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).

Recommendations

The Bentham eBooks 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 eBooks team at ebooks@benthamscience.org 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 eBook 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.
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 which 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 your friends and other Facebook users. You can share updates in a formal manner along with media content. To create your Facebook page, visit the Facebook website 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.

**Twitter**

This social media platform focuses on short messages (‘tweets’ of 140 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 the twitter website 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.

StumbleUpon: StumbleUpon is an online content discovery engine which allows users to search websites that match their interests. Users can rate websites and share them with an online community based on common interests. Websites can be ‘Favoured’ by assigning a ‘thumbs up’ and these will be listed on users’ individual profiles in a blog style.

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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@benthamscience.org.

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 eBooks marketing team for working on book reviews at ebooks@benthamscience.org.