

Ingram Marketing Advantage

White-glove digital marketing services designed to broaden audience reach and increase online sales across your entire catalog



Increased revenue. Increased value.



Sales Lift Across Formats

Enhance metadata and promote titles in all possible formats to find new readers and improve sell-through.



Multi-Channel Customer Reach

Combine Ingram's distribution network with strategic digital advertising to increase sales across all retail accounts.



Analytics and Education

Data-driven identification of books that have untapped demand potential, plus market analysis and audience reports so you can learn too!

Three White-Glove Services to Choose From:

1

Complete Catalog Metadata Optimization

We optimize keywords, BISAC codes, and product descriptions, increasing organic discoverability of your entire catalog.

2

Backlist Demand Generation

A fully managed marketing and promotion service that will grow sales for select titles, all at no risk to you – we cover the marketing costs.

3

Frontlist Marketing Agency

A best-in-class digital agency offering expert social and retail advertising to support your frontlist publications.



Let Ingram Marketing Advantage do all the work for you!

Contact your Client Manager to learn more.