

# How Berrett-Koehler Publishers Maximizes Impact with Meltwater

## About Berrett-Koehler Publishers

Berrett-Koehler Publishers is an independent, mission-driven publishing company focused on inspiring personal, organizational, and societal transformations. In operation for over 30 years, it boasts a wide catalog of nonfiction titles, distributed through Penguin Random House, that span business, leadership, self-improvement, and social change. As it works to produce books and ideas that help create a better world for all, Berrett-Koehler Publishers relies on Meltwater to power its publicity operations.

## Products used



Media Intelligence



Media Relations

## About Meltwater

With 27,000 global customers, 50 offices across six continents and 2,300 employees, Meltwater is the industry partner of choice for global brands making an impact. [What could we do for you?](#)



*"We use Meltwater for every campaign. We would not have successful media campaigns without a tool like Meltwater."*

— Christy Kirk, Associate Director of Marketing, Berrett-Koehler Publishers

## The Challenge

Berrett-Koehler's three-person publicity team creates launch plans and strategies tailored to each new release and its distinct topics, angles, and audiences. Each requires customized media lists, as well as social and traditional media monitoring to track visibility. As a small team managing a high volume of books, efficiency is key.

## Meltwater Media Intelligence and Media Relations

The team uses the [media intelligence solution](#) to stay on top of media coverage that it can then quickly share with authors and collaborating publicity teams, on social media, or in newsletters. Unlimited keyword searches let it continuously track interest in its entire catalog, including backlist titles. The [media relations solution](#) enables it to efficiently build custom media lists for each launch. Powered by AWS Compute architecture and storage solutions, both solutions scale instantly, ensuring data durability and availability.

## Results and Benefits

Meltwater is a core part of Berrett-Koehler's publicity operations, allowing it to centralize and streamline workflows. That capability has been critical as the team has grown, enabling it to execute more campaigns and maintain a high level of support for all of its authors. The sales team also benefits, using PR reports to show proof of media coverage and audience interest to prospective retailers. Additionally, Meltwater helps uncover new opportunities in podcast marketing and identify programs with relevant, established listenerships.