

# TIPS TO PROMOTE YOUR BOOKS



There are many ways you can promote your book to increase its visibility among the scientific community and on the internet. Here is a list of some of these activities which will help you in spreading the word about your books in an easy and reliable manner.

## INFORM YOUR COLLEAGUES AND INSTITUTIONAL LIBRARIANS ABOUT YOUR BOOK

Once your book is published, inform your colleagues and university / college librarians, preferably through e-mail or social media (explained in the section below).

### PROMOTIONS

The Bentham Books marketing team can assist you with creating promotional messages (letters, flyers etc.) to recommend the book to your intended audience. To learn more, contact our Books team at [books@benthamscience.net](mailto:books@benthamscience.net) for assistance. As a bonus, all book purchases referred from the author or editors are eligible for a contributor discount.

### E-MAIL SIGNATURES

You can also add a link to your book in your email signature so that your contacts can be informed and reminded of your book when they receive messages from you.

### PERSONAL C.V. AND WEBSITE

Add links and citations to your personal website or your institutional website page. Your book should appear in your list of publications.

### ACADEMIC RECOMMENDATIONS

If you are teaching a course, look for opportunities to integrate your book, where possible, into your course and recommend the book to your students and institutional librarian.



## USE SOCIAL MEDIA



Social media platforms, such as Facebook and Twitter provide a useful outlet to inform your colleague about your publications to your personal contacts, professional colleague and relevant audiences. These websites are free to use and therefore serve as a means of promoting your work free of cost to millions of registered users. You can post links to book descriptions, TOCs and purchase links on your own profiles or message feeds which can then be shared with your contacts and other users on the network. There are many different social media platforms, each with distinct features, but here is a brief list of common social media websites:

### FACEBOOK



Facebook is the most well-known online social media website. It allows you to create a personalized user profile page which can be viewed by your friends and other Facebook users. You can share updates in a formal manner along with media content. To create your Facebook page, visit Facebook and sign up by entering your details in the sign up form. Be sure to keep your profile updated as well as review the privacy settings of your account to ensure a better experience. Facebook allows you to post media galleries of images or other material present in your book making it easy to inform your audience about your book in a more engaging manner. You can also participate in community groups (including professional or student groups) to share information about your book.

### TWITTER



This social media platform focuses on short messages ('tweets' of 280 character length). Twitter is a great way to notify several users with immediate and important updates. While there is a limit to character count in each tweet, there is no limit to the amount of tweets you can send in a day. You can send tweets to your contacts as well as many professional institutions. Communication is mostly impersonal and in shorthand form. Twitter also allows the use of 'hashtags / (#)s' which allow your tweets to be indexed according to desired keywords as well as disseminated to users following specific hashtags. You can register on twitter to create your account.

### LINKEDIN



LinkedIn is the social network of choice for professional experts. LinkedIn allows you to create a formal, detailed profile which lists your academic qualifications, work experiences, professional affiliations and specific achievements. It can serve as your online C.V.. After creating your profile, you can join professional interest groups and share information including links and slide presentations about your publications among your peers. You can create an account by logging on to the LinkedIn website.

### MIX



Mix is an online content discovery and sharing platform which allows users to search websites that match their interests. It gives relevant suggestions to users on the go. Users can also rate websites, articles and share them with an online community based on common interests. Mix allows you to share topics of your interest to a specific audience.

## WRITE A BLOG FOR BENTHAM INSIGHT



Writing a blog enables you to share some insight about a specific topic. This can be done in a single post or in a series of posts. Blogs offer you an opportunity to share current and unique developments in your field of expertise which can spark interest among readers and members of the academic / professional community. Information in your blog post can then be linked to your books, which helps to promote them to a specific target audience. Blogs can also contain keywords which match the description and chapter content of your book. This makes your book more relevant to your desired search terms and therefore, more searchable on internet search engines such as Google, Bing and Yahoo!. To start, you can contact your book editorial manager or our marketing team and we will assist you in publishing your post on Bentham Insight.

## CREATE AND SHARE A VIDEO



Videos are a great way to introduce yourself and your book to your audience. Videos can also supplement your book content by providing additional audio/visual information. You can create a video that explains the book contents and share it on video sharing websites such as YouTube or Vimeo. Alternatively, you can send it to us and we'll share it on our website and YouTube channel.

## PROMOTE YOUR BOOK AT EVENTS



Promoting your book at academic and professional conferences can create an interest in your book to an active readership. You can promote your book at attended and non-attended events by sending marketing brochures to the conference venue or through digital marketing exchange deals through which we can offer discounts to attendees. To learn more about promoting your book at conferences, contact our marketing team at [marketing@benthamsience.net](mailto:marketing@benthamsience.net).

## ENDORSEMENTS AND BOOK REVIEWS



A recommendation from eminent personalities, scholars and scientific peers can go a long way in adding credibility to your book and giving it a publicity boost. This can be done before publication through an endorsement which can appear on the back cover of the book as well as post-publication in the form of book reviews. Book reviews can additionally be published in renowned scholarly publications or newsletters and can also appear in book metadata given to various distributors and retailers ensuring that a large number of prospective readers read them. Contact our book marketing team for working on book reviews at [books@benthamsience.net](mailto:books@benthamsience.net).

## LOCAL AGENTS AND DISTRIBUTORS



Partnering with a local distribution agent or bookstore can help local buyers in purchasing a copy of your book. Make sure to inform a local bookseller or promoter about your book so that they can assist you in reaching out to interested readers. Contact us at [marketing@benthamsience.net](mailto:marketing@benthamsience.net) if you require any assistance for partnering with such agents.

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