

stison

PUBLISHING SOLUTIONS

Stison Launches Web Publisher

Grow your book sales through your own customised web site

The changing dynamics of the retail environment over the last few years has allowed publishers to explore new avenues both to retain current customers and attract new ones. Adapting to large online retailers, the growth of general retailers, ebooks and rapid availability of knowledge via search engines, have all impacted on the profitability of publishing activities.

Today's publishers are exploring new and innovative ways to earn more book revenue, particularly in marketing and selling online. Latest research indicates that online shopping is driving the retail sector's growth and is influencing the way people shop. With one in four consumers now shopping on the web, they are looking for more effective means to purchase items – allowing people the choice of retailer and the most cost-effective price at their own convenience.

The Internet has grown as a popular place to buy books. Online, however, there is no physical book to pick up and peruse. Replacing that experience is a web page devoted to the book designed to carry all the rich information of the jacket cover (cover design, synopsis, reviews, author biography, etc.). All of this information draws the potential reader into the item and helps to sell it. The richer the data, the better the chances are of selling the book.

Many publishers are finding that direct to consumer websites are a cost effective means of increasing sales and brand awareness that allows them to target customers based on their specific attributes. Stison has launched Web Publisher 1.0 to help book publishers do just this. Driven by the same Onix message used to send information to Amazon or Nielsen, publishers can now simultaneously publish their own rich book metadata. The freedom to present this data on their own designed websites affords an exciting avenue for developing their brand and generating sales and profitability. The main expense is in designing and initially establishing the website but this doesn't need to be a daunting factor.

Driven by the lack of affordable products in the publishing sector, Stison have created Web Publisher 1.0 to provide an easy way of creating customised publisher websites. This enables you to: present a wider range of books to a targeted audience; sell direct to consumers; store information about your customers allowing you to target them through direct marketing; and increase the sales opportunity through richer data about your books.

Angela Smith from Frances Lincoln Publishers says *“Stison Web Publisher 1.0 offers us a space where we can speak directly to our customers. It enables us to display our complete list to them, to receive direct feedback, and to continually improve the way we work with them.”*

If you are standing still, you are going backwards. Come see us at Stand S630 - London Book Fair.

Notes for Editors

Stison Ltd. was formed to fill the gap for low cost publisher web solutions. With head office based in Hastings in East Sussex, Stison provides design, software, services, support and hosting to the publishing industry. Specialising in content managed and automated websites, Stison's products include Web Publisher 1.0. The template based Onix driven web CMS system offers an integrated marketing and sales tool.

Stison's experienced team of developers and support professionals offer a wealth of knowledge and experience to the publishing marketplaces.

For further information please contact Miles Harrison:
Email: info@stison.com
Tel: +44 (0) 844 669 7909
Web: <http://www.stison.com>