

AUTHOR MARKETING HANDBOOK



University Press | Kalamazoo
MEDIEVAL INSTITUTE PUBLICATIONS
WESTERN MICHIGAN UNIVERSITY



We're so excited to work with you to market your book! We use a variety of marketing strategies and work with you to help your book find its widest audience. Learn more in the following pages.



Contact us

Contact MIP with ideas and questions.

Email: mdvl_pub_office@wmich.edu



Follow us online

MIP is currently befriended online by many scholars, media, researchers, and readers from around the globe, and is linked to by other bloggers, online publications, and media aggregators. Find out where to follow us at linktr.ee/mip_medpub.

Marketing Together

A dark brown rectangular box with the letters "MIP" in white, bold, sans-serif font, oriented vertically.

MIP

Staff and acquisitions editors at MIP work with you to support the discoverability and reach of your book through our website and blog, social media channels, direct email marketing, conference participation, content marketing, scholarly reviews, awards, reprint permissions & publication announcements. We will also provide you with resources and tips to conduct author-led marketing of your book.

Author engagement is an incredibly important part of marketing, and it really is one of the best ways to increase visibility and sales of academic publications. We encourage all of our authors, editors, and contributors to journals and edited collections to join us in marketing their publications. We will give you tips on how to engage with your community to increase the reach of your book. We can also provide support for author events, virtual talks, and more.

A bright yellow rectangular box with the word "Author" in white, bold, sans-serif font, oriented vertically.

Author

Marketing Timeline

When your contract is signed

If you don't currently have a social media presence, blog, newsletter, or other online presence, it's never too early to start one!

3-4 weeks before publication

By now your book will be listed on our website, including on our home page as a "Coming Soon" title, and we will have started to spread the word about your book. You can too!

...and beyond

Let us know about continuing marketing opportunities! We'll continue to feature your title in catalogs, social media posts, newsletters, and more.

4-6 months before publication

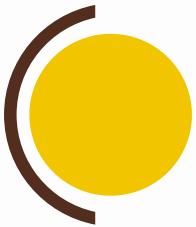
We will send you an Author Marketing Questionnaire, as well as some preliminary marketing tips and materials. Once you return the questionnaire, we'll follow up with you to make arrangements for certain marketing strategies and materials.

At publication

We will send you a marketing packet containing resources like social media graphics, more marketing tips, a JPG of your cover image, and more, along with more tips on author-led marketing.

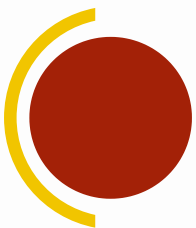


What MIP Does



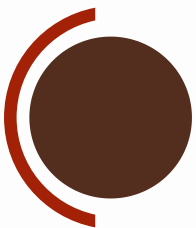
Increasing Discoverability

We maintain rich metadata for your book and work with our distributors and vendors to get the word out about your book.



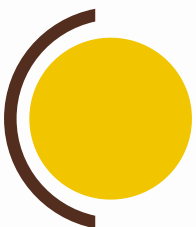
Content Marketing

We can work with you to create an author interview podcast on the New Books Network, a post for our blog, or a video about you and your book.



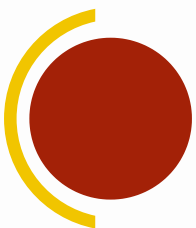
Direct Email Marketing

We send out a monthly newsletter featuring our titles, as well as a new book announcement to our subscribers at publication.



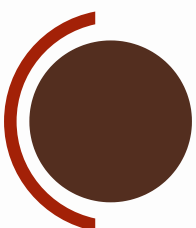
Social Media

We announce the publication of your book on our social media channels and can signal boost any good news or updates you share with us.



Scholarly Reviews

We send out review enquiries to a variety of high-quality academic journals and will send free PDF or hard copies to those that commit to review the book.



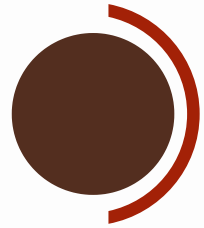
...and more

We're happy to discuss more marketing options with you, including book launches, conference panels, discounts, and more!

What You Can Do

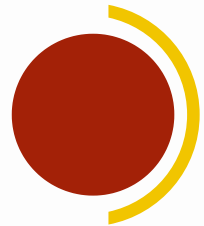
Learn More about Marketing

Find out more about author-led marketing with suggestions from fellow academics [Irina Dumitrescu](#) and [Devoney Looser](#).



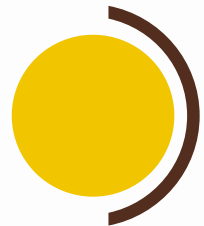
Spread the Word about Your Book

Tell your colleagues, send a notice to listservs, post a flyer in your department, and write a press release for alumni magazines and university relations.



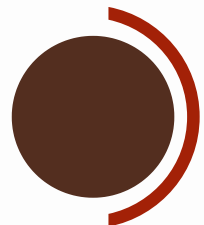
Market Your Book Online

List your book on your faculty profile or personal website, then link to the product page (or ask your department webmaster or admin for help).



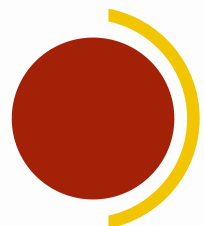
Marketing through Public Engagement

Pitch your book to a related podcast or submit an essay or article related to your book to a more public-facing platform like *Medium*, the *LA Review of Books*, *The Conversation*, etc.



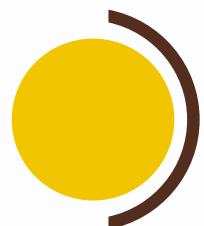
Partnering with MIP

Work with us to create an author interview podcast episode for the New Books Network or produce a short feature for our blog!



Feeling More Adventurous?

Start an [author newsletter](#). Make a short "book trailer" video and share it on social media. Plan a launch party! The possibilities are endless and we're here to help!



Learn More about Marketing

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

By Irina Dumitrescu

■ **“Writing a Book or Article? Now’s the Time to Create Your ‘Author Platform’”**

By Devoney Looser

Spread the Word about Your Book

There are many ways for you to spread the word about your new book, both in person and online. If you feel shy about doing this, remember that people will be excited to see that your book is finally available and will welcome the new publication!

- Print copies of the flyer we'll send you and post them in your department. Bring them with you to relevant conferences or events!
- Share the news about your book on social media.
- Write a short "press release" about your book and send it along with the flyer and cover image to alumni magazines; your current institution's newsletter, newspaper, marketing department, or university relations; listservs or online communities; or local bookstores.
- Include an announcement about your book in your email signature—you can even include the cover image and a link to the book's product page.

Market Your Book 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 whether 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.
- 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.

Marketing through Public Engagement

There may also be an audience for your book outside of traditional academia. Reaching out through public-facing channels can be a great way to let people who don't read academic journals or attend academic conferences know about your book.

- Pitch your book to a related podcast! Many podcasters like to interview experts for their episodes. The episode may be related to the topic of your book, or it may be all about you and your book.
- Adapt some of the content of your book or article into a tie-in essay or article for a more public-facing audience. Submit to popular outlets like *Medium*, the *Los Angeles Review of Books*, *The Conversation*, etc. The popular tie-in can then be promoted along with the book or journal issue on social media channels.



Partnering with MIP

We will begin acting on 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. We can also partner with you to create high-quality marketing materials for your book!

- Work with us to record an author interview podcast episode for the New Books Network! NBN episodes routinely reach over 5,000 listeners.

- Produce a short feature for our blog! We're looking for authors to write short pieces (250-750 words), take part in written interviews, or produce short filmed segments that we can then feature in our blog and monthly newsletter. If you would like to produce a piece like this (even if you're not sure what you want to do!), please contact us to discuss possibilities.

Feeling More Adventurous?

The strategies outlined above are just a few ways to market your book! The possibilities are endless, and we're here to help. Contact us if you have other ideas for marketing or with any questions. And don't forget to keep in touch with exciting news and updates!

- Start an author newsletter. Devoney Looser describes her own experiences with this. It can be a low-cost endeavor and take relatively little time!
- Make a short "book trailer" video and share it on your social media. This can be as simple as you filming yourself giving your book's "elevator pitch" and showing your friends and followers the printed book.
- Plan a launch party! You can hold an event for your book in your own department, at a conference you attend, or at a local bookstore or library. Or contact us to partner with us to hold a virtual launch event!



University Press | Kalamazoo
MEDIEVAL INSTITUTE PUBLICATIONS
WESTERN MICHIGAN UNIVERSITY

THANK YOU!