

# **Your Marketing Checklist**

## **Information to provide to MPublishing**

1. Supply MPublishing with a brief (1-2 paragraph) description of this publication?
2. Would you like to see this reviewed? If so, please send a list of any publications you'd like it to be sent for review.
3. Do you or the contributors have websites that could link to your publication If so Email this information to MPublishing.
4. Are there any specific blogs, listservs, or websites to which you'd like us to send a press release? Please provide contact information.
5. Would you like us to notify any specific individuals or academic departments? Please provide e-mail addresses.

## **Optional Marketing Services available:**

1. If you are interested in participating in an Author Q&A on the MPublishing blog please let us know along with your preference of writing the questions yourself or having an MPublishing staff member answer them.
2. Ask for a Google Analytics report for your publication.
3. Set up a Google Alert (will monitor how your publication is being talked about on the web).

## **Post Release options for Marketing**

1. Create an email address to fulfill the communication needs of your publication. (One can be provided to you upon request).
2. Create an Email signature containing your Publication's URL (instructions in PDF file).
3. Contact any Blogger friends and ask them to reference your publication with a link.
4. Contact any Wikipedia using friends and ask that they add your publication as an external source to articles that apply.
5. Add a link to your publication to any personal websites or blogs you may have and encourage contributing authors to do likewise.
6. Create social media accounts (Facebook, Twitter) for your publication.

## **Things to consider:**

### **U-M Social Media Strategy Outline**

1. Purpose Why are you establishing a social media presence?
2. Objectives/Goals What do you plan to achieve with this social medium? Inform? Encourage dialogue? Share information? What kind of information? What platform(s) will you use to achieve this?
3. Target Audience Who will be reading and commenting on your social media? Who are you trying to engage?
4. Execution and Maintenance
5. Who will establish the social media site?
6. Who will maintain the site?
7. How often do you plan to update it? (Sites should be updated at least once to twice a week, and depending on the type of social media, more frequently.)
8. How will you make connection to other U-M websites?
9. How will you measure the outcomes to know that you have met your goals?
10. These guidelines are a collaboration of third-party documents and U-M policies. Thanks to the following sites for providing insight and outline for these guidelines: