book reviews, the New Society Publishers’ marketing staff joined the webinar ‘What Journalists Want’ on May 29 2014, hosted by Nasdaq OMX. This webinar featured three journalists, each of whom explained good pitching behaviour and how to build and maintain relationships.

The most relevant point made was that the journalists receive at least five hundred email pitches a day and that the way to cut through those and get a pitch seen is by phoning them, rather than emailing, as no one calls them anymore. But these journalists did mention that writers should avoid taking it a step further and paying an unsolicited visit to an editor/journalist. They also

recommended investing more research time in each pitch and determining the specific interests of the recipient, using tools like Twitter.

So to answer Hurst's earlier question, it does seem that book reviewers now have to compete with regular news to get their books mentioned in publications. This is due to the lack of space and the abundance of information. However, even if book marketers followed the suggestions of these journalists, why would information about their book release be given priority over hundreds of other major news pieces?

### **To review or not to review**

Before the Internet, publishers got books noticed using libraries, reading groups, newspapers, and magazines. Coverage in these channels was once critical and seen as one of the three pillars of what sells books. With the burgeoning growth of information sources, and the accompanying need for readers to be selective about their media consumption, a review that previously may have been influential is now often lost in the shuffle.

The Internet is currently littered with articles arguing the importance of book reviews. Jonah Berger of the Harvard Business Review suggested in his article "Bad Reviews Can Boost Sales" that "good reviews, as expected, increased sales across the board, with gains from 32 percent to 52 percent. For books by established authors, negative reviews caused a drop of about 15 percent, on average – also not surprising. But for books by relatively unknown authors, bad reviews caused sales to rise, by an average of 45 percent." This was in 2004.

In 2008, Charlotte Abbott reported on *Follow the Reader* that, in that same year, 67 percent of people "became aware of books" because they saw "reviews online vs. in traditional print media," which would suggest that online reviews are valuable.

In 2012, online articles still advised writers to get reviews. One such article, written by author and marketer Joanna Penn states, "reviews are still critical".

In the 2012 *Publisher's Weekly* article "How Much does the Times Book Review Matter?" Gabe Habash asks, "Does the revered paper publication still move units in the digital age?" *Publisher's Weekly* found that "the Gray Lady still has influence in the minds of readers, though not nearly on a big enough scale to seriously alter a book's fortunes." Their studies showed that positive book reviews

in *The New York Times* do increase book sales, but that these sales dropped off “right after their cover appearance.” Habash also states in this article that it is important for serious nonfiction to get reviews.

New Society Publishers’ marketing coordinator, EJ Hurst, has noticed a low return rate on sales from reviews both online and in print since 2010. During a cost-benefit analysis in 2014, Hurst compiled information on her review-related return on investment and determined that she had mailed 613 review copies in 2014 along with approximately 170 galleys to trade publications. These 783 mailings resulted in a total of four reviews. When a review was finally obtained in 2014, Hurst found that it did not necessarily correlate to higher sales, “Of all the galleys we mailed to trade publications, we only got one review which was *Publishers’ Weekly*...and that book (*Field Exercises*) is eleventh in sales out of seventeen books and is in a group of books with average sales which didn’t get trade reviews.” It goes without saying that this sample size is not statistically significant; however, in all four cases the reviews that were garnered did not correspond to higher sales, and this at least suggests a pattern. Hurst continued, “Basically, I am skeptical of the influence of trade reviews” (2014).

As seen in the overview of New Society Publishers’ technical marketing tactics later in this report, Hurst’s skepticism about reviews is well founded, albeit based on limited numbers. It was as if getting a review was like searching for and finding the Holy Grail, but the artifact, once found, sat there and did nothing for the book.

The lack of value in book reviews for New Society Publishers suggests that time and money would be better directed into cultivating innovative marketing tactics that may yield better results. It may be time to abandon the quest for the Holy Grail of the review, then, and search instead for new and daring artifacts that may be more useful, fruitful, and exciting.

### **New tricks in a new world**

With a decline in sales, the staff at New Society Publishers knows they have to try new and innovative ways to market and sell books. Raddysh states that book sales dropped off in 2012, and while they are increasing at a rate of about 10 percent per year, sales have not fully recovered to pre-2012 levels. Raddysh also mentions, “ebook sales have now plateaued also at about 16 percent of our overall sales.” To reignite the fire behind sales, New Society Publishers currently host what they call Thursday Think Tanks, which take place the third Thursday of every month, to discuss ways they

can move forward in these turbulent times. The possibilities that have come out of these meetings include: how they could utilize the Creative Commons; whether they could initiate a book subscription service similar to community-supported agriculture (CSAs); whether it is feasible to have a branded content magazine; a New Society Learning Centre (a curriculum for sustainable living); and hosting an author festival or series of workshops on Gabriola Island. The issue with these new ideas is that they strain finances, person-power, and already-stretched workloads. Who would initiate these innovative endeavours when success rates are largely unpredictable? Will these actions mean bankruptcy? Or will continuing on the same marketing path prove equally negative? To ask the questions again: when should publishers stop using old tricks in a new world? Where should they spend their time, money, and effort? What is actually selling books? These questions sprout from the time spent on the New Society Publishers' online marketing responsibilities in the next section.

## **Chapter 4.**

### **What we're talking about when we're talking about online marketing (with New Society Publishers)**

New Society Publishers' two marketing coordinators, Sara Reeves and EJ Hurst, split the twelve annual titles equally between them and market each separately. The marketing of a title can start the moment it is confirmed on the list, approximately one year before it goes to press, although most happen when the advance uncorrected galley copy is received, usually four months prior to publishing. The online marketing channels consist of the New Society Publishers' blog, their social media sites, their bi-monthly e-newsletters, and warm/cold email pitching. The first three of these are focused on readers and potential readers, while the cold and warm email pitching is geared towards publications/businesses/organizations that will feature New Society Publishers' books.

#### **Blog**

The New Society Publishers' website blog is updated every few days and, much like the social media sites, consists of various postings which feature book announcements, author events, thoughts on current events, recipes, sales/deals, holiday posts, and more. All are mainly to do with the books or company mandate. Hurst reports a rate of approximately five hundred views per week.

#### **Social Media**

The New Society Publishers' Facebook and Twitter accounts are used frequently, with a small amount of time spent on Pinterest. Like the blog, these posts feature current events, recipes, deals/sales, book announcements, author events, and more.

As of January 12 2015, New Society Publishers had 3,089 likes on Facebook, which is high in comparison to other Canadian publishers such as Harbour Publishing with 139 likes, Greystone Books with 585 likes, Caitlin Press with 418 likes, Arsenal Pulp Press with 1,657 likes, and Touchwood Editions with 318 likes. However, Chelsea Green Publishing is New Society Publishers'

main competition: they publish thirty titles a year, have nineteen staff members, and have been in existence since 1984. Chelsea Greene sits at 32,037 likes on Facebook.

New Society Publishers posts several times a day on Twitter, and it had 1,035 followers as of January 12 2015. This is just higher than average compared to the Canadian publishers listed above. Although again, Chelsea Green Publishing has 21,800 followers.

New Society Publishers now has a comprehensive Pinterest page, which features forty-seven boards, 992 pins, and sixty-six followers as of January 12 2015. Many of New Society Publishers' books are also already pinned by other users, as the books offer a large number of do-it-yourself topics, which fit well into the Pinterest format.

The reader's survey initiated in July 2014 (see Appendix A.), shows that the majority of loyal New Society Publishers' readers do not use Facebook, Twitter, Pinterest, or other forms of social media (see Appendix B.).

## **E-newsletters**

E-newsletters are bulletins by which a group of subscribers is updated on news and events via their inbox. New Society Publishers sends out an e-newsletter every second month to their list of ten thousand email subscribers using Emma email-marketing software. These subscribers have been gathered on their website, at conferences via raffles, and more. These newsletters, like the aforementioned social media posts, mainly feature book announcements and deals/sales. The reader's survey shows that New Society Publishers' loyal readers (as mentioned above) would like to see more book news in their inboxes. (see Appendix C.).

Cold-contact emails differ from e-newsletters in that the subscribers have normally signed up to be on the list and receive the information from New Society Publishers; it is not unsolicited. Since New Society Publishers is also an activist publisher, a majority of the subscribers believe in the some of the same causes and are working towards some of the same goals; therefore they have signed up to receive regular information on how to do so. This tactic is closer to a warm email as opposed to a cold one, no matter how personalized the cold one is, as a relationship is maintained between the company and subscriber with regular emails, which will yield a higher open rate. Subscribers can also unsubscribe if they do not want the emails to keep coming to them, which may help to maintain an

interested list of subscribers. In the ‘Don’t stop emailing’ section later in this report, the value of e-newsletters, as compared to cold-contact emails, will be examined.

### **Warm email pitching**

“Warm” contacting means there is already an existing relationship between businesses. New Society Publishers utilizes their moderately-sized media list of over three hundred warm and cold contacts primarily to announce a new book or a book that may be of interest. This list contains the contact information for many businesses/organizations/publications, and since this list is employed often, many of the contacts have some form of relationship with New Society Publishers and are more likely to respond to book review requests. This list also contains many like-minded businesses with a similar mandate to New Society Publishers, which makes forming partnerships an easier task.

New Society Publishers also maintains ongoing relationships with certain publications. Two examples would be *Mother Earth News* and *The Tyee*. Advertising in or sponsoring such publications also results in an easier time of publishing content about New Society Publishers’ books. For example, *Mother Earth News* has published New Society Publishers book announcements on their website’s blog so frequently that Reeves and Hurst were given training in 2014 on how to update the *Mother Earth News* blog with book announcements themselves.

### **Cold email pitching**

Cold email pitching – which means the businesses have not yet been in contact with each other – is a large part of New Society Publishers’ marketing team’s responsibilities. This is because the company publishes an array of nonfiction books with content that will appeal to very different demographics, groups, bloggers, and organizations. For example, the target market for the title *Seeing Red: An Anger Management and Anti-bullying Curriculum for Kids* differs from the target market for *Bokashi Composting: Scraps to Soil in Weeks*, which also differs from the target market for *Why I Walk: Taking a Step in the Right Direction*. This results in a plethora of unsolicited cold email pitches sent to mostly new or rearranged lists built in Excel around each book’s topic, which typically lead to unanswered emails, and few relationships formed.

The aforementioned media list also contains contacts that New Society Publishers haven’t worked with, as well as contacts that need to be updated, and contacts that have never responded to

New Society Publishers. Contact with these “cold” email lists are now not allowed in Canada under the Canada Anti-Spam Legislation. This issue will be discussed in the next section.

Cold email pitching can also be used for other marketing tactics such as emailing bookstores for author book tours, for selling New Society Publishers’ books to bookstores, and for relating book content to current news and events.

As well as searching the Internet for email and phone contacts, New Society Publishers utilizes the web-based public relations company MyMediaInfo, which gathers contact information and analyzes subsequent actions. Emails can be gathered on MyMediaInfo and can be sent directly from MyMediaInfo to track open rates. It costs \$5,000 a year to use MyMediaInfo. Hurst reported that a one to two percent response rate is about average using MyMediaInfo, and the lists are approximately fifty to a hundred contacts in size.

## Chapter 5.

### Cold-contact list mayhem: email as a marketing tactic

Email overkill. Email bankruptcy. Email fatigue. Shotgun marketing. These are all terms that suggest email is a toxic part of the modern workday. According to the McKinsey Global Institute report, *The social economy: Unlocking value and productivity through social technologies*, 28 percent of the average workweek is spent on reading and answering emails, and this translates to approximately thirteen hours (Chui, et al). The Radicati Group Inc. *Email Statistics Report* states, “The number of worldwide email accounts continues to grow from over 4.1 billion accounts in 2014 to over 5.2 billion accounts by the end of 2018”. Though we recognize the burgeoning impact of email in our lives, we continue to turn to it as a communication staple, including business’ use of it as a marketing tool.

#### Strengths

Literature in the field suggests that the amount of time spent on cold-contact email marketing can be justifiable.

Digital publishing consultant Philip Smith outlines his support for email in his article “E-mail is alive and well, reports of death exaggerated”. While a large portion of this article is focused on building a subscriber list and not necessarily cold-contact emailing, Smith explains his support for email using the following three points:

1. “Everyone has one, everyone wants one”: an email is needed to do basically everything on the Internet.
2. “You own the relationship”: two people emailing one another have no company such as Facebook acting as an intermediary.
3. “Show me the email”: there has been plenty of innovation in social media, but not as much in email, therefore there is a lot of “innovation potential left in email”.

For New Society Publishers, cold-contact emailing closes the distance gap between the company and their market and competition; it reaches hundreds of new readers and buyers in minutes as opposed to weeks. It is free, easily customizable, better for the introvert, easier to track, and billions of people are using the technology.

## **Weaknesses**

As previously stated, however, a communication technique can be easy to use without necessarily being an effective use of time. Email may seem a quicker alternative than a phone call or meeting, but when all the time spent on stopping work to go back and forth in the same conversation is added up, the true time investment of email becomes apparent. This does not even take into consideration the response rate to these emails. Dr. Ian M. Paul and Dr. Benjamin H. Levi from the Penn State College of Medicine recently published a study called *Metastasis of E-mail at an Academic Medical Centre*. The study shows that the amount of time spent on email at their workplace has led to a million dollars worth of lost time.

While analytical software exists, tracking email open rates and statistics (such as with MyMediaInfo and Emma) does not always yield clear results. Emails remain unopened or are not replied to for a wide variety of reasons. These include: an unappealing subject line, how the email is written and the degrees of personalization, un-optimized email content, email filters, incorrect addressees, recipients on holiday, inboxes at capacity, positioning in the middle of many unsolicited emails, and technical challenges. Any of these may result in an ineffective email (or thousands of ineffective emails), and if the employees were to try to get better results by changing tactics, it is difficult to evaluate the problem and adjust applicable tactics.

Gauging results is not the only weakness of email. The anti-spam legislation in Canada came into effect on July 1 2014, and was designed to protect Canadians from the abundance of unsolicited emails (Canada's Anti-Spam Legislation 2015). Businesses must now have consent to send an email, which means that strict email guidelines need to be followed, with the threat of hefty fines for non-compliance. Therefore, in Canada, unsolicited email is against the law, and time must be spent ensuring that email campaigns follow these guidelines.

Another issue with cold-contact email is that, due to the format of the medium, people have the luxury of responding (or not) whenever they please. In a phone call or desk-side visit, people are

obliged to reply immediately when someone is talking to them. The lack of urgency and personality inherent in email can result in a lack of response.

Jacob Morgan, author and contributor at Forbes.com, states that email is “like a virus spreading beyond containable proportions. It has become an out of control situation...We use email for everything related to communication and collaboration at work even though it’s no longer the most effective way to do either.” He continues, “Imagine trying to fix every problem in your house with just a screwdriver. Regardless of what the problem is, you have that trusty screwdriver to help you out even though it’s clearly not the best suited tool for most of what you need to get done” (2013).

## **Case studies**

Pitching books and authors is a large part of the New Society Publishers’ online marketing plan. Thus, the creation and utilization of five different email contact lists (for a variety of purposes) was a central task during my internship.

Creating these contact lists involved finding relevant people/organizations/businesses/media outlets that might be interested in the associated book, whether it was for a review, other ways of marketing the title, hosting an author, selling New Society Publishers’ books, or other purposes.

Many of the media outlets were contacts that New Society Publishers had worked with before, but in this nonfiction environment where each title has an extremely different market, many of the contacts are cold – unknown to the extent that even the email address might be incorrect.

Most of the email addresses were gathered by simple Google searches. The first task was to find companies, organizations, and people that might be interested in the title. This could be anything from a blogger who reviews similar types of books to a large company (such as Boys and Girls Club of Canada or Canada Walks) that might have a particular interest in the title. Once these outlets were researched and found, it was time to burrow into the website to find the right employees’ contact information. Third-party websites such as LinkedIn, Facebook, and Twitter were also helpful in this regard.

Once the contact lists were created – they varied greatly in size – the task was then to write the emails, which differed by degree of personalization. This could mean the email included their first

name, a personalized first paragraph, a completely personalized email, or no personalization whatsoever (see Appendix D.). If one of the contacts was suitable for the book and they did not respond, a follow-up email would be sent a few weeks later, and he or she may have even been mailed a copy of the book along with an accompanying letter. Hurst reports that it costs approximately \$15 to mail a book in Canada and \$10 to mail a book in the US.

This process took anywhere from one week to two months (part-time) for each list. The overall procedure included gathering email addresses, writing the email, sending the email, waiting for responses, calling the contact, gathering shipping addresses, formatting lists of addresses for distributors to mail the book, writing a letter to go with the shipments, and – once sufficient time has passed – following up with the contact to see if he or she received their copy and if they plan to act on it (by reviewing it, for example, on their blog).

The following case studies describe the experiences with pitch email that took place during the internship from May 2014 to August 2014. Descriptive feedback is offered on the success rates and results of each email-based pitch, focused mainly on the responses each one generated, in conjunction with the time/cost expenditure for each. As well as considering the impact of the strategy in general, it is useful to note that a comprehensive evaluation cannot be based strictly on results, but must take into account specific elements of the campaign, such as appropriate targeting, content, tone and appeal of the pitch letter, and effective timing. Such an evaluation would require more systematic research.

### **Case study #1**

**What:** John Banta's 2007 title *Extreme Weather Hits Home: Protecting your Buildings from Climate Change*

**When:** May 2014

**Why:** The National Climate Assessment was released, and it stated that climate change is happening now and costing billions of dollars in damage to homes. This announcement was directly related to *Extreme Weather Hits Home*, so New Society Publishers seized this moment to market the book to the people who were talking about the report and reading about the release of it. The hope was that it would get reviewed or mentioned in the media, which may have resulted in book sales.

**How:** The report and relevant contacts were researched and put into a cold-contact media list, resulting in fifty-one entries, including Facebook and Twitter contacts. A press release was then written for both Canada and the United States, and this was then emailed to each individual. Contact was simultaneously attempted via the Facebook and Twitter platforms.

**Result:** This effort resulted in zero responses, even after follow-up emails. At this point, Hurst was not surprised at the lack of response, as this was becoming the pattern of email pitching over the previous couple of years. There was no rise in *Extreme Weather* sales as a result of this work.

**Financial investment:** Approximately \$300 (three workdays or twenty work hours)

## Case study #2

**What:** Second edition of *Seeing Red: An Anger Management and Anti-Bullying Curriculum for Kids*, written by Jennifer Simmonds

**When:** May and July 2014

**Why:** With a publishing date of July 1 2014, a contact list was created to send out advance review copies with the goal of obtaining reviews, arranging interviews, featuring books, and more.

**How:** Contact information was gathered for eighty-two potential readers such as those who bought the first edition in bulk, therapists, counselors, and those associated with the Boys and Girls Club of Canada. Once this was complete, the pitch letter was written, and eighty-two contacts were emailed.

**Result:** After follow-up emails, this eventually resulted in forty-two responses. Forty-nine copies were ordered and this resulted in one known online review.

**Financial Investment:** Approximately \$1,407

- Shipping: \$305
- Time: \$1,102 (10.5 workdays or 73.5 work hours)

### Case study #3

**What:** Gary Kleppel, author of *The Emergent Agriculture: Farming, Sustainability and the Return of the Local Economy*

**When:** Between May and August 2014

**Why:** With a publishing date of October 2014, a bookstore tour was organized for the author to promote his book and spread the book's ideas.

**How:** Forty-seven contacts were gathered, a pitch letter was written and emailed and it originally garnered eight responses. After several follow-up emails were sent, nineteen bookstore contacts responded via email: four said the book was not suitable for their readership, five did not host events, one said the email would be forwarded, one said they would be interested but to contact them later, one said they would respond but did not, one said their schedule was booked, five bookstores said yes, and one also arranged for the author to be featured in a festival. All of the bookstores that did not reply were called on the telephone.

**Result:** After this communication, eleven bookstores were ultimately booked for the tour, along with two festival appearances. Approximately half of the list did not reply to the emails sent to them. Hurst and Reeves normally book between five and ten venues on a tour. An eleven-bookstore tour is higher than normal, which is understandable as it took two months of emailing and telephoning to secure and organize the itinerary. As of March 2015, this bookstore tour is still going strong.

**Financial Investment:** Approximately \$1,312.50

- Time: \$1,312.50 (12.5 workdays or 87.5 work hours)

### Case study #4

**What:** *Why I Walk: Taking a Step in the Right Direction*, written by Kevin Klinkenberg

**When:** Between June and July 2014

**Why:** With a publishing date of September 2014, a contact list was created to send out advance review copies to those who might have wanted to feature the book, write a review, interview/work with the author, and so on.

**How:** The pitch letter was sent to a list consisting of 212 contacts. Thirty-three contacts responded, fifty-five advance review copies were ordered. A contact list and pitch letter was also created specifically for twelve television stations in the city where the author resided.

**Result:** One review, two interviews, and a partnership with Canada Walks to promote the book. The comparative success of this pitching endeavour could have resulted from a number of factors: accurate identification of appropriate contacts, widespread interest in the topic, a large number of warm contacts, a great deal of diversity within the list, or better execution of the contact procedures. The television station pitches resulted in zero responses. New Society Publishers do hire publicists for many of their books who really focus on pitch and story angles for television and radio.

**Financial Investment:** Approximately \$1,460.50

- Shipping: \$358
- Time: \$1,102.50 (10.5 workdays or 73.5 work hours)

## Case study #5

**What:** Gary Kleppel's: *The Emergent Agriculture: Farming, Sustainability and the Return of the Local Economy*

**When:** August 2014

**Why:** The author is an American university instructor and believed that these schools would be interested in stocking *Emergent Agriculture* for their students.

**How:** The pitch letter was emailed to twenty American bookstores.

**Result:** Zero responses. While the lack of replies was surprising, it could have been due to a shortage of time allocated for follow-up emails and telephone calls. Finding accurate bookstore contacts was also an issue in this case.

**Financial Investment:** Approximately \$210

- Time: \$210 (2 workdays or 14 work hours)

The most successful pitch was the title *Why I Walk*. Many factors may have contributed to this: the topic is more general and currently of more interest than the others; the contact list was bigger than the others; the contact list consisted of many warm media contacts; the author is present online; the pitch letter may have been better written and optimized. The time and cost that went into this list was similar to the other lists; however, the media attention garnered for *Why I Walk* has not resulted in higher sales than the other recently-released titles which did not garner as much up-front media attention.

To conclude: cold-contact emailing gives the illusion of productive activity rather than actual productive activity. That said, there are improvements that could be made to this process. They include better segmentation of lists, the refining and optimization of the email content, and the repurposing of lists for other uses. These actions, however, would require even more time spent on these lists and, as we have seen, this time could be spent better elsewhere: in many cases cold-contact email is like scattering seeds on sterile ground.

## Chapter 6.

### Growing tips: the keys for future health

Months of time, a great deal of energy, and a significant amount of money went into the creation and implementation of these New Society Publishers media lists. Even more time could be spent on them to improve the tactics, such as more work on the pitch, better content optimization, and better content presentation, but that means even more time spent on lists; lists that result in few reviews and even fewer sales. A more fundamental question is whether generating book reviews, given information saturation in the media, is still a desirable goal. Why are book reviews still thought to be an important element in the New Society Publishers marketing plan? Even if the meagre number of reviews was having a positive effect on sales, it would need very high sales to justify that kind of immense investment.

Given the time and cost expenditure vs. results for creating email pitches to generate book reviews, with uncertain sales resulting from those reviews, it may be advisable to redirect the time devoted to creation and implementation of cold-contact email media lists to new marketing endeavours. While it is risky to change the foundation of the marketing responsibilities that have been in place for years, since very little of worth has been gathered, there is very little to lose.

#### **Key 1: Thursday Think Tank: let's try something new!**

As previously mentioned, the staff at New Society Publishers regularly gathers for a Thursday Think Tank to analyze the publishing environment, and to brainstorm and determine the feasibility of new marketing and publishing ideas. These ideas range from ways to sell books and content differently to ways to market books and content differently. For example, New Society Publishers strongly believe in the idea of the Commons (collective usage), so the question has been raised as to whether they should offer their books or a part of their list to the Creative Commons. Another possibility proposed was an ebook subscription called Book CSA, based on Community-Supported Agriculture weekly harvest boxes: readers would sign up and receive an ebook on a predetermined schedule. Another notion involved New Society Publishers offering bulk purchases for backlist titles. Marketing tactics

that emerged from the Thursday Think Tanks included organizing workshops in which the author would teach the content of their book (for example, a poultry-processing class), and creating a branded-content magazine featuring current authors, relevant articles, and the New Society Publishers lifestyle. A final idea was to embark on creating a curriculum for sustainable living with either live or online courses. New Society Publishers already has access to the authors, each expert in a field, and that expertise could be used to sell content in various forms.

For those scenarios when accessing new and disparate audiences is required, innovative methods could be developed to repurpose and reuse current and old contact media lists. Monique Sherrett of Boxcar Marketing suggests that an example of this would be to “upload an email list to Facebook and do ads within Facebook that are targeting those email addresses of ‘similar’ audiences.” Sherrett also recommends building better lists with drip marketing or customer relationship management tools like Hubspot: “Take those content strategy ideas and make available Creative Commons content on the site but in exchange for an email and a prompt to sign up for the newsletter” (2015).

Brian O’Leary, founder and principal of Magellan Media Consulting Partners, supports these forward-thinking ideas, as he outlines similar endeavours in the article “From Competitors to Collaborators: 12 Steps for Publishers in the Digital Age”. O’Leary explains that “rather than see new platforms and business models as competition, publishers should explore ways to engage with companies and communities that can help us understand and offer new sources and uses of what was once just book content.” O’Leary continues, “As examples of direct-response opportunities, think about using subscription models as a way to test demand for various types of content. As well, consider them an option to measure persistence – how long a reader stays with a book. Having built an audience, a publisher might offer membership benefits to loyal or highly engaged readers” (2014).

Publishers are currently trying out some of these ideas. “Macmillan is going to look into testing the subscription ebook waters by placing backlist books and ‘titles that are not well represented at bricks and mortar retail stores’ with some pay-per-read ebook subscription providers”, states Chris Meadows of *Teleread* (2014). At a Frankfurt Book Fair session, HarperCollins CEO Brian Murray said, “It’s been a time of expansion, and experimentation...with the acquisition of Harlequin, innovative new strategies such as direct to consumer models, subscription access, and print/digital bundling.” Murray continued, “We definitely lean forward and we want to try new things...We always want, whether something succeeds or fails, to learn in the process. We want to be the first to learn, and when something works, we double down and we do more of it” (2014).

And some publications have been experimenting for years with the publishing of content in different formats. For example, *Mother Earth News* is a bi-monthly publication that was started in the 1970s. Five years ago, they introduced a quarterly event to bring the magazine to life: the Mother Earth News Fair, which New Society Publishers has sponsored and regularly attended with their authors since its inception.

Another example of successful endeavours such as these is currently being modeled by the magazine *Adbusters*. They not only publish their quarterly magazine, but they have also initiated what they call Culture Jams: Buy Nothing Day, Buy Nothing Xmas, Occupy Wall Street, and Kick it Over. In addition to their magazine, the publishers of *Adbusters* also offer tools such as Blackspot Shoes, Media Literacy Kits for teachers, and a manifesto/kit called Design Anarchy (*Adbusters*).

At their heart, these ideas remain a form of marketing books. These ideas are a way to market ideas and content – they are just an alternative version, and sometimes re-packaging, of previously used tactics. And this means that an advantage of trying something new but related is that the execution of these ideas will not be that different from tasks that the employees are already undertaking. Planning a publishing event or workshop is similar in many ways to publishing a book: from the conception, to the scheduling, to the marketing, to the writing/editing/designing/printing of promotional materials, to actual selling, to working with authors.

New Society Publishers continually adapts and embraces the modern age, whether it is with the implementation of a complete list of ebooks, being one of the first publishers to lead the way in terms of printing on recycled paper, or transferring marketing tactics from the book world into the environmentalist world where its readers are. Perhaps there is also an opportunity inherent in the time that can be saved by reducing cold-contact pitching. This is not an easy change, however, because the workloads of most publishing industry employees are already full of traditional publishing tactics that have proven effective in the past. And in such turbulent publishing times, how can a small publisher justify taking *more* risks than they already are in a world where book sales have plummeted? An unsuccessful marketing overhaul could mean the end of any publisher in today's uncertain economy. But what this report shows is that the time put into the creation and implementation of cold-contact email lists is less productive than might be hoped, and those hours could perhaps be better spent on more inventive strategies.

## **Key 2: Face time: New Society Publishers on the front lines**

Attending events and traveling widely to network is nothing new for New Society Publishers. Since the company was founded, this activist-oriented publisher was constantly on the front lines, whether

that meant a picket line, a book fair/green fair/conference, or personally finding stores, businesses, and people that were interested in buying or stocking their books.

When Judith and Chris Plant became involved in New Society Publishers, it was because they were activists: in the thick of things, fighting against destructive practices, and building connections with those who were doing the same. They attended up to ten events a year and regularly sold all of the thousands of books that they took to shows, and often had to reorder books partway through.

Now, almost thirty years later, as their presence in the company has lessened and in a world gone digital, operations have adjusted. During a New Society Publishers trip to New Orleans in September 2014 for the Society for Environmental Journalists Conference, an old colleague of Chris and Judith asked with great affection how they were. On a personal trip, the owner at Earth's General Store in Edmonton who stocks New Society Publishers books asked if Chris and Judith Plant were still running New Society Publishers on Gabriola and "How are they?" People still know them and feel affection for them because they were constantly out in the world sharing their books. This face-to-face engagement and personality that was once in the industry and that has kept Chris and Judith's name alive is slowly disappearing with the convenience of the Internet. New Society Publishers no longer relies on this face-to-face engagement as their main marketing tool. Who will remember employees' names now? Various staff members do still attend conferences throughout the year, but a large amount of their effort goes into social media, blogs, and most importantly, emails. Email is easy, efficient, and available, and it can sometimes get a response, but it does not nurture relationship building like face-to-face marketing does. A niche environmentalist publisher can really make connections by staying on the front lines, and this can mean so much more than a conference or fair. An example of a successful initiative like this might be Greystone Books and their twenty-one year partnership with the David Suzuki Foundation. This collaboration has not only produced and sold a large number of books on "the environment, sustainability, nature, and natural history," but Greystone is able to use David Suzuki and his actions as a marketing tool, and vice versa (Books). For example, imagine if New Society Publishers had environmentalist Woody Harrelson associated with their brand.

New Society Publishers' staff currently attends four Mother Earth News Fairs a year. This successful endeavour gets them working with like-minded publications and constantly in front of their homesteading and agricultural readership. They also attend conferences like the Society for

Environmental Journalists and the Business Alliance for Local Economies. But what about the passionate activist readers? Instead of tweeting a stance about a cause like pipelines, and the Occupy Movement, why not *be there*? New Society Publishers did this when there was the Canadian Idle No More rally close by, but their market is mainly the United States. There is worth in creating flexibility in the schedule to literally get on the front lines with the people who are doing the same, as Chris and Judith Plant once did. It does not contribute to their bottom line immediately, but it promotes their cause, their authors, and subsequently, their brand and content. Hurst states that “Books are no longer sold at these events due to the economic downturn and less disposable income generally...[but] we have been able to demonstrate that author attendance and speaking at an event raises book sales...We do count the ability to meet magazine editors and writers face-to-face, recruit authors and introducing people to our company as benefits associated with attending conferences, but have not assigned a dollar value to this” (2015). And in the digital age, where personal engagement is lost and needed the most, an activist-oriented publisher must continue their progressive work alongside other activists in the trenches. This will promote New Society Publishers as leading the movement, which will build trust in their books, and ultimately, increase sales.

### **Key 3: Don't stop emailing**

This report has identified some of the weaknesses of cold-contact emailing. However, that does not mean all emailing should stop. An activist nonfiction book publisher's readership wants to know the news. They would like to know what is going on in the world, what they can do about it, and what tools they should use. New Society Publishers considers their books to be tools for social change, and that means they may want to let their readers know about new books, sales, and relevant news with more frequent e-newsletters, as described earlier in the report.

There are many online articles outlining the weaknesses of email marketing campaigns. Negatives of e-newsletters are that the emails could land in spam folders, anti-spam laws could get the company in trouble, the email layout will look different on people's devices, and as said throughout this report, many people are experiencing email overload. In the article, “E-mail Marketing – The Pros and Cons,” the team at Green Splash Design outlines the challenges of email marketing (nd). They state that marketers must make sure the title and content is relevant, the content is straightforward and brief, there is a call-to-action, and that marketers work hard to get past the impersonal nature of the medium.

Even with the aforementioned weaknesses in email marketing campaigns, their positives currently outweigh their negatives: they are low-cost, they can be tracked, they reach thousands of subscribers in minutes, they are good for readership retention, and they bring consumers back to the company's website.

Hurst and Reeves are not guilty of too-frequent email campaigns to subscribers. It is just the opposite, actually. Currently (mainly to do with a lack of time), Hurst and Reeves send out an e-newsletter every two months. Increasing these campaigns to every two weeks means New Society Publishers can become an information source, not just on the books, but on current news and events, and how this relates to New Society Publishers' mandate.

Kelton Reid of *Copy Blogger* states, "a responsive email list is a far more valuable asset than a Twitter following", in his article "7 Email Publishers Profiting From the Inbox". He explains that a subscriber ends up on your website looking for something, and a smart business will offer the chance to "deepen the conversation about what you're looking for in a much more personalized setting." He highlights successful people using their lists, such as *Thrillist's* founder Ben Lerer, who says, "When someone subscribes, they invite you into their inbox on a regular basis." *Daily Worth's* founder Amanda Steinberg agrees, "E-newsletters are a great business because they follow proven, highly-scalable models which make it easy to focus." Reid concludes his article by stating that these successful email marketers' newsletters all have, "undeniable value and the permission to deliver" (2012).

The key to emailing subscribers is remembering that they would like to see, know, and learn more. If they did not want these three things, they would not have subscribed. And they should always be able to unsubscribe. These are the people that will buy the books and these are the people that should get some priority in New Society Publishers' marketing plans. Book marketers seek reviews so that readers who see them will want to buy the book that the review discusses. An email straight to a subscriber's inbox cuts out that middle-person. In the New Society Publishers' reader survey, conducted in July 2014, many respondents stated that they wanted to find out more via email about New Society Publishers' upcoming titles (see Appendix C.). They also reported using social media platforms only rarely (see Appendix B.). If the readers want more emails, then New Society Publishers should respond appropriately.

## Chapter 7.

### Conclusion

This email media list activity during my internship cost approximately \$4,690, which includes time (38.5 work days) and shipping. This is just under half of the three-month internship at New Society Publishers, therefore just under half of my time as the third marketing employee at New Society Publishers. While there are many ways to improve email-marketing tactics, such as more thoroughly optimizing the content, spending a greater amount of time on the pitch letters, and using the list in the correct way, email is still an exhausted tool and reviews do not seem to show an adequate return on investment. After analyzing the effects of these tasks, a third of this time and money could continue to be spent on the creation of media lists, albeit with a focus on warm contacts and better use of the lists. This is approximately four workdays a month. The extra time garnered from this would be thirteen workdays a month, which could be applied to other activities suggested above.

New Society Publishers was formed over thirty years ago, before emails and contact lists. Their company was founded on a very personal, face-to-face philosophy, and there are still many in the industry that remember the connections established in these early years.

As was demonstrated above, the creation and utilization of cold-contact email media lists currently takes up a large amount of New Society Publishers' time, energy, and money, with a low return on investment: some media lists received no responses, while others received many, but these replies did not result in marketing success.

By freeing up this time, energy, and money, more emphasis could be placed on alternative marketing tactics, such as even more face-to-face engagement, more frequent e-newsletters to the solid fan base, and the implementation of cutting-edge ideas.

Screen-time lacks interactive personal engagement. With this priority shift, New Society Publishers' marketing team can battle new issues and move forward in this brave new world.

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# Appendix A.

## Reader's Survey

### Welcome to New Society. How do we know you?

1. How did you first hear about New Society Publishers?
  - a. Newspaper/Magazine
  - b. Social Media/blog/online news
  - c. Radio/TV
  - d. New Society catalogue
  - e. Library
  - f. Bookstore
  - g. Event
  - h. Word of mouth
  - i. Read a New Society book
  - j. Carrier pigeon
  - k. Don't remember
  - l. Other (please specify):
  
2. How many New Society Publishers' books have you bought?
  - a. 1
  - b. 2-3
  - c. 4-8
  - d. 9-15
  - e. 16+
  - f. None

### If clicked none, disregard questions 3-5

3. How long have you been reading New Society Publishers' books?
  - a. Less than 1 year
  - b. 1-2 years
  - c. 3-5 years
  - d. 6-10 years
  - e. 11+ years
  - f. Since it became cool
  
4. Why do you read New Society Publishers' Books? (check all that apply)
  - a. General Interest
  - b. Required Course Reading
  - c. To learn how to do something
  - d. For information about issues
  - e. Recommendation
  - f. Other (please specify):
  
5. Where do you buy New Society Publishers' books? (check all that apply)
  - a. New Society Publishers website bookstore

- b. Amazon
- c. eBookstore
- d. Franchised Bookstore
- e. Independent Bookstore
- f. Events
- g. From the author
- h. Other (please specify):

**Survey will redirect Potential buyers to here**

6. Do you interact with New Society Publishers mostly through...?

(check up to 3)

- a. Printed books
  - b. eBooks
  - c. New Society Publishers' website
  - d. New Society Publishers' blog
  - e. Facebook
  - f. Twitter
  - g. Pinterest
  - h. Buy books on New Society Publishers' website
  - i. In a library
  - j. Academic Lectures
  - k. Events
  - l. Other: (please specify)
7. What newspapers/magazines do you read for information on the topics you're interested in?  
(Please separate each answer with a comma)
8. What blogs/online news do you go to for information on the topics you're interested in?  
(Please separate each answer with a comma)
9. What tv/radio stations do you watch/listen to for information on the topics you're interested in?  
(Please separate each answer with a comma)
10. Which events do you go to for information on the topics you're interested in? (Please separate each answer with a comma)
11. Do you regularly read/subscribe to any of the following magazines? (check all that apply)
- a. Mother Earth News
  - b. Urban Farm
  - c. Hobby Farms
  - d. E – The Environmental Magazine
  - e. On Earth
  - f. The Tyee
  - g. Permaculture
  - h. Yes!
  - i. Orion
  - j. The Atlantic
  - k. Harper's
  - l. Mother Jones
  - m. The Nation

- n. National Geographic
- o. Utne Reader
- p. Others (please specify):

### Internet Use

12. How often do you use the following media?
- a. Facebook – daily, weekly, monthly, never
  - b. Twitter – daily, weekly, monthly, never
  - c. Pinterest – daily, weekly, monthly, never
  - d. Other (please specify)
13. If you selected other, which media do you use?
14. How often do you visit New Society Publishers' website?
- a. Daily
  - b. Weekly
  - c. Monthly
  - d. Yearly
  - e. Never

### Connecting with Issues for a Brighter Future (different survey?)

15. Are you interested in purchasing a book on the following topics? (very interested, interested, not interested)
- a. Community Building
  - b. Conscientious Commerce
  - c. Education and Parenting
  - d. Energy
  - e. Environment & Economy
  - f. Food & Gardening
  - g. Green Building
  - h. Health & Wellness
  - i. Natural Building
  - j. Post Carbon Prep/Peak Oil
  - k. Progressive Leadership
  - l. Sustainable Living
  - m. Urban Issues
  - n. Other: (please specify)
16. What other topics are you interested in purchasing a book on? (Please specify)
17. How interested are you in building connections with New Society Publishers authors?
- a. In-person Workshops
  - o. Youtube Video Series
  - p. Live webinars (seminar conducted over the internet)
  - q. Online course with direct feedback from the author

18. If we were to consider offering a monthly subscription to all of New Society Publishers' 244 ebooks, including new/forthcoming ebooks, would you be interested in such a rich library of content?
- Very interested
  - Interested
  - Not interested
19. If you are interested in this ebook subscription, what monthly price would you consider fair?
20. If we were to consider offering a discounted annual subscription to all of New Society Publishers' 240 print books, including new/forthcoming books. Would you be interested in such a rich library of content?
- Very interested
  - Interested
  - Not interested
21. If you are interested in this print book subscription, what discount on each book would you consider fair?
- 20% discount
  - 30% discount
  - 40% discount
  - 50% discount
  - 60%+ discount
  - Other:
  - Not Interested.
22. Could you give us suggestions for how New Society Publishers could better meet your needs for information, ideas and engagement?

### Demographic Info

23. What do you do to make a living?
24. What is your age?
- under 25
  - 25-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - I am 81 or wiser
25. What is your annual household income?
- less than \$25,000
  - \$25,000 to \$50,000
  - \$50,000 to \$75,000
  - \$75,000 to \$100,000
  - over \$100,000

26. Where do you live?
- a. Western USA
  - b. Central USA
  - c. Eastern USA
  - d. Western Canada
  - e. Central Canada
  - f. Eastern Canada
  - g. Other. Please specify:

**All done!**

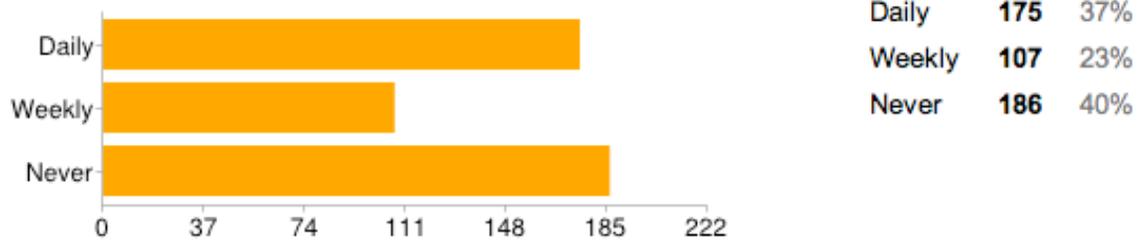
Thank you so much for completing our survey. Here is the 20% coupon code to use on any book in our website bookstore: NSPSurvey2014. Please visit [www.newsociety.com/survey](http://www.newsociety.com/survey) to enter the draw for three chances to win a five-book prize pack!

## Appendix B.

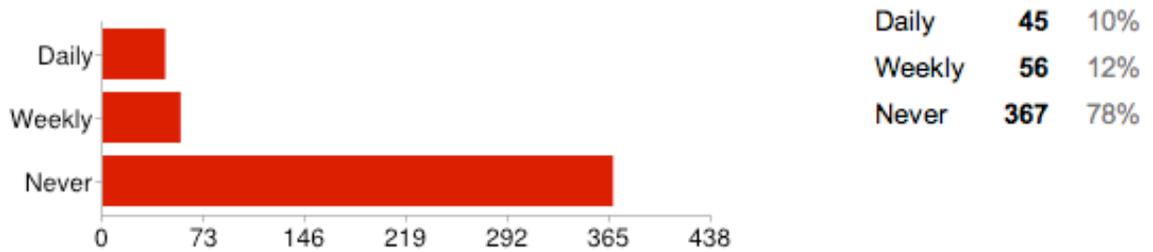
### Social Media Users

Survey results from the above reader's survey.

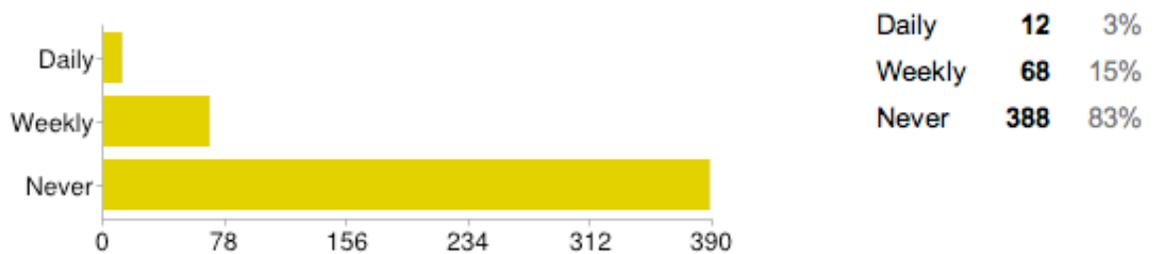
#### Facebook [How often do you use the following media?]



#### Twitter [How often do you use the following media?]



#### Pinterest [How often do you use the following media?]



## Appendix C.

### Survey Results

A section of marketing suggestions:

*“Could you give us suggestions for how New Society Publishers could better meet your needs for information, ideas and engagement?”*

- “More detailed information on publications to be released.”
- “Weekly synopsis of new books.”
- “Keep me posted on new publications.”
- “Monthly emails about recently published books.”
- “An email catalogue of upcoming publications.”
- “More frequent email notices of new books.”
- “I mainly interact with you via the newsletter, I like it but feel like I haven't seen it as often. lately as I used to, I like the monthly update on what is new.”
- “More newsletters and contact to let me know what s new and going on.”
- “Send monthly e-newsletter of new or popular offerings.”
- “I am on your mailing list yet, to my knowledge, I am not receiving any regular vlog/blog posts related to your books.”
- “Find the leaders in the field and engage them to write for you e-newsletters.”
- “Email newsletter.”
- “Your emails are vague.”
- “I think I get an email newsletter once a month. I wouldn't mind a weekly newsletter from New Society.”
- “E-mail info.”
- “Monthly emails.”
- “E-Mail when new books that I want to order have arrived.”
- “Reminders quarterly to look at your website do you have a regular enews?”
- “There is so much competition I forget to go to your website. A monthly email with a tempting title would get my attention.”
- “Reply to emails; use metric units.”
- “More frequent email requests for feedback.”
- “Promote titles and authors with enews--inviting me to visit site.”

## Appendix D.

### Cold-Contact Pitch Letter

**Subject:** A Review Request: "Why I Walk: Taking a Step in the Right Direction"

Good morning!

I am e-mailing in regards to the newly-published book *Why I Walk: Taking a Step in the Right Direction* written by urban designer, Kevin Klinkenberg.

Your readers currently benefit from your comprehensive focus on health, from a healthy body to a healthy community, and *Why I Walk* is a tool that will continue to be of value to your readers. *Why I Walk* explores the positive impact of walking on various aspects of Klinkenberg's life including finances, a sense of freedom, health and social life.

By focusing directly on the real, measurable advantages of choosing to be a pedestrian, *Why I Walk* makes a convincing case for ending our love affair with the automobile. This highly readable, first-person narrative handily provides the answer to the pressing question, "Why do I walk"?

An expert in the field, **Kevin Klinkenberg** is the Principal Designer at K2 Urban Design. For more than two decades he has been working to create sustainable, sociable environments and walkable communities in cooperation with developers, cities and nonprofits. A huge fan of the sharing economy, Kevin recently established the car sharing company, Share Savannah, to help his neighbors realize their goals of living car-free or "car-light." He believes that the 21st century is a time to reclaim our lost traditions, connect better with each other and use our advanced technologies in ways that are much more human. Kevin blogs at [www.kevinklinkenberg.com](http://www.kevinklinkenberg.com)

I would be happy to send you a review copy or giveaway copies of *Why I Walk*, and I can also assist you in interviewing the author or publishing an excerpt. Please contact me, Alina Cerminara at [REDACTED] for more information.

Alina

*All truly great thoughts are conceived while walking*

—Friedrich Nietzsche, *Twilight of the Idols*