What we learnt

• Inpress Books was set up to support independent book publishers in marketing and distributing their titles, it is funded by Arts Council England.

• Also at Inpress Books is the Poetry Book Society which releases a magazine each quarter of the best poetry releases and reviews to its members. This involves doing design work around the creating the bulletin and also maintaining the website which they sell titles through.

• There are 7 full-time staff, as a small business the roles cross-over working on the finance side, analytics and marketing of the company.
What did we do whilst we were there?

- How to market unique books that may not have a clear direct marketing strategy
- How to upload a new book onto Shopify
- Understanding the marketing processes of Poetry Book Society and how they are working on increasing their membership
- Practical skills; working as a team, importance of communication, idea generation
How this experience will help us going forward

• Gaining an insight into the day-to-day work around marketing releases for titles and how this is planned out in advance of publication.

• Learning about what path people in the company took to work in publishing is helpful to plan out the next stages we might take.

• Having the confidence to work in a small business and how this differs from a larger company
What surprised us...

- Flexibility to try new marketing techniques and be open to promote books in new ways
- Their aim to grow the market for translated books (Tokyo Ueno Station)
- The flexibility of roles within the company
Thank You!