

## Marketing Tips for ABC-CLIO Authors

Congratulations on taking the next step in publishing your work! We would like to take the time to outline easy activities for you to help boost your publication's exposure. ABC-CLIO is in a position to arrange for a widespread distribution and promotion for all its publications, but, as an author, you are the most powerful sales associate.

While you can expect us to deploy email campaigns, submit book reviews, advertise online, and campaign at specialized conferences, here are some simple tactics that you can also undertake to ensure your book's success:

### 1. Endorsements

- a. Be proactive in soliciting endorsements (often called "blurbs") from other experts or notables in your field. Be bold—contact the biggest "names" even if you don't know them personally; don't limit yourself to your colleagues in your own department. We can include 2 or 3 blurbs on the back of your cover; others will be part of the marketing copy that we send out to our distributors (such as Amazon). Your editor will be able to provide you with an endorsement form to use in your requests.

### 2. Amazon Reviews

- a. Amazon is ABC-CLIO's largest wholesaler customer. Customer reviews on Amazon are the top influencing factors for customers when making a purchasing decision.
- b. Ask your colleagues or close friends who have purchased the book to write a review on Amazon. Send them a link to the product page on Amazon. After they sign-in, ask that they write up a quick summary of how your publication helped their studies or professional development.
- c. Create an Author Page on Amazon (see Amazon Author Central below) to increase visibility and spark discussion of your book.
- d. Review other books recently published in your field, identifying yourself as the author of [title of your book].

### 3. Amazon Author Central

- a. Set up your own author page at Amazon Author Central.
- b. The Author Page on Amazon.com provides a handy place for customers to learn about you. Helping customers get to know you is an effective way to introduce them to—or better educate them about—your books. On the Author Page, Amazon can display essential information about you—including bibliographies, biographies, author photos, and even feeds to blog posts.

### 4. Email Signature

- a. Below your email signature, add a short snippet about your book release with a hyperlink to the product Webpage. For example, “Have you heard of my new publication from ABC-CLIO? Find out more [Add a link to your product page at ABC-CLIO.com]”

## 5. Social Media

### a. Facebook

- i. Are you on Facebook? Facebook is one of the most commanding social media sites where you can connect with essentially every customer: faculty, librarian, student, researcher, society/association groups, etc. Here, you can view customer comments, find out which conferences ABC-CLIO attends, watch author YouTube videos, and link to the latest publications.
- ii. Follow us on Facebook to build ABC-CLIO’s recognition.
- iii. Ask your colleagues to join too!

### b. Twitter

- i. Follow ABC-CLIO on Twitter and tweet us about upcoming events, book signings, and other promotional activities.
- ii. Don't *just* post about your new book. Follow leaders in similar fields, start conversations on topics featured in your book.

### c. Blog

- i. Be a guest blogger on ABC-CLIO's Blog for additional exposure; to get you started, your editor can provide you with a list of questions to answer about your own work.
- ii. Do you have a blog? Draw people to your website and more attention to your book by writing entries on topics covered in your book. In addition, we can re-post your blog entry on ABC-CLIO's blog for increased exposure.

### d. YouTube

- i. There is an increase in YouTube video ads for book releases. Consider posting any seminar recordings of you speaking about the topic of your book or mock video book trailer where you speak about the uniqueness of your work.
- ii. Follow ABC-CLIO's YouTube account for the latest recordings from our authors—or become a recording yourself! Email your editor your recording and we can post it to our account, giving you exposure to all of ABC-CLIO's YouTube followers.

## 6. Promotional flyers

- a. We have provided you with a printable product fact sheet for you to hand out at smaller meetings where ABC-CLIO is unable to attend. Flyers are located on your product page at ABC-CLIO.com.

## 7. Speaking events —40% discount author purchases

- a. For conferences where ABC-CLIO cannot attend, we offer all of our authors a **40% discount for a bulk quantity purchase**. Please email our customer service department at [CustomerService@abc-clio.com](mailto:CustomerService@abc-clio.com) for more information.

- b. When you present at workshops or presentations and cannot resell your book, we invite you to offer a 20% discount to encourage attendees to purchase your books direct. Book flyers with the 20% offer code and detachable order form are available upon request. Please email your editor with your request.
- c. If you have an urgent order request, please contact customer service directly by emailing [CustomerService@abc-clio.com](mailto:CustomerService@abc-clio.com) or by calling 800-368-6868.

#### **8. Other Ideas**

- a. Contact your local library to offer to give a presentation on the topic of your book.
- b. Don't forget to prepare announcements for your alumni magazines or newsletters.
- c. Contact your local radio and TV stations—your topic may be just what they're looking for.