



# Marketing your book with CABI

# Books Marketing for Authors

Congratulations on publishing your book with CABI! Leading up to publication, and after your book is available, we use a wide range of tools to reach key audiences, most of which are outlined in this guide. As an author, you are in a key position to help get the word out, so we've also included some ways that you can help boost your book's visibility, which we hope you will find useful.

If you have any questions, please get in touch via [marketing@cabi.org](mailto:marketing@cabi.org)

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## Metadata and Search Engine Optimisation (SEO)

We start to send out book information to booksellers, librarians and online retailers around six months before publication – this includes all the things you'd expect such as the book title, authors/editors, prices, front cover and more, plus extra details such as keywords, subject codes and sales rights which all ensure your book can be found by the people who might want to buy it.

### What you can do

Your subject expertise contribute to this, so it's very helpful to provide keywords and blurbs that we can share with the world, as well as making sure we have the details of any new content and changes if your book is a new edition. It's also important to agree a book cover with your editors, as this really does help with sales!

## Discoverability

In the months leading up to publication, your book's details are shared with bookshops and online retailers such as Amazon, via automated feed, as well as Google Scholar. This means that a preview is created online, so that anyone can read a limited selection. We also create a bespoke page on the **CABI Bookshop** around six months before your book publishes. This all helps the book to be found through organic search engine results. It's important that your book details are accurate and as complete as possible to maximise exposure.

### What you can do

Use your network – you are best placed to reach many of the people who will be interested in your work. So tell people about your book! Share a link to your book's promotional page, and make sure people know about your achievement! This can be through social media, your department/institution, word of mouth, or mentioning it at conferences and speaking engagements. You can also include information in your email signature – let us know if you'd like a promotional banner to add. Don't forget to make sure your librarian knows that your book is available on the **CABI Bookshop**!



### What you can do: amazon

CABI will make sure that your book is available via Amazon and other online retailers, but you can help to increase its visibility using **Amazon Author Central**. This lets you set up a page for all of your titles, and help customers find more of your work.

### What you can do: ACADEMIA

**Academia.edu** is a social networking site for academics, which is used to share papers and other academic works. You can create a profile and upload or list your work, select your areas of interest and follow others with similar interests. 'Claiming' your publications here helps other users to browse your work and makes it more discoverable. If your book is Open Access, you can also link directly to it from here.

## Digital Marketing

Digital marketing is increasingly important as a way to reach relevant audiences. It allows for specific targeting and detailed analytics, in a way that traditional marketing cannot. This means that we are able to constantly track and improve every campaign, and make sure we're using the most appropriate channels. Some of the main tools that we'll use to promote your book include:

- Email marketing: We have over 6,700 contacts opted in across our subject areas, and send regular newsletters and book information to these mailing lists. Your book will be included in relevant campaigns pre-publication, and throughout its lifecycle.
- We will also utilise digital advertising where appropriate; this may be pay-per-click advertising on Google or any of our social channels, for individual books, series or a whole subject area. It could also be a web banner on an organisation or society's webpage, or a conference website.

### What you can do

Make sure you don't miss our emails in your subject area by **signing up here**. Don't forget you can also forward these to any of your students and colleagues who might be interested as well, to let them know about your book!

## Print marketing

Your book will be included in relevant print marketing pieces to help spread the word at events and meetings. For example:

- We produce an annual New Books Catalogue, which includes our new and forthcoming titles, alongside key backlist. This is used by the Sales team to highlight new titles to bookshops, librarians, and faculty, and it is also mailed to key contacts around the world.
- Your book will be included in the relevant subject catalogue, used at conferences and events, with a more complete selection of books available in that area.

### What you can do

Ask us for a discount flyer for your book to share with colleagues or display in your department, and take copies to any events that you're attending or speaking at.



## Social Media

Social media can be a very effective way to share the message about your book with your network. CABI uses Twitter, Facebook and LinkedIn, and all of these work in slightly different ways. Most people don't go onto their social accounts to see advertising and sales messages, so content is much more welcome here, and these channels help to build up an audience that is interested in the work CABI does, and its areas of expertise.

**CABI's main accounts are:**

-  **@CABI\_News**
-  **@CABI\_Books**
-  **Facebook**
-  **LinkedIn**

**We also have the following subject-focused Twitter accounts:**

-  Health: **@CABI\_Health**
-  Horticulture: **@CABI\_Hort**
-  Tourism: **@CABI\_Tourism**
-  Veterinary: **@VetMed\_resource**

### What you can do

A 'new book' post on Twitter or Facebook from an author/editor will be far better received than the same post from a CABI account, so do make sure to share your hard work with your networks! Let us know if you need any help with wording or images for your post.

### What you can do

Connect with your networks and peers through **LinkedIn** and build awareness of your work. You can add it to your CV which can be seen by those within your field or industry. LinkedIn also has a variety of discussion groups and you can post photos and updates about your book which can be seen by your network.

## The CABI Blog

The **CABI Blog** publishes content across Agriculture and the Environment, Plant Sciences, Human Health, Food and Nutrition, International Development, and Leisure and Tourism. It is a great opportunity to engage readers in the topic of your book or research, and reach a new audience. All of our blog posts are shared on our social media accounts, providing free content that is of interest to our audiences. It is a good way to draw people in to find out more about your book, and works particularly well if you are writing about something topical.

### What you can do

Let us know if you'd like to write for the **CABI Blog**! You can also subscribe to receive updates from the blog, and share anything of interest with your own networks.



## Societies and Partnerships

Societies or organisations in a particular subject area are often a good channel to reach people who are interested in a particular topic. We work with many societies to provide discounts to their members, arrange book announcements in newsletters or on their websites, or even coordinate a competition to win a copy of a new book.

### What you can do

Let us know about any societies or organisations that are particularly relevant for your book, or of which you are a member. Some societies will even give you benefits as a member, such as a free announcement for your book.

## Conferences

CABI have a presence at conferences around the world in our core publishing areas, ranging from a full manned booth to programme and/or web ads, or materials in the delegate pack. Sometimes our editors also attend events as delegates for commissioning purposes.

Whilst our major conference attendance tends to be similar each year, we always welcome suggestions for smaller, niche events in your subject area, where we might be able to promote your book. Please bear in mind that it's not always possible to do something with every conference, but we are more than happy to investigate options!

### What you can do

Tell us about any events in your subject area, and let us know if you are attending any yourself, so that we can we make sure that you have some discount flyers for your book, to share with anyone who is interested. We can also help with providing a PowerPoint slide, for example, if you are presenting.



## Textbooks

If your book is intended for course use, we will offer it as available on inspection, and provide electronic or print inspection copies for instructors who are considering assigning it on a course. This allows them to assess the content, and make a decision on whether to assign it to their students. We'll also follow up to find out where it is being used, and hopefully gain feedback for any future editions!

Please note, if your book is intended as a supplementary text (ie. it wouldn't be assigned as the main text for a course), it will be offered as e-inspection only.

### What you can do

If you have any suggestions of course names, course leaders or universities that may assign your book, please let us know. Make sure to share information about your book with your contacts, and let them know that they can request an **e-inspection copy here**, or put them in touch with us for a print copy ([marketing@cabi.org](mailto:marketing@cabi.org)).

## Sales teams

CABI's dedicated global sales reps and agents are based around the world, and spend time in universities and libraries talking to faculty and librarians about our products, ensuring your book is made available to students and researchers. If your book has more of a practical focus, the sales rep will also present it to relevant bookshops and organisations whose members would be key users.

Your book will be presented at one of our twice-yearly global sales conferences, where we highlight its key features and audiences to the sales team, to give them the information they need to help sell your book.



## Review copies

Getting your book reviewed in journals and other relevant publications remains an important way to make sure people find out about it, as well as hopefully gaining some positive coverage of your work! We therefore offer every new book for review to our established list of publications and reviewers in its subject area, as well as reaching out to any contacts or journals suggested by you. We'll then send a print or e-copy to the reviewer as requested. It's not unusual for this to be quite a lengthy process, so we often won't see a published review for many months, but when we do we'll use any quotes in the marketing of the book.

### What you can do

Let us know if you have any particular contacts or publications in mind that would be interested in reviewing your book. Review editors receive a lot of unsolicited review copies every week, so a personal connection can often make the difference in making sure your book is at the top of the pile.

## CAB eBooks and CABI Online Resources

Part of your book may be featured in one of our online resources, meaning that it is more visible to individuals at an institution with a subscription. All of our ebooks are also available through **CAB eBooks**, which allows libraries to build collections to suit their needs.

### What you can do

Ask your librarian to make sure your institution has access to your eBook, or if they subscribe to any CABI online products. You'll then be able to share your book or chapter with any colleagues or students who use the library! This will help to promote your work, but also expands the reach of chapters through Google, as more people search for it.

### What you can do: ORCID

If you've written a book, research paper or conference paper/poster it may be on our **CAB Direct platform**, meaning you can 'claim' it using your ORCID ID. Linking your work in this way provides a unique identifier, and means that researchers can browse and search all of your work at the click of a button, increasing visibility.

## CABI Products

**CAB Abstracts**

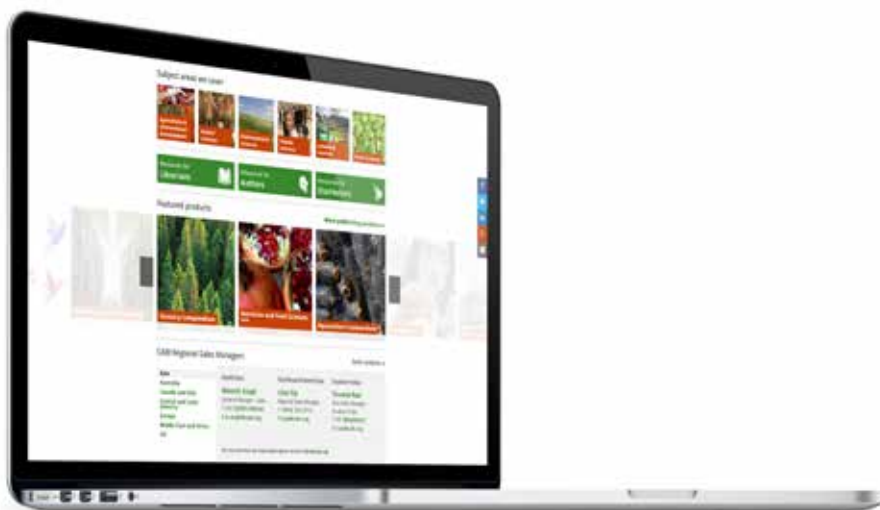
**Global Health**

**VetMed Resource**

**Nutrition and Food Sciences**

**Leisure Tourism**

**Compendia**



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