

# Cambridge Elements



A Guide to Elements Marketing



Frequently Asked Questions



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## Marketing timeline

- 1 Series launch meeting  
(after contract signed and Marketing Questionnaire returned)
- 2 Cover image selection
- 3 Series landing page set up on Cambridge Core
- 4 Series Editors provided with link to series landing page and digital marketing assets
- 5 Series launch promotion
- 6 Continued series promotion as critical mass publishes
- 7 Limited promotion of key Elements as appropriate



### How will the cover image for my series be selected?

A single image will be selected for your series, which will be used on all individual Elements covers and will form the basis of our series marketing materials. You will be invited to offer image suggestions in your Marketing Questionnaire and you'll be provided with guidelines and examples to refer to.

Once circulated by our design team, your Editorial Assistant will share a cover mock-up with you. The Marketing Executive and Marketing Manager for the series will have final approval of the image. Your marketer will manage the series landing page set up using the blurbs supplied in your Marketing Questionnaire, once a cover image has been selected and the cover template is finalized.

### When will the landing page be set up?

After the contract is signed and in advance of your series launch meeting, your Editorial team will send you a series Marketing Questionnaire, in which you will be asked to provide series blurbs, which will be used on the landing page.

Your marketer will manage the series landing page set up using the blurbs supplied in your Marketing Questionnaire, once a cover image has been

selected. The cover image forms the basis of the masthead banner which sits at the top of the page. They will send you a link to the page, along with digital marketing assets including a series flyer and e-banner.

Contact your marketer if changes need to be made to the landing page subsequently (e.g. Editorial board changes).

## How will Cambridge promote the series?

As distinct from our books marketing, Elements promotions are focused on activities at series level and promotion of individual Elements is limited.

### Standard Promotions

- **Series landing page** – a landing page for the series will be created once the cover image has been finalised. We will then begin to promote this through our social media and email marketing channels.
- **Provision of marketing assets** – your marketer will supply you with a digital banner and flyer, plus business cards or other materials on request to promote the series and support your commissioning efforts.
- **Two-week free access promotion** – following publication of a new Element in the series, we will set up a 2-week free access period to drive usage, promoted on our social media channels.
- **Social media** – all new series will be promoted on our subject social media accounts (Twitter and Facebook) and new Elements will receive at least 2 posts to promote the free access period
- **Conference promotion** – new Elements will be included in our ‘titles on display’ pricelists at relevant conferences (in-person and virtual), available at a 30% discount.
- **Email** – your series will be included in relevant email campaigns, including inclusion in cluster campaigns, a dedicated series campaign following publication of a cohort of titles and series promotion at subject level.

## Additional Promotions

Subject to applicability, our marketer may also arrange:

- Banner placement on the Cambridge websites
- Single title email campaigns for very key titles
- Blog posts
- A+ Detail Page on Amazon
- Series Editor videos/webinars/podcast
- Google Ads
- Collaboration with publishing partners where appropriate (e.g. Listservs, sharing marketing collateral, conference sponsorship)

## How can I help to promote the series?

Your marketer will supply you with digital marketing assets, including a series flyer and digital banner. We would encourage you to share these on social media and via other relevant networks. Additional materials are also available on request, including promotional business cards and email signature banners.

## Review copies

Please note that we do not send out unsolicited review copies of individual Elements titles. We will however, send digital copies to any solicited reviewers on request. Please direct requests to our dedicated Reviews team via: [cambridge.org/review](https://www.cambridge.org/review).

## Awards

To nominate your Element for a prize (subject to eligibility requirements), [please submit your request directly to our Awards team](#).

To find out more and browse available Elements, visit

[cambridge.org/elements](https://www.cambridge.org/elements)