SNAPSHOT

Author Directions: Navigating your success through Discovery & Advocacy

Promotional Tactics to Raise the Profile of Your Book

Routledge
Taylor & Francis Group

CRC Press
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Introduction

Publishing a book is an exciting time for any author. Years of dedication and hard work pulled together into a printed volume ready to share with the academic world. As an author, you know your audience better than anyone. This snapshot will help you put that knowledge into the marketing of your own book, with tips on how to gain a strong online and offline presence to maintain discoverability, even after publication.

Our goal for this snapshot is to guide you through some steps that will help your work become more discoverable, but this does not replace the marketing steps that Taylor & Francis is taking on behalf of you and your book. Review your Author Care pack or visit the Resources for Authors section of our website to learn more about the ways Taylor & Francis supports our authors!

We have divided our advice on promotional tactics into two channels:

Online presence – including tips for:

1. Creating a website
2. Emails and newsletters
3. Social media
4. Visuals and infographics
5. Professional and academic platforms
6. Blogs and podcasts
7. Your book's Amazon page
8. Taylor & Francis Featured Authors

Offline presence – including advice about:

1. Visiting groups, societies, and conferences
2. Workshops and guest lecturers
3. Interviews
4. Organising an event in your local bookstore

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Online Presence

Today, technology is at the forefront of our working lives. Creating and developing an online presence is key to maintaining the discoverability of your book.

1. Creating a Website

Setting up your own website is a great platform to advertise your book as well as your academic interests. Here you can create links to your social media pages, your book's page on the Routledge/CRC Press website, as well as your institution's profile. You can also include a contact facility so your audience can easily reach you about your book.

A website is a great way to build up a mailing list of people who visit and interact with your site. Ask if they want you to stay in touch, and perhaps start a regular newsletter with updates about your work. A mailing list of 100 people interested in your work is worth more than 1,000 people who potentially are not interested. Remember to keep your website current and to regularly add content to keep your audience interested.

2. Emails and Newsletters

Your professional contacts are a great way to spread the word about your book. Their academic prowess can provide endorsements as well as links to journals who could provide valued reviews of your book, all of which are great advertisement on your website as well as your book's Routledge/CRC Press page.

Members of your non-professional audience are equally as important, and a regular newsletter is a great way to build a community of people who share the same passion for your subject as you do. Creating an email banner is easy advertisement of your book whenever you send an email. Try free-to-use design sites such as Canva, which make design work extremely easy and very cost effective.

3. Social Media

Nearly 2 billion people worldwide are active on social media (Statista, 2017).

Social media platforms have exciting potential to boost the discoverability of your book and generate excitement about your work. There are several platforms to choose from to suit your online persona and the audience you're interested in reaching.

For more information on how to effectively use social media, check out another snapshot in the Author Directions series entitled Navigating Your Success in Social Media: 5 Key Tips for Authors Using Social Media.

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4. Visuals and Infographics

A big part of developing your online presence is sharing content with your audience. Fortunately, it's easy to put together compelling, engaging, and attractive content that you can use to generate interest in your book. Two options are video trailers or overviews of your book, and infographics.

You might worry that you don't have the technical know-how to create these, but there are several tools online that will walk you through the creation of this kind of content for free. Consider the following online resources:

- Video
  - Stupeflix (studio.stupeflix.com)
  - Animoto (animoto.com)
  - Videolicious (videolicious.com)
  - Wideo (wideo.co)
- Infographics
  - Piktochart (piktochart.com)
  - Easel.ly (easel.ly)
  - Infogram (infogram.com)
  - Visually (visual.ly)
  - Venngage (venngage.com)

You don't even need to film anything to put a video together – you can create a video with simple voice-over, the book's cover, charts and graphs from the book, and related images. YouTube is one of the most popular search methods on the Internet – take advantage of this by making sure you have content on the site.

5. Professional and Academic Platforms

Platforms such as LinkedIn, Academia.edu, Google Scholar, and ORCID are ideal ways to complement your social media presence and put greater emphasis on your professional accomplishments while connecting with people who work in your field. These platforms have distinctive characteristics and don't serve the same functions as traditional social media, which is why they are best used in conjunction with other platforms.

- LinkedIn is intended to help you build your professional network. Your profile emphasizes your CV and work accomplishments, and posts and other shared content are generally industry-specific. The site has numerous groups where you can discuss specific topics and issues and connect with others more closely.
- Academia.edu is a platform that allows academics to post their research and access data and analytics that demonstrate how widely that research has been shared. The platform also links you to others by making it possible for you to view their research. If you are a practitioner who is interested in the academic side of your field, you could benefit from this platform.
- Google Scholar lets you to search specifically for scholarly literature across many disciplines and sources, keep a library of your searches, and create an author profile and alerts to see who's citing your work.
- ORCID is a free registry that allows you to create a unique author identifier that you can link to your research and writing.

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6. Blogs and Podcasts

Even if your book was written a year – or even a few years – ago, the subject of your research could still be relevant to some of the topical issues of today. Blogging, or guest blogging, is a great way to tell a story around your research, and even better if you can draw parallels with current trends.

For more information about writing a blog, check out our Resources for Authors page.

7. Your Book's Amazon Page

In addition to a page on the Routledge/CRC Press website, your book will also feature on Amazon.com. Authors can also create an Amazon A+ page.

Taylor & Francis Marketing Manager Umar Masood remarked: "Amazon allow authors to create a biography page which is great for more trade and professional books. Plus, if the author wants to add some more insights for customers, like a personalised letter, we can upload this for them."

A great example of an Amazon.com page with additional author content is Mixing Secrets for the Small Studio.

8. Taylor & Francis Featured Authors

The Taylor & Francis Featured Authors program is a great way to have your own profile on the Taylor & Francis website. The aim is to enhance the "book buyer" experience by providing highly visual, engaging information about you. It helps to leverage existing online information, profiles, and media for you to make profiles richer and easier to maintain. It also allows you to easily publish news about yourself, your book, and upcoming events that can be syndicated to all Taylor & Francis channels.

An Author's Advice

Alison Baverstock is the author of How to Market Books, 5th Edition. Here are her top tips on maintaining an online presence:

> "I think the best way to continue to market your book is not to do so too consciously. My advice would be to maintain a presence online as an interesting person, to offer occasional comment (sincere of course, but not too often) on things you genuinely care about, what you have read (make it clear that in addition to hoping others will read your work you invest time in and gain pleasure from the work of other writers), places you have been to and comments overheard. Refer to your book in the by-line of any journalism you get asked for, and in your short blurb on social media. But whatever you do, don't keep reminding people to buy or read your book. Not only is this very boring, it also raises the spectre of 'Is it not selling?' Of course, such creative self-determination offers a wonderful excuse for doing all those things you planned to do anyway, in pursuit of what all writers really need to support their writing – lots of treats."

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Offline Presence

Though online tactics are now commonly used for promoting books, there is still plenty of value in developing your offline presence, which is equally important to maintaining the discoverability of your book.

1. Visiting Groups, Societies, and Conferences

Around 80% of all book sales are through word-of-mouth (Hunt 2009, 44).

Groups and societies are filled with people interested in a subject or topic. Giving talks about your work whilst having your book and/or flyers available are a great way of spreading the word about your book. Your audience are a powerful tool to make this happen and a society interested in the same topic as your work is a great place to start.

Conferences are also another major event to publicise your book. Taylor & Francis attend hundreds of conferences all over the world; let us know which ones you are attending.

2. Workshops and Guest Lectures

If you are a textbook author, attending workshops and guest-lecturing can be particularly useful for you. Students are the next generation of academics, so sharing your knowledge and expertise in workshops and guest lectures can be a great way to engage students with your subject. Sharing links to your website and social media pages during these events will help drive new traffic to your online presence and will, in turn, increase your audience.

3. Interviews

Don't limit your interviews to the time just after your book's publication date. Interviews with relevant magazines, newspapers, and radio stations during major developments in your field are great ways to broadcast not only your expertise in your subject area, but also your book and your additional work that might be forthcoming.

4. Organising an Event at Your Local Bookstore

Though some believe that an event in a local bookstore is an outdated practise, there is still plenty of room for this classic event in your local community. Treat the event most like a social occasion and less like a promotional appearance, and try to avoid large chain bookstores while focusing on the local ones. Getting those "word-of-mouth warriors" to spread the word about your book will aid discovery beyond just the local level.

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An Author's Advice

Valerie Geller is the author of Beyond Powerful Radio – A Communicator's Guide to the Internet Age. Here's her advice for maintaining discoverability of your book:

> "*Beyond Powerful Radio – A Communicator's Guide to the Internet Age* is not a "typical textbook," rather this fourth book in the "Powerful Radio" series is an extension of my life's work (and passion) as a broadcaster, broadcast consultant and trainer, helping communicators, broadcasters and podcasters learn proven techniques to help them become more powerful communicators and grow audiences. […] Continued sales of the Powerful Radio books have come through the best marketing there is: word of mouth, geared towards both a professional audience as well as students. These books have actually sold better in the second or third year - taking some the time for people to READ it, use it and achieve success using the methods and ideas within, then, spread the word. We use social media. Twitter retweets REALLY do sell books. I also use LinkedIn, Facebook – and keep a database of teachers and broadcasters who use the book and have reached out with either praise, comments, or questions. Routledge created a sales site for the book; additionally, we created www.beyondpowerfulradio.com and posted lots of praise quotes, videos and training videos plus an 18 minute "TED style" talk – and lots of resources. I support the book with appearances, talks and workshops along with "Become A Powerful Communicator" seminars, and, depending on my travel schedule, I speak to all of the course/classes that choose to use Beyond Powerful Radio as a text either in person or via Skype. I recommend having your book available in ALL formats so it's easily accessible to ALL readers. To further get the work out, we produced an audio edition of the book, which is free if you're a member of audible.com. Audible.com also offers a lot of useful advice on marketing audio books that applies to marketing ANY book. They recommend blogs, using social media and videos."

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Conclusion

"So as long as the books are in print, my marketing will continue." – Kit Berry, author of the Stonewylde Series (Baverstock 2015, 291).

Maintaining the discoverability of your book requires a combination of an online and offline presence, utilising current networks, and creating content to engage new audiences. Finding a combination to suit you can be difficult, but the methods highlighted in this snapshot will help you figure out where to start. You know your audience better than anyone, and a confident marketing strategy will make a big difference in your book's discoverability.

Remember: your value is your single most powerful marketing tool; when you fully understand your book's value, your marketing will naturally become more effective.

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For more information about these author's books:

How to Market Books

5th Edition

Alison Baverstock

ISBN: 9780415727587

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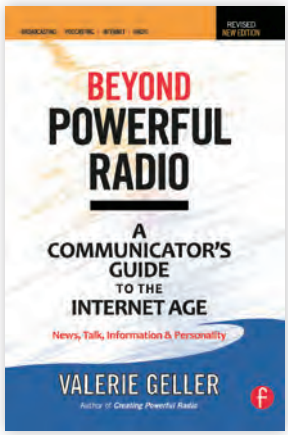

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