

Marketing Tips for Authors, Editors, and Contributors

We encourage all of our authors, editors, and contributors to journals and edited collections to join us in marketing their publications. There are many ways you can spread the word about your publication within your academic community. If you have any questions about the below suggestions, including technical questions about how to do any of these things, please just contact us! Feel free to email Becky Straple-Sovers, Marketing Coordinator, at [rebecca.straple\[at\]wmich.edu](mailto:rebecca.straple[at]wmich.edu).

Author engagement is an incredibly important part of marketing, and it really is one of the best ways to increase visibility & sales of academic publications. There are some great resources online about author marketing. We recommend two from the *Chronicle of Higher Education*:

- Irina Dumitrescu's article in *The Chronicle of Higher Education*, "[Time to Get Over Your Discomfort With Book Marketing: How to promote your new scholarly book — without a huge budget and without being awkward and/or annoying about it](#)"
- Devoney Looser, "[Writing a Book or Article? Now's the Time to Create Your 'Author Platform'](#)"

Marketing online:

- List your book or article on your faculty page, on your department website, or on a personal website, then link to the product or article page so that people can learn more about, access, or purchase your publication. If you aren't able to edit your own faculty page, your department admin, webmaster, or IT office can probably help.
- Ask if your department or college has methods of sharing news about recent faculty publications. They might want to post the attached flyer or share an announcement on their home page about your book or article.
- Include an announcement about the publication of your book or article in your email signature with the title (and cover image, if you can!), and link to the book's product page or the article's ScholarWorks url.
- Collaborate with colleagues to update the "Further Reading" sections on Wikipedia pages that are relevant to your field and work. This is a great way to simultaneously increase visibility of your publication and to ensure the timeliness and academic rigor of Wikipedia entries relevant to your field.
- Encourage your colleagues to write reviews of your book and post them on Amazon or social media.

Share the attached flyer:

- Print copies and post them in your department and bring copies to relevant conferences or events.
- Share the flyer on Facebook, Twitter, or other social media channels.
- Forward the PDF by email to family, friends, and colleagues in your field.
- Write a brief email announcing the publication of your book or journal issue, including the brief back cover blurb or abstract, and attach the flyer and cover JPEG. Share this announcement like a press release: Send it to alumni magazines; your current institution's newsletter, newspaper, marketing department, or University Relations; listservs or online communities to which you belong (if you do not feel comfortable doing this yourself, perhaps a colleague would be excited to share the word about your publication!); bookstores in the area that might want to carry the book in a local authors section or even host an event about your book; or anywhere/anyone else who might be interested to know about your publication.

Market with us!

- If we have published your book, we will begin utilizing your marketing suggestions as soon as you send your completed Author Marketing Questionnaire back to us. But please don't hesitate to update us about future marketing opportunities as they come up! If you're attending a conference, giving a talk, or having a launch party, etc., please let us know so we can spread the word on our social media outlets and potentially send you additional marketing materials for your event.
- Stay engaged with us on social media and send us any reviews you see so we can share the word! We share reviews, news, and author accomplishments in our [monthly newsletter](#).

Feeling more adventurous?

- Pitch your book to the *New Books Network* or one of its specific podcasts. *NBN* is a “consortium of author-interview podcast channels dedicated to raising the level of public discourse by introducing scholars and other serious writers to a wide public via new media.”¹ They produce podcasts on over 80 subjects, including several that would work well for MIP volumes, including Art, Digital Humanities, Literary Studies, Music, Performing Arts, various “People & Places” Studies, Archaeology, Arguing History, Critical Theory, History, Gender Studies, Intellectual History, various Religious Studies, and more. [Find out how to pitch your book to *NBN* here.](#)
- Start an author newsletter. [Devoney Looser describes her own experiences with this.](#) It can be a low-cost endeavor and take relatively little time: “I added a subscriber button on my website and began using the no-cost TinyLetter template to organize content. I strive for bimonthly contact, providing a behind-the-scenes, personal sneak peek into my research and methods. Newsletters give readers the latest information on your subject of mutual interest. They learn from you (just like teaching!), and they may be willing to help spread the word about your latest work.”
- Adapt some of the content of your book or article into a tie-in essay or article for a more public-facing audience (social media; a popular outlet like [Medium](#), the [Los Angeles Review of Books](#), [The Conversation](#), etc.; popular and influential websites and blogs in your field; etc.). The popular tie-in can then be promoted along with the book or journal issue on social media channels and the blog post, article, essay, etc., also advertises the book.
- Produce a short feature for our monthly newsletter! We're looking for authors to write short pieces (250-750 words), take part in filmed or written interviews, or produce short filmed segments that we can then feature in our monthly newsletter. If you would like to produce a piece like this (even if you're not sure what you want to do!), please email Becky Straple-Sovers to discuss possibilities.