

A GUIDE FOR LECTURERS

# PROMOTE YOUR TEXTBOOK

## 12 TIPS AND HINTS



De Gruyter's → [Marketing](#) and → [Sales team](#) ensure the worldwide exposure and availability of every single one of our author's works. From newsletters, e-mailings, partner marketing, → [abstracting and indexing services](#) to → [social media](#) and our website, De Gruyter is regularly developing new, high impact ways to build awareness of your content.

With your help, we can do even better.

Help us to spread the word! As an author, you are in an ideal position to build a close-knit relationship with your audience. We've summarized *12 tips and hints for you*; use them and you can create a community of readers interested in reading your book and finding out more about your work.

## BEFORE YOUR BOOK IS PUBLISHED

### 1 Bear search engine optimization (SEO) in mind

It takes time for search engines to find new content on the web, so it's a great idea to get information out as quickly as possible, ideally before publication. This will help others to find your work easily once it is available. Remember these *4 easy steps*:

- ▶ select relevant keywords,
- ▶ choose a smart title,
- ▶ write a clear, information-rich abstract, and
- ▶ advertise your work online and offline, too.

More information in our guide for authors → [SEO in 4 steps](#)

### 2 Set up a Kudos account

and make your work more discoverable. Find out, for example, how often your book has been viewed and cited. For more information on the benefits of Kudos for promoting your book, please read our guide for authors → [Increase your impact with Kudos](#)

### 3 Set up an Amazon Author Page

to promote your title in one of the biggest online bookstores. Please read our guide for authors → [Amazon Author Central](#)

### 4 Set up a Facebook Author Page

If you are active on Facebook this is a great way to promote your title. Please read our guide for authors → [Facebook Author Page](#)

### 5 Set up a Twitter account

prior to publication so that you have an established audience. Please read our guide for authors → [Social Media – Twitter](#)

## WHEN YOUR BOOK COMES OUT

- 6 Share your title in social media channels**  
you use on a regular basis such as Facebook, Twitter, and LinkedIn.  
Read the summarized *do's and don'ts* in our guide for authors → [Social Media](#)
- 7 Don't forget to link your tweet**  
with a corresponding → [De Gruyter Twitter account](#) to reach a broader audience.
- 8 Ask your colleagues for reviews**
  - ▶ online and offline, such as a review in a relevant journal, or in online booksellers like Amazon, Lehmanns.de, and Google Play.
  - ▶ at the conferences you are attending.
- 9 Recommend your title**  
to the university/institutional library.
- 10 Include the title in the recommended reading list**  
for your students.

## AFTER PUBLISHING

- 11 Add your publication**
  - ▶ to your Amazon Author Page and *add* a link to your email signature.
  - ▶ to your LinkedIn profile incl. URL (for purchase) and *add* a description.
  - ▶ to your Kudos account.
- 12 Set up Google Alerts**  
to find out who is discussing your book online.  
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