

# oneworldbooks.

## THE ONLY MARKETING AND DISTRIBUTION CHANNEL IN SOUTHERN AFRICA FOR ACADEMIC AND RESEARCH PUBLICATIONS

### **About Oneworldbooks**

Given the lack of conventional outlets for academic and research publications in Africa, effective marketing and distribution are important to ensure a demand for publications in the field of social sciences, law and the humanities.

Oneworldbooks is a marketing and distribution service that ensures that such publications reach stakeholders, policy-makers, researchers and the broader academic community.

Oneworldbooks was established as a result of a demand from local and international publishers looking for the following:

- ❑ Professional marketing and selling of their books, materials and services.
- ❑ A dissemination solution that is in touch with local markets and trading conditions, in particular certain niche markets.
- ❑ A fully integrated, relevant web presence for their publications. The Oneworldbooks website is a unique repository of academic and research publications in the field of the social sciences relating to Africa.
- ❑ Professional distribution of their books and materials in various formats.
- ❑ Distribution into both the South African and African markets.
- ❑ A distribution service direct from the printer / publishing service provider to the customer.
- ❑ A unique combination of both bulk and micro warehousing as well as administration and management of books and materials.
- ❑ Identifying customer content and information needs, market requirements and material format requirements.
- ❑ Alternative cost-effective solutions to producing traditional books, journals, manuals and reports for the South African and African markets.

These requirements have resulted in a demand for a new publishing and distribution model. It also highlights the responsibility that publishers, publishing services and distributors are faced with in producing cost-effective customised materials and effective methods of distribution.

Oneworldbooks is a joint venture between comPress and Blue Weaver and will officially be launched in July 2004.

### **Marketing and distribution services**

Oneworldbooks offers several marketing packages. These may be scaled depending upon budget available, frequency of publication and expected returns on a publication. Some options – such as targeted marketing e-mailers or subscription-based publication updates – offer a low-cost yet effective method of raising awareness of the availability of publications.

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Other options include editorials in relevant industry or academic publications as well as representation at key events or strategic marketing calling on our unique knowledge of the African market.

Marketing services offered by Oneworldbooks are as follows:

- ❑ Personal calls to bookshops and those sectors making up the South African and African markets, specifically academic institutions, government departments, institutes, libraries, NGOs, professionals and practitioners to evaluate their information requirements, course material requirements, format of their requirements and method of distribution.
- ❑ Listing all titles on the fully searchable, e-commerce enabled Oneworldbooks website.
- ❑ Attending relevant conferences, exhibitions and trade fairs to maximise the exposure of all our clients' products.
- ❑ Listing of titles on Book Data and with EBSCO (in the case of periodicals).
- ❑ Working closely with publishing services to provide feedback to clients on the above and offering an effective, affordable and profitable publishing solution.
- ❑ Developing strategies in consultation with our clients to ensure rapid and effective delivery of market share in the chosen market sectors.
- ❑ A comprehensive database of relevant local and international personnel and decision-makers within the various market sectors. The maintenance and updating of the database on an ongoing basis including management of subscriptions by subject area.
- ❑ Marketing of published materials through electronic new book notifications e-mailed directly to bookshops, stakeholders, libraries and decision-makers.
- ❑ The mailing of catalogues, new book notifications and other promotional materials to bookshops and decision-makers.
- ❑ Providing a comprehensive marketing plan including a follow-up evaluation of market responses to all products.
- ❑ An analysis of the market positioning of books and materials.
- ❑ Hands on operational management approach to achieving the objectives of our clients.
- ❑ A national sales team who are motivated through being financially rewarded for achieving fixed objectives and set sales targets.

## **Warehousing and administration**

- ❑ Warehousing all stock on a consignment basis.
- ❑ Collecting all orders – both from the trade as well as orders placed directly with Oneworldbooks.
- ❑ Invoicing all orders out to customers.
- ❑ Chasing up on debts outstanding with customers.
- ❑ Bearing the cost of freighting orders to bookshops. Single copy orders and direct supply to customers is charged at nominal courier and postage rates.
- ❑ Dealing with all administration pertaining to the return of stock.
- ❑ Providing monthly sales reports to the client.
- ❑ Keeping a running inventory of all stock and providing regular reports of stock on hand and low stock reports.

## **Oneworldbooks advantages**

### **Specialist focus**

Oneworldbooks is the only publications marketer and distributor that focuses exclusively on the social sciences and humanities in southern Africa. We are uniquely positioned to understand market needs and the logistics of distributing research publications in Africa.

### **Direct niche-marketing**

Oneworldbooks maintains a comprehensive database of organisations and individuals with an interest in the social sciences and humanities. This allows us to conduct highly effective marketing campaigns into niche markets. Other options include editorials in relevant industry or academic publications as well as representation at key events – like conferences and exhibitions.

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## **Print-on-demand**

Oneworldbooks can encode and store digital print-ready versions of any publication we distribute. As orders are placed for a publication, new copies can be printed in small volumes to fulfil these orders. Publications never go out of print, budgets can be more effectively managed and the unit price for the consumer stays the same.

## **Oneworldbooks website**

The Oneworldbooks website is fast becoming an information resource used by business, government and the academic, research and NGO communities to source information on the social sciences. Putting your publications on the website allows you to leverage the collective marketing efforts of all our clients.

## **Oneworldbooks currently distributes for the following academic and professional publishers:**

- Council for Higher Education Transformation (CHET)
- Human Sciences Research Council (HSRC)
- Idasa
- Independent Electoral Commission (IEC)
- Institute for Justice and Reconciliation
- Nodiska Afrika Institute
- VOSESA