



How can I promote my book?

Thinking of having a book launch party?

Keen to use social networks to build your publication's profile?

Want to share a discount on your book with colleagues and associates?

We can help.

For every marketing activity we at Thomson Reuters use to promote your publication, no-one is better placed than you, the author, to promote your title to your peers and professional and social media networks.

Discount flyers

If you would like an electronic PDF flyer for your book to share with colleagues and relevant networks we would be more than happy to provide you with one.

You could distribute your flyers to colleagues, clients, librarians who might be interested in using your book to further their research or enhance their library.

If your publication is a multi-contributor product, you could send copies of the flyer to your contributors so that they can distribute it to their own networks.

Whether attending or speaking at conferences, take copies of your flyer with you and distribute it to interested attendees.

Launch event

While we are unable to facilitate launch parties anymore, you are of course still able to hold your own event. If you would like to organize such an event then we'll be happy to support this with flyers, a launch discount, display copies of the book and order forms.

Free ProView eBook trials

If your book or subscription title exists as an eBook, you could tell your network that trial access is available so that they can experience for themselves the benefits of using ProView. Direct them to our trial page here <https://www.sweetandmaxwell.co.uk/proview/trial.aspx>



Professional associations

We are increasingly partnering with professional associations to offer discounts on key books, extended ProView eBook trial access and special promotions just for their members. This is a highly effective and targeted way of making the wider market aware of your title as it will be directly relevant to the association membership. Let your Publisher know if you are a member of an association with whom you think we could partner.

Internal marketing teams

If your organization has its own marketing or business development team, then it's always worth contacting them about your title. They are often able to promote your book on their social media accounts, issue a press release or post information about the book on their website as well as ensure that your online professional profile and email signature mention your book. We are also able to provide packshots, links to the product page on our eStore and banner adverts to help support this.

Conferences

Discuss any conferences you may be attending with your Publisher. We may be able to provide a flyer, free ProView trials or a special conference discount with the aim of your book or subscription title generating publicity and sales.

Book reviews

We can approach relevant journals asking them to review your book. If you have suggestions for publications or blogs to contact, let your Publisher know and we can arrange for a review copy to be sent out to the reviewer.

Articles

Consider writing an article tied in with your book's theme for a professional journal. We publish a wide selection of journals and would be pleased to consider an article. We also work closely with our Practical Law colleagues so please discuss with your Publisher opportunities for writing an article to promote your book in PLC Magazine.

Prizes & Awards

On request we can make copies of your book available for an awards event or as prize in a competition. This will help raise your book's profile among peers. Please let your Publisher know if any opportunities for this arise.

Social media - How to use social media to market your title

Social media provides a wealth of opportunities for you to connect directly with potential readers of your Thomson Reuters publication. You can use social media to establish yourself as an expert on a topic in the same way you would during an in-person conversation. Using social media makes it possible to replicate that in-person conversation on a larger scale and to over time build up a following of peers.

The basic premise of social media marketing is simple. People like interacting with others who listen, ask questions and share common interests. You're more likely to take a book recommendation from someone with whom you've already had other positive interactions. Social forums provide great opportunities for you to engage with potential users of your title.

As many of our authors have found, you can reach a large segment of your audience by writing a blog post on a topic related to your title or promoting it via Facebook®, Instagram, Twitter®, and LinkedIn®.





LinkedIn promotions are probably the most relevant marketing tool for legal professionals and it can be a great vehicle for you to raise awareness of your book.

Some tips to help you get started include:

- Ensure your profile is up to date
- Ask your marketing department to promote the book via their account
- Connect with your Publisher so that they can like and share your posts and engage with their network and colleagues to do so as well
- Include a link to your Thomson Reuters publication on sweetandmaxwell.co.uk
- Use hashtags as they are a powerful way for other like-minded professionals to discover your content
- Include a photo of your book or a packshot, which your Publisher can supply, as images can be more eye-catching.

Consider posting a video or hosting a Facebook or Instagram live event where you are discussing the book. Podcasts and blogs are also a popular way to discuss your book and its content.

The following table shows the optimal sizes for images posted to social media sites:

				
Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover photo:	N/A	851 x 315	1500 x 1500	1128 x 191

Hootsuite