



AND DISTRIBUTORS

helping publishers do what they do best

Flexible sales & marketing services

RM Marketing Services was established in 2014 to provide a range of sales and marketing services to publishers, distributors and vendors - locally and internationally. After 11 years working as Publisher Relations Manager for James Bennett (the region's largest library supplier) and the divisional manager of the *Inbooks* distribution business (representing over 70 presses to the broader book trade in Australia and New Zealand) it was clear there was a gap in the market for support services - particularly for small to medium publishers.

Once launched, it didn't take long for clients to sign up as word-of-mouth spread. Every publisher wanted something different - proofreading/editing of a manuscript or pitch document; email marketing campaigns to retailers, libraries or direct-to-consumer; sales and promotion management for digital platforms; market research and recommendations; website development and management; social media strategy and creation of digital assets; design of brochures, flyers, posters, banners, advertisements and other promotional items; as well as distribution advice and general consultancy related to the ANZ supply chain.

With over 27 years experience in sales, marketing and management roles, and a wealth of knowledge about the local and international publishing and bookselling industry, consider outsourcing some of your sales, marketing, administration or operational tasks to **RM Marketing Services** today. We provide an affordable hourly rate to clients so why not move some of your regular sales and marketing tasks to an "on-demand" service and let's manage your "to-do list" together!

There are few aspects of the publishing industry that Rachael McDiarmid hasn't thought about in her career in books and publishing. I had the benefit of her insights as a colleague at Frankfurt Book Fair over a number of years, and trusted her to give me advice about our interest in finding meaningful direct contact with libraries and schools, an entirely new area for UWA Publishing... I thoroughly recommend her for her insights and intelligent analysis. Rachael is trustworthy and smart, and thus a great asset to those of us working in the publishing trade.

Professor Terri-ann White
Director, UWA Publishing



on demand services flexible & affordable

Ideas to consider

general

- ▲ Proofreading and editing services
- ▲ Copywriting

marketing

- ▲ Graphic Design (print promotions, digital marketing)
- ▲ Email Marketing (retail, library, consumer)
- ▲ Campaign Management (promotions, publicity)
- ▲ Database Maintenance
- ▲ Website Administration
- ▲ Social Media Management
- ▲ Analytics
- ▲ Publisher Relations

sales

- ▲ Account management for print and digital customers
- ▲ Sales administration and reporting
- ▲ New product launches

operations

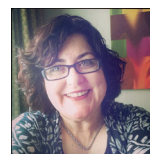
- ▲ Operations support for distributors (systems, metadata, reporting, general administration)
- ▲ Content Acquisition (print and digital)

special projects

- ▲ Consultancy Services

about Rachael McDiarmid

Rachael started in the book industry in 1990 and has worked in a variety of product, sales, marketing and management roles. She frequently jokes that she worked for two publishing companies, who relocated four times, changed names six times, and managed to survive eight mergers and acquisitions before moving to James Bennett as Publisher Relations Manager and divisional manager for their distribution business, *Inbooks*. A member of the management executive, for the next 11 years she worked with over 1000 publishers and distributors, of all sizes, locally and internationally, before adding the marketing communications brief to her portfolio - responsible for website development, administration and content; social media; digital marketing campaigns; design and print promotions. She started RM Marketing Services in April 2014 and her clients have included Bloomsbury Publishing, Yale University Press, ACER Press, Andrews McMeel Publishing, UWA Press, Seven Dimensions, James Bennett, as well as distributors and self-published authors. She is known for her no bullshit approach.



Read more recommendations and endorsements on LinkedIn and **contact Rachael today!**

