



Marketing Tips for Plural Authors

So you've submitted your manuscript to production, now what? Learn about simple marketing activities you can do to increase your publication's exposure.

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Dear Author,

Congratulations on taking the next step in publishing your work! Plural Publishing will deploy email campaigns, coordinate book reviews in major journals, advertise on the Web, and deploy campaigns at specialized conferences for your publication. However, as an author, you are the most powerful sales associate. Here are some simple yet effective marketing tactics that you can partake in to ensure your book's success:

1. Join Plural Publishing on social media (@PluralPub)

Social media is an important and unique part of marketing your book that allows you to interact with many peers and communities at once and get real-time feedback. Social media is quickly becoming a leading way for professionals to learn about new books and resources available to them. Our followers love hearing from our authors and social media helps us promote your important news, speaking engagements, accomplishments, and awards.

If you are active on any social media sites, or if you have a blog, let us know on the Editorial-Marketing Questionnaire (EMQ) so we can follow you and share your content. We also encourage you to follow us @PluralPub and comment on our posts to join the conversation. Together we are stronger and our message is heard more loudly.

If you are interested in getting started on social media, or if you would like to expand your social media influence, consider the platforms listed below. We suggest choosing one or two platforms that sound interesting to you and giving them a try.

- a. **Twitter** is a platform designed for quick, informal conversations about a range of topics including communication sciences, disorders, advocacy and awareness, and new research. Plural announces the release of new titles, shares links to Plural blog posts, and engages with audiences that are likely to buy your book. Talk to us on Twitter by using @PluralPub in your tweets and retweet our content to your followers.

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- b. [Facebook](#) is a platform that is important to building business-to-business relationships and has an active community of universities, clinics, and society groups. We also use Facebook to share photos of our staff and authors at conferences and other events we attend. We encourage you to “like” Plural’s Facebook page and comment on our posts. If you have photos you would like to share, for example, a photo of you at a conference, sends it to us and we will post to Facebook. You can also send us important news like a promotion or award on Facebook.
- c. [Instagram](#) is an image driven, mobile platform where we show behind-the-scenes photos and engage with our audiences at a more personal level. We also utilize hashtags, which are like keywords, to find members of the audiences we are interested in pursuing. Images of you working at your practice/clinic, giving a speech, or meeting supporters at a book signing are powerful so we encourage you to send those pictures to us. Similarly, if you are at a conference we are attending, stop by to take pictures with us at our booth.
- d. [Youtube](#) is a video sharing platform where we share sample videos from publications. You can subscribe to our channel and email us ideas you have for a promotional video for your book. We often record interviews with our authors at conferences to promote new books.
- e. [Pinterest](#) is a relatively new platform that is image based and considered the “problem-solving search engine.” On this platform we share tips and articles about speech-language pathology, audiology, and our authors. We also share content about the “fringe” interests of our audiences such as speech-pathologist humor, interesting libraries and bookstores, and summer teaching tips. You can follow our boards and “repin” content on your own Pinterest boards.
- f. [LinkedIn](#) is a professional networking site that is great for finding peers with similar interests. If you are on linked in, follow Plural for updates on industry news, Plural authors in the news, and book releases. You can also share our content with your followers on LinkedIn.
- g. [The Plural Blog](#) is where we post featured articles written by our authors. Writing a featured article is a great way for you to draw attention to your new publication in a way that adds value for your audience. Contact Kristin to submit an article or case example. If you have your own blog, we can share your blog posts with our followers as well.
- h. [Plural Community](#) is our free, monthly newsletter that includes the featured articles written by our authors along with announcements of book releases, book reviews, and events Plural will be attending. You can [subscribe to the newsletter here](#) or click the mailing list icon on www.PluralPublishing.com.
- i. Here are two examples of Plural authors who are active on social media: K. Todd Houston is active on Twitter [@ktoddhouston](#), Facebook [www.facebook.com/k.todd.houston], LinkedIn [www.linkedin.com/in/toddhouston], and Instagram [@KToddHouston](#). John McCarthy is active on Twitter [@sayitanywayou](#) and he engages his students on the Twitter hashtag [#csd1080go](#).

2. Network with colleagues

- a. **Promote at conferences and speaking engagements**
 - i. Plural attends major conferences such as ASHA, Audiology Now, and AAO-H&NS each year, as well as some of the smaller conferences. We take these opportunities to promote new publication releases and one way for you to

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capitalize on this opportunity is to do a book signing or “meet the author” session. These sessions create “buzz,” drive sales, and give you an opportunity to engage potential buyers and discuss your new publication.

- ii. Please let us know when and where you may be presenting in the Editorial-Marketing Questionnaire (EMQ) or by emailing Valerie or Kristin.
- iii. Plural will promote your speaking engagements and presentations through social media and may be able to arrange a small display of your product/s at the event. Plural will also provide you with promotional postcards for you to hand out at conferences, networking events, or speaking engagements. An example of the front and back of a promo postcard is below.



b. Provide a contact list for peer reviews

- i. If you know of colleagues who may write a peer review of your product, send us a list including their name and email address. We will contact them and send them a promotional copy if they are interested. These contacts could include fellow instructors who teach a course related to your book, clinicians at private practices, and institution researchers. When you send the list, please indicate those who have already agreed to review the product, and those who have not.

c. Encourage Amazon reviews

- i. Amazon is Plural’s largest wholesale distributor and customer reviews on Amazon influence sales. One way to increase reviews of your book is to ask your colleagues who have purchased the book to write a review on Amazon. [Read an example here.](#)

3. Promote on your own marketing platforms

a. Include a product link on your website

- i. If you have your own website, then be sure to add a link to your publication from Plural’s website. If you would like a hi-resolution copy of your book cover image to display on your website, let us know and we will be happy to supply.

b. Email signature

- i. Add a line about your publication with a hyperlink to the product web page below your email signature. For example:
 1. Read about my new textbook on balance function assessment and management! http://pluralpublishing.com/publication_bfaam.htm
 2. My new book from Plural Publishing has just been released—find more information here: http://pluralpublishing.com/publication_bfaam.htm

c. Update your biography

- i. Please check your product's page on the Plural website to ensure your biography is

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completely up to date and reflects your recent promotions or awards.

4. **Special sales for corporations and institutions**

- a. If you feel your product is useful to corporate training programs or R&D departments at corporations or institutions such as pharmaceutical companies, hearing aid facilities, or laboratories, send us a list of these companies with contact information (name and email address) and we will explore a bulk sale opportunity.