Maximizing Your Web Presence (Or Doing More with Less $)

Utilize Authors as an Extension of Your E-Marketing Program
Put the power in the hands of the author by giving him/her the tools needed for electronic marketing:

1. Author email announcements: encourage authors to post an announcement about their book to listservs, blogs, and online forums that they belong to
2. If the author has a website, encourage him/her to post a link to his/her book on your site along with a cover image
3. Encourage authors to use Amazon Connect (http://www.amazon.com/gp/arms/role)
   a. AmazonConnect is a highly targeted blog where artists can post messages directly to their own product detail pages and individual blog page, as well as to the Amazon Daily of their customers.
   b. AmazonConnect gives artist blogs prime placement on the site by:
      i. Showcasing the three most recent posts by an artist on each of their product pages, directly below the Product Details.
      ii. Surfacing an artist's posts on their customers' Amazon Daily.
      iii. Posting every message an artist writes to their AmazonConnect blog.
      iv. Featuring a link to the artist's profile page in a comprehensive AmazonConnect Directory (www.amazon.com/amazonconnect).
4. Invite authors to write a piece for your blog or be interviewed for your blog

Utilize Your Website

1. Offer as much free and useful content as possible
   a. Excerpts from book (chapters, art, photos, etc.)
   b. Reviews
   c. Tables of contents
   d. Links to author interviews and websites, etc.
2. Update content on site on a regular basis
   a. Search engine bots will visit your site more often if the content keeps changing. Can help increase rankings.
3. Analyze your web stats to determine your sites strengths/weaknesses, top referring sites, search terms, etc. and adjust your site according to the trends you see in your stats (how long do users spend on your site, from what pages are they abandoning your site, what are the top pages they are viewing, etc.)

Utilize Your Elists
If you don’t have one already, start an elist.

1. Promote new books, sales, press news, etc. to your elists
2. Segment your elists for better targeted marketing (i.e. subject areas)
3. Grow your elists by offering incentives to attract new opt-ins (free books, discounts, etc.)
4. Make your elist sign up process highly visible and easy to do on your website (we put a link to our elist sign up on every page of our website)
5. Promote elists on all direct mail pieces. Do tandem email/DM promotions to attract more people to your site (and hopefully more opt-ins to your elists)

Start a Blog
This is one of the easiest and most effective e-marketing tools. Many blog hosting services are free (blogger.com) or very affordable (TypePad $149.50/year)

Why you should blog:
1. Provides a forum to promote your books and authors (reviews, awards, author events, etc.)
2. Draws people to your site through search (many of our blog postings come up high in the search rankings)
3. Provides a means for including additional, useful, and original content about your books and authors (author interviews, authors writing pieces for blog, etc.)
4. Builds good will with authors (they enjoy seeing posts about them and their books on the blog)
5. Provides a forum for readers to offer feedback on books and authors (we vet comments to our blog to filter out spam)

Try using Twitter
I’m trying out Twitter to see if I like it (twitter.com). It’s a microblogging service that people use to send out short posts about what they’re doing. I’m using it to tell people what I’m working on as well as what posts I’ve added to the blog. Users can subscribe to your twitter feeds. It’s another option for adding more content to your site and networking with other users.

Get a Google Alert
This is one of the most valuable tools out there for tracking your web presence: http://www.google.com/alerts (sends you links to sites containing your selected search term)

1. I have one for Indiana University Press. I discovered that almost daily people are talking about our books and authors, via blogs, forums, reviews, etc.
2. The Google Alert is a great resource for blog material. I post what people are saying about us and include links back to the sites.
3. As time permits, I also comment on blogs that have written about our books thanking them for the mention and including a link to our site (if it's not in the blog post already)

Include Your Titles in Book Search Programs
We participate in Amazon Search Inside the Book and Google Book Search

1. These programs help drive traffic to your site
   a. Google Book Search is one of the top referring sites to our website
2. The ability to view the contents of a book online also helps customers make purchasing decisions

Research Other Sites for E-Marketing Potential
Do web research for relevant sites who might be interested in linking/bloggin/announcing your books. Because of the amount of titles we publish, I focus mainly on trade books and other titles that are a little outside of our usual market or need an extra boost.

1. Ideas for links
   a. Create a page on Wikipedia for your press (if you don’t have one already).
   b. Wikipedia is also a place where you can add links to your books. Probably several subjects and authors of your books already have Wikipedia pages.
   c. Wikipedia has driven a lot of traffic to our site.
2. Listservs & Blogs
   a. I encourage the authors to post to listservs themselves as many listservs have policies against publishers posting to them. There are some, though, that are open to everyone where you may be able to announce your books.
   b. If a listserv or blog does book reviews, send them a review copy of the book to encourage a review on the listserv/blog

Use Social Bookmarking
I use del.icio.us, but there are many other services out there (Digg, Technorati, etc.)

1. Social bookmarking provides a place to store links and share them with others
2. Can help increase traffic to your site
3. There are many widgets for social bookmarking sites that you can add to your blog so people can quickly bookmark your posts. (Can also use regular text links.)

Pay for e-marketing
If your budget allows, there are many e-marketing opportunities you can pay for to increase your web presence and drive traffic to your site such as:

1. Banner ads
2. Ads/announcements in e-newsletters
3. Sponsored links
4. Elists