

Getting published: How to promote your publications



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Getting published: How to promote your publications

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About us

- LSE Press is a **non-profit Open Access publisher** of monographs, edited collections, textbooks and journals.
- LSE Press publish across the social sciences including politics, philosophy, economics, media studies, and international relations.

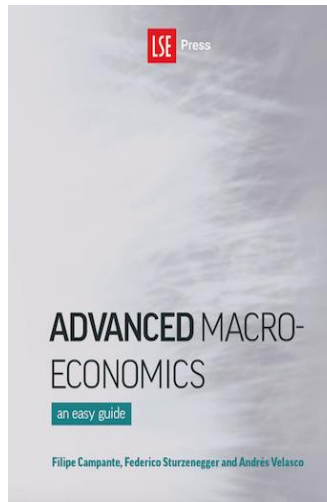


Press



Books

- *Advanced Macroeconomics*
- *How Did Britain Come to This? A century of systemic failures of governance*
- *How Africa Trades*
- *Dead Men's Propaganda: Ideology and Utopia in Comparative Communications Studies*
- *If You're So Ethical, Why Are You So Highly Paid?*
- *Renegotiating Patriarchy: Gender, Agency and the Bangladesh Paradox*



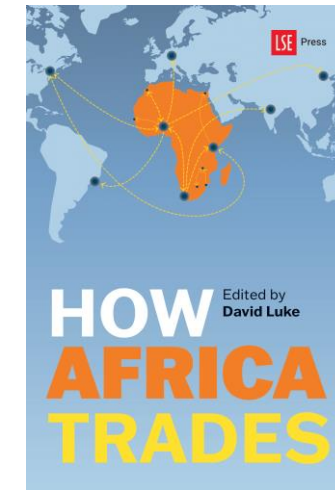
68,746

Total downloads



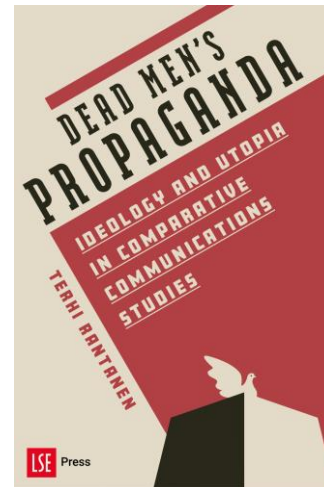
3,856

Total downloads



5,380

Total downloads



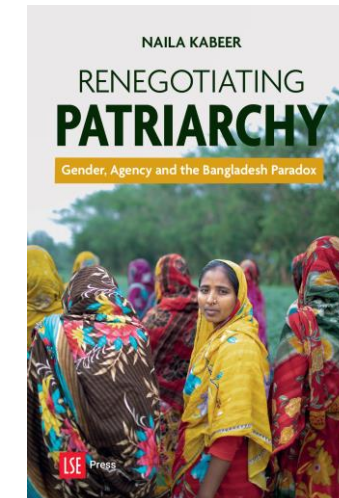
1,048

Total downloads



2,073

Total downloads



900

Total downloads

Marketing

The CIM (The Chartered Institute of Marketing) offers the following definition for marketing:

“The management process responsible for identifying, anticipating and satisfying customer requirements profitably.”



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Publicity, or, PR

The definition of Public Relations used by the Chartered Institute of Public Relations (CIPR): is: “Public Relations is about reputation – **the result of what you do, what you say and what others say about you...** Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.”

What to expect

The promotional process at LSE Press

Step One - Author Questionnaire

ONE SENTENCE DESCRIPTION - Sometimes we'll need to describe your book in a sentence. Please provide one short statement that expresses the scope and purpose of the title. (50 words)

AUDIENCE - Who is the primary audience for your book- i.e. who are those who are most likely to think that it is essential to their work? List typical subject names, and, if appropriate (and the book is adoptable), course names.

KEYWORDS - We want to make your book as discoverable as possible. In order to do this, we need to make sure that we know which words audiences may use to search for your book, and include these where possible to make the book as visible as possible. List any key words that relate to your book (and its content) below.

SOCIAL MEDIA - Do you have a public Facebook page, Twitter account, Instagram account or any other social networking profiles? If so, please list with links here.

BOOK PRIZES - Are there any key book prizes in your field that we should be aware of? If so, please list them below with dates and contact details if possible.



What to expect

The promotional process at LSE Press



Step 2 - Comms Meeting

Discuss answers to author questionnaire, follow up on leads, approach endorsers, event plans, final thoughts on the cover.

“From the early stages to the final publication and book promotion, we received consistent support” – Professor Sarmistha Pal

What to expect

The promotional process at LSE Press

Step 3: Press Actions

Once a publication date and a cover is confirmed, promotional actions begin – including:

- Generating a press release and pitching to the media with an advance pdf proof
- Pitching to academic journals for matching with book reviewers
- Pitching to individuals to gather pre-publication endorsements
- Sharing news with interested journalists, think tanks, newsletters, or influential commentators.
- Event planning
- Producing promotional assets including social media assets, videos, flyers, adverts and sharing these on social media.
- Reaching out to LSE Blog Editors aiming to coordinate publication of interviews/extracts around the publication date.
- ...And more!

As endorsements come through, these are added to the book's forthcoming page and included in metadata to feed out to Waterstones/ Amazon and other online retailers. These are also shared on social media in the lead up to publication.



What to expect

The promotional process at LSE Press



Step 4: Publication day!

- Contact all relevant departments, LSE blogs, endorsers, newsletters.
- Post out copies to endorsers and request they share a post on social media.
- Giveaways
- Post out copies to book reviewers and relevant publications/think tanks.

We try to coordinate an event around publication day, subject to author availability.

Remember: Promotion does not end at publication

“Even after the publication of the book, the consistent support on the promotion, publicity and marketing from the press is very helpful for early career research like me.” – Dr Yan Wang

What to expect

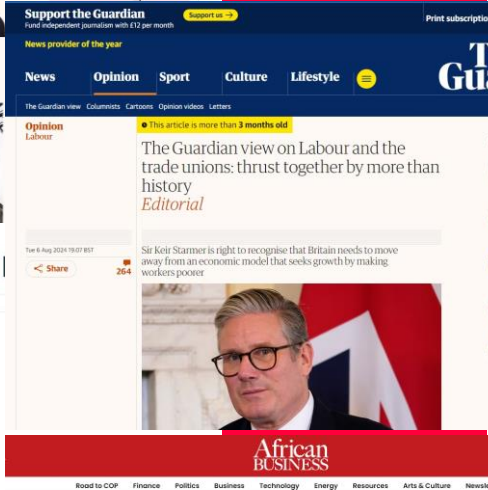
The promotional process at LSE Press

Recent publicity

- [Professor Sandy Pepper writes for Investment Week on executive pay](#)
- [The Guardian - LSE PPR journal article cited](#)
- [African Business Magazine - How Africa Trades by Professor David Luke wins BCA African Business Book of the Year](#)
- [The Guardian – article by If You're So Ethical, Why Are You So Highly Paid? author Alexander 'Sandy' Pepper](#)

“I have never had such a pro-active and supportive marketing/promotion campaign for any of my previous books. Overall, my experience with LSE Press has transformed my expectations for how a publishing house should be run.” – Professor J. McKenzie Alexander

“The quality of experience with editing, production marketing, promotion, and publicity: For me, being part of a collective in-house process of getting the book from its early and somewhat unmanageable first draft to a published version that I am proud of has been very different from the anonymity of past experiences where I was one author among many. I felt that everyone on the team wanted the book to succeed as much as I did.” – Professor Naila Kabeer





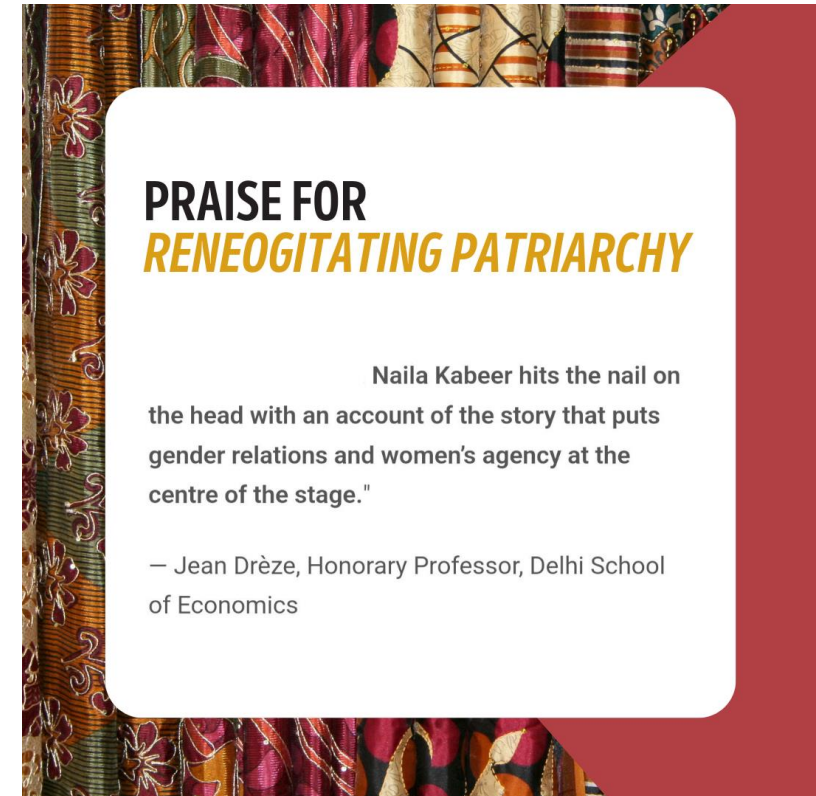
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What can I do? - Endorsements

Book endorsements are an important and standardised part of book promotion. If you feel uncomfortable about asking your friends/colleagues for endorsements yourself, share their contact details with your Publisher to approach on your behalf.

Tips

- Make a list of the individuals who influenced your work and share these with your publisher. Don't be afraid of being ambitious – the worst someone can say is no!



What can I do? - Publicity

Do you have capacity to write additional articles promoting your work? If so, do let your publisher know so that they can offer resources to support with pitching.

Tips

- Suggest sections of your book which could work well for extract in magazines/publications, or on LSE Blogs, as well as key publications which your publisher should be aware of and reaching out to
- Inform your publisher of any publications you have written for previously
- Ask your publisher to share their press release
- Know your news hook and work your networks
- Share any publicity related to your research/book with your department and publishing house so that they can repost on their social media channels

What can I do? – Social media content ideas

- Share content throughout the publication process, for example; when the book edits have been finalised and the book is being sent to typesetters, when a cover is finalised, if/when you are participating in a launch event, sharing details of this.
- Repost endorsements before and after publication, tagging relevant usernames.
- Sharing any book reviews (within reason!) and/or related blogs or opinion pieces which pertain to your research
- Sharing a publication day post tagging your department, the publisher, and any people who have endorsed your book
- (Re)mark on your milestones! E.g. your first 1,000 downloads, 1 year since publication, notable dates with thematic relevance to your research

Tips

- Make sure your ORCID, LinkedIn, X profiles are up to date and include details of your forthcoming publication
- In the case of Open Access books, always include a DOI link or a web address for further information on where to access/purchase your book



Your self promotion checklist

✓ **Communicate with your publisher**

Ask you publisher for support with comms and resources/ author toolkits they could share

✓ **Maximise your network**

Showcase your publications to your networks and make sure to amplify endorsements, reviews, and publicity related to your research

✓ **Be search engine smart**

Include links to your book on your website, social media posts, mention in departmental staff page, event descriptions

✓ **Passive promotion**

Include details of your book hyperlinked in your email signature. If you're on social media, make sure you re-post promotional posts by your publisher tagging your account

Further reading

- ✓ [A year in the life of a book — How Africa Trades](#)
- ✓ [5 easy ways to promote your research](#)
- ✓ [Demystifying book marketing – Lou Peck for the International Bunch blog](#)



Keep in touch

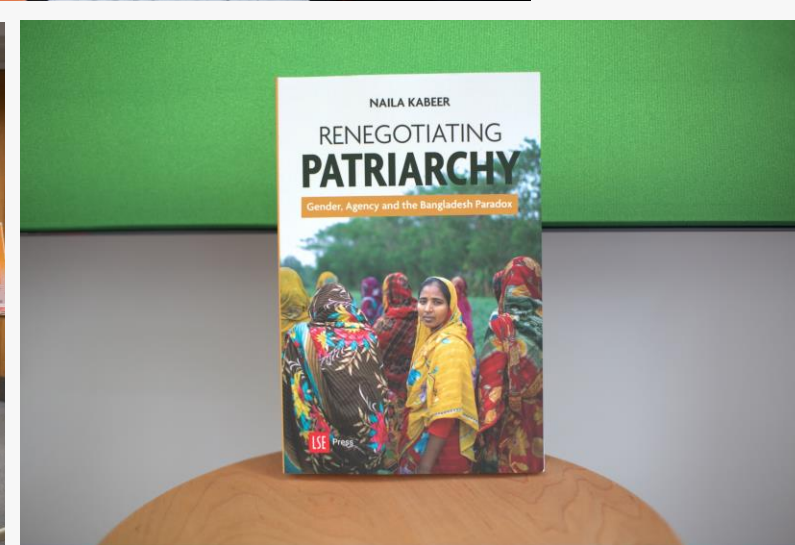
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Interviews



Reviews

Reading Lists
Feature Essays

Selecting books



- ❑ LSE books/reviewers (30%) prioritised for features like interviews and extracts
- ❑ Broader appeal, crossover books
- ❑ Range of subjects, disciplines, geographical coverage

Selecting books

- ❑ Catalogues/pitches/meetings with publishers (university presses and some mainstream publishers) their highlight books
- ❑ Big-name books, media coverage
- ❑ Direct pitches from authors
- ❑ LSE books: contact with depts, centres, library, KEI team
- ❑ Suggestions from reviewers/other academics/LSE RB board

Finding reviewers

- ❑ Advertised list on the site
- ❑ Roster of past reviewers
- ❑ Suggestions from authors – reviewers with subject expertise
- ❑ Note that it can't be someone author knows well/based at same institution



Pitching to Review Editors

- ❑ Resources – How much time your publicist has, you may want to contact editors directly
- ❑ Tailored, personal pitch – not just the press packet
- ❑ USP/relevance of your book, what's new, engaging about it?
- ❑ Review copies, format? Extract permissions, features, Q&A – versatility
- ❑ Suggest some reviewers – making life easier

Pitching to Review Editors

- ❑ Follow up – they're getting lots of pitches, especially big publications/newspapers
- ❑ Don't be disheartened if it's a no
- ❑ 'Give and take' approach: if you review a book, an editor might be inclined to help place a review of yours

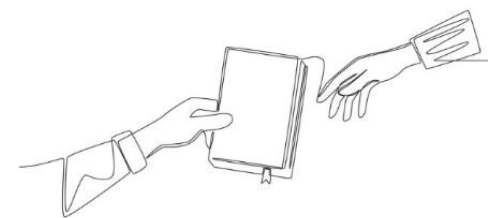
If you have a book coming out, get in touch!



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LSE Review of Books has published over 1500 reviews since launching in April 2012, covering a diverse selection of the most exciting and current books published across the social sciences and the humanities.

If you are publishing an academic book in the social sciences or the humanities in the next 3 months, we would like to know about it! Please contact the Managing Editor of LSE Review of Books, [Anna D'Alton](#), to discuss whether the book is suitable for review. Please note that we do not review policy reports or self-published books, and we also primarily cover non-fiction rather than fiction works.

Book promotion tips

- **Prepare for promotion** – think about the time you can realistically dedicate to it and establish expectations about publisher support.
- **Use your networks**
- **Ask LSE Library and the campus bookshop to stock the book**
- **Make use of LSE's blog platform**
- **Arrange a book launch at LSE**
- **Remember that books have long shelf lives** – new developments give opportunities to re-promote your book.
- **Contact the Engagement and Impact team to direct you to relevant Communications Division support:** email Louise Jones and Rose Deller at research.kei@lse.ac.uk

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