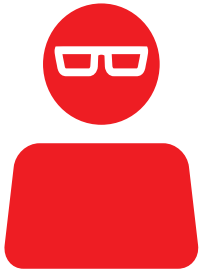




# Marketing guide for authors

Getting the best publicity for your book

[iopscience.org/books](https://iopscience.org/books)



**Congratulations!** Your book is now on its way to being published. Whilst getting to this point may have been a long journey, in some ways it's only the beginning. Now we need to make sure your book is as **successful** as possible and gets read.

# What we do for you...

## Our marketing package can be broken down into three main areas:

- Author and title awareness and attraction
- Library and reader awareness in support of sales
- Marketing support materials



## Author and title awareness and attraction

Raising the profile of you, our authors, is key if we are to help make the book a success. Author awareness campaigns help raise the demand for your book.

Key activities for author promotion may include:

- Conference promotion – highlighting your book at key events.
- E-mail and online marketing campaigns – timely and relevant campaigns to showcase your book.
- Inclusion in Expanding Physics™ promotions – this could be targeted list purchase, promotion to suitable partnership organizations and being part of our sales catalogue.
- Author webinars – a great way to tell the story behind your book, author webinars provide a novel way to help raise your profile.



## Author testimonials

Another great way to help attract authors is to showcase good experiences from you, our current authors. Providing us with testimonials about your experience that we can use in marketing campaigns not only helps raise the profile of you and your title, but also helps attract new authors to the programme. If you would like to submit a quote to us on your experience, please e-mail us at [ebooks@iop.org](mailto:ebooks@iop.org).

# Working with libraries in support of sales

Our library campaigns are directly focused on generating visibility, demand, sales and usage at global institutions.

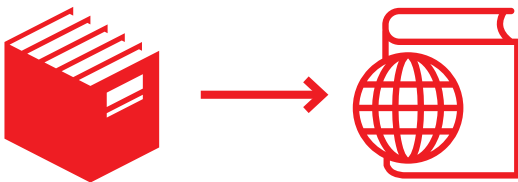
Your book will benefit from activities such as:

- Inclusion in print and digital literature, including forthcoming titles lists, general brochures, flyers, etc.
- E-mail marketing campaigns to raise general awareness, field-specific promotions and new title announcements.
- Communications to current and target library customers.
- Industry conference presence and launch announcements.



## Growing readership

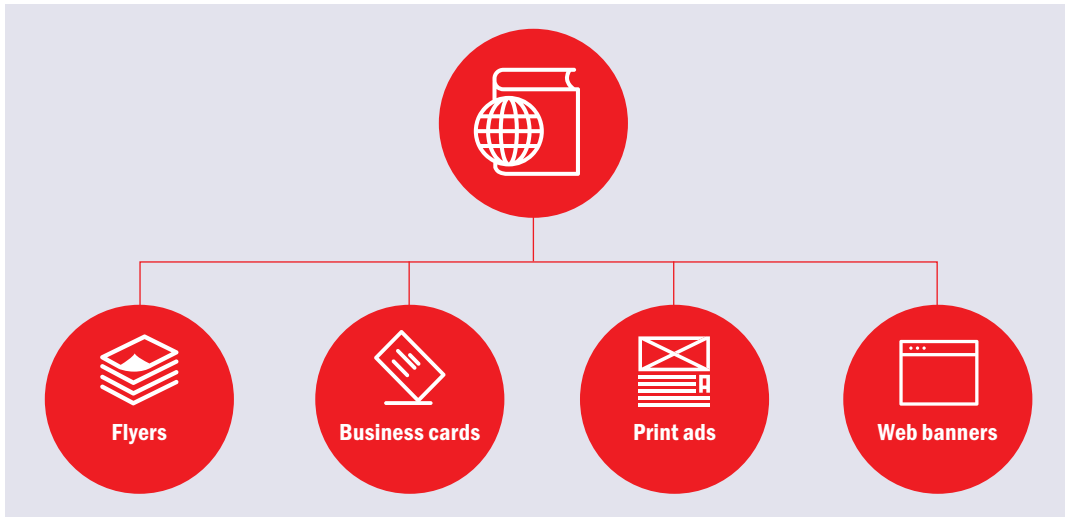
Once your ebook has been purchased as part of a collection, our library marketing team gets to work promoting the content and unique elements of your book to encourage global readership.



# Marketing support materials

Marketing materials specific to your book are created, including web banners, print adverts, business cards and flyers. You can download your flyer from your books homepage on our website [iopscience.org/books](http://iopscience.org/books).

Marketing materials are also sent to targeted conferences and exhibitions to promote your book.



# Online hosting of content



Your book will be hosted on **iopscience.org**. This is our innovative content platform, which attracts an audience of more than 1.5 million visitors a month from more than 4700 worldwide institutions and corporations. Your book will be fully integrated with other content on **iopscience.org**. This means users will find it when they are searching by keywords, subject area or simply browsing book collections.

## Hosting

Your book will also benefit from its own homepage, which we link directly to specific marketing campaigns. In order to help us more accurately describe your book and its readership, please return your marketing author questionnaire.

## Homepage

Book homepages have specific URLs unique to the book, and will always follow the format **[iopscience.org/books/ISBN](http://iopscience.org/books/ISBN)**, for example **<http://iopscience.iop.org/book/978-0-7503-1052-9>** (don't forget to include the hyphens in the ISBN).

## Marketing

This page is also where you can access and download your own promotional flyer for your book.

# A little self-promotion goes a long way...

It's true to say that some of the most successful titles are those whose authors proactively help with the promotion of their own book. So, how long do you have?

## Only have 15 minutes? OK, let's start with the basics.



- Share the URL of your book page with your contacts and colleagues. You can do this in an e-mail or a post on your intranet.
- Include details on your own website, include a cover image and the link to the book's homepage.
- Add a simple link to your e-mail signature.
- Have you checked with your librarian that your institute or company has purchased the relevant *IOP ebooks* release? If not, your colleagues may not have access to your book.
- Send an e-mail to everyone on your contact list directing them to your book's homepage on IOPscience.
- Have you advised your PR department of the book? They may be able to help promote it through their own channels.

## Have a little longer than 15 minutes?



- Download your flyer from your book page and post it on your department notice board, staff room or even on your own door.
- Did you get input from associations or groups for your book? Or perhaps you're a member of an association that may find the book of interest. Don't forget to let them know.

# Get social with us

Social media marketing is one of the quickest and easiest ways to reach your target readership. It can get your message in front of thousands of people with a simple, snappy sentence on Twitter or a review on LinkedIn and Facebook. Social media plays an important role within our own marketing strategy, all our marketing campaigns include links for social sharing, and where possible you should include these too.

## First thing's first

Are you on social media: LinkedIn, Facebook, Twitter, to name a few. Have you shared the news there yet? Connect with IOP Publishing on Twitter, LinkedIn, or one of our Facebook pages, and we can also link to you when we tweet or post.

## Blogs and online communities

Are you a member of a blog or online community? Be active on them and share your ideas, this will help raise your profile with your peers.





## LinkedIn

If you don't have a social media account yet, why not start by looking at LinkedIn? This is a professional social media channel where you can network with other researchers and share content within specific groups relevant to your discipline. Share research findings, articles, images, videos or slide shows and presentations. They have a useful video, why not take a look?

[https://help.linkedin.com/app/answers/detail/a\\_id/53724/bid/28/pid/27](https://help.linkedin.com/app/answers/detail/a_id/53724/bid/28/pid/27).



## Twitter

Twitter is also an easy place to start. It uses no more than 140 characters so you can get your message over in a quick, succinct way. Start by following other researchers and institutions in your field, this will help generate your own followers as they in turn start to follow you back. Retweet content that you find interesting, and content from members of your community, which will also help raise your own profile. Include images with your tweets, as the old saying goes "a picture paints a thousand words", which is a great use of space when you only have 140 characters! They are also twice as likely to get retweeted.

Using hashtags (shown as the symbol #) can also be a great way to link content to a specific theme or topic. We've run our own **#MeetTheAuthor** campaigns on Twitter, if you would like to take part e-mail us at [ebooks@iop.org](mailto:ebooks@iop.org).

If you're still unsure about Twitter, take a look at their user guide

<https://support.twitter.com/articles/215585-getting-started-with-twitter#>.



## YouTube

YouTube is another great way of sharing content online. If you submit a video abstract along with your book, as well as hosting on IOPscience, we can also add it to one of our subject area YouTube accounts. If you have your own why not also post it to yours, or alternatively perhaps your institution has one you could post it on?



## Amazon Author Central

If you are a member of an academic society or association that has a members' newsletter, don't forget to inform the newsletter editor that your book has been published so that an announcement can be added in the News or Publications section.

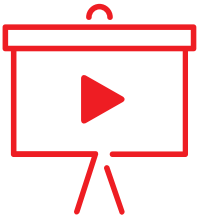


## Weibo

If you're in China there is Sina Weibo. Often referred to as Weibo, it's very similar to Twitter as it lets you share content with no more than 140 characters and up to 9 pictures.



## Conferences and lectures



Conferences can be a great place to promote your book, so don't forget to take a few flyers or business cards with you to hand out. The same goes for any lectures you're giving or interviews you're taking part in, as these are a great place to showcase your book. We could even supply you with a slide to include in your presentation if you should wish, just let us know. Also, if you're attending a conference drop us a line, we may be there too and it would be great to let our visitors know you're around.

## Get in touch



Co-authors, editors or contributors can also play a key role in helping raise the profile of your book, please share this document with them so they are aware of the options for promotion available.

If you have any questions or other ideas on how to showcase your book, please contact our marketing team at [ebooks@iop.org](mailto:ebooks@iop.org). We would love to hear from you.