Ideas for promoting your book

Have you ever wanted to help promote and market your book, but haven’t known where to start? These helpful tips will steer you in the right direction.

Your institution

• Print out a copy of the cover of your book or a book flyer (or ask us to send you one) and post it in your department.
• Are any of your colleagues teaching courses that your book would be used for? Please make sure that they know about it.
• Does your university/institution have a newsletter? Make sure they include a mention of your new publication in the next issue.
• Your institution may have a press department who could send out a press release about your book.
• Contact your institutional library / teacher resource center to ask them to stock a copy… or several.
• Does your department have a social media presence? Ask them to mention your work.

Emails

• Mention your book in your emails. That way everyone who you email will know about the book—and anyone they forward your email on to, as well! To find out how to add an email signature to your emails in Outlook, visit: http://office.microsoft.com/en-gb/outlook/HP052427461033.aspx
• You can add either a simple line of text and a link, or a signature with an image included. Here’s an example of a signature with image:

Sincerely,
Daniel Chambliss

Now available from SAGE!
Making Sense of the Social World: Methods of Investigation, Fourth Edition
By Daniel Chambliss
and Russell Schutt
Find out more and order your complimentary review copy at www.sagepub.com/chambliss4e

Your teaching and speaking engagements

• Have you been invited to participate in a speaking engagement or workshop? When speaking to the organizers, why not suggest that they include a copy of the book as part of the course or event? For bulk orders, they can get in touch with SAGE customer service, who can help with multiple copy sales.

Phone: 1-800-818-7243

• if this isn’t an option, take flyers with you and hand them out to participants. Your marketing manager can create customized flyers for you upon request.
Many students are using Wikipedia as the starting point for their research, so making sure that links to your book appear on the relevant pages will increase the profile of your book. Be careful, though—Wikipedia moderators object to using the site for promotional purposes, so make sure that you are making a real contribution to the site such as updating content as well as referencing your book.

- On the pages relating to subjects that your book covers, add your book as a reference, with a link to your book on our website.
- If there is no page related to your specialist subject area, think about creating one (with your book as a reference, of course). You can find out how here: http://en.wikipedia.org/wiki/Wikipedia:Tutorial
- Do you have a personal Wikipedia page? If not, consider creating one. Here is an example for our author George Ritzer: http://en.wikipedia.org/wiki/George_Ritzer

We are seeing an increasing amount of traffic to our websites via YouTube as students, instructors, researchers, and professionals use video as an initial way of researching a topic. If you already have video related to your book, please make sure we are aware of this content. You may want to develop a video of yourself introducing the book (why you wrote it, what’s new in this edition, the key features, who it is written for, etc.), or perhaps you have footage of you presenting at a conference. If you have video content, we will consider adding it to your product page on our website, SAGE’s YouTube channel (http://www.youtube.com/SAGEPublications), and to your book’s page on Amazon. You can find examples of appropriate videos here:

https://www.youtube.com/watch?v=15e7kVzMlfS
https://www.youtube.com/watch?v=S3eWfH0_Cb8
https://www.youtube.com/watch?v=M-Ec6a5IAfU
Your own website or blog

“Do you have your own website or blog? If not, create one!”

- Wondering what to write about? What about:
  - Conferences and training events that you’re due to speak at.
  - Your last workshop or conference—were there any interesting questions that came up?
  - Have you read any particularly good articles on your subject recently?—link to them! If readers agree, they’ll come back for more of your good advice.
  - What do you think of any recent press coverage of your subject area?
  - Do you have any tips, lecture ideas, assignments, group work/projects that you can recommend for teaching your particular subject?

The more you write, the higher your page will appear in search engine lists when potential book buyers are searching the web.

SAGE also has a corporate blog called SAGE Connection that can be found at http://connection.sagepub.com. This blog connects a wide audience of scholars, instructors, practitioners, librarians, and many other industry professionals and offers relevant and timely posts related to academic publishing. If you have an idea for a guest post topic, speak with your marketing manager. Posts on this blog are never outright sales pitches for your book, but can be useful as a platform for discussion on a topic you may cover in your book. We are able to mention a bit about the author as well as a mention of the new book at the end of the piece. See the example below for successful past posting by a book author, and feel free to browse the site for more topic ideas.

http://connection.sagepub.com/blog/2013/08/06/how-to-present-data-effectively/

Other social networking sites

Facebook, Twitter, Linkedin and other social networking sites also host groups and discussions which may be related to your book.

- It is important not to ‘spam’ by posting multiple sales messages about your book. However, the occasional carefully worded message is appropriate.
- Use these sites as an opportunity to engage with the target audience for your book. Are your students on the site? You could try setting up a group for your class to encourage them to discuss topics that the book covers.

Online listservs, discussion lists, groups, or forums

Do you participate in or are you aware of any online listservs, discussion lists, groups, or forums related to your book or organized by a professional association to which you belong? Post a message announcing your new book with a link to the book page on the SAGE website or on Amazon.

“The most important thing you can do is to help us help you! Keep your marketing manager informed.”

- Related activities that you are participating in.
- Awards that you win.
- Conferences that you attend.
- Related promotions that you receive from competing publishers.
- Leads that you uncover. Have you had a conversation with a colleague about your book? Don’t give away your personal copies. Simply e-mail your marketing manager with the name and contact information. We will send out a complimentary exam copy and ask our sales representatives to follow up and close the adoption.