MPublishing’s Guide to Promoting your Publication

We start from the idea that each of the publishing parties has expertise in different areas and that by working together, we will be most successful in marketing and promoting your publication.

Please help us by providing the following information:

- A brief (1-2 paragraph) description of this publication
- Would you like to see this reviewed? If so, please send a list of any publications or organizations where you’d like it to be sent for review. (Please include contact information where possible)
- Are there any specific blogs, listservs, or websites to which you’d like us to send an announcement? Please provide a list, including contact information.
- Would you like us to notify any specific individuals or academic departments? Please provide a list, including email addresses.
- If you maintain a website for this publication external to the one hosted by MPublishing, please link to our site from yours (we will do the same!).

Optionally:

- Would you be interested in participating in an author/editor Q&A for the MPublishing blog? If so, would you prefer to write the questions and answers yourself or to have a MPublishing staff member write the questions for you to answer?
- Create an email address to fulfill the communication needs of your publication. (MPublishing can provide one for you upon request).
- Create an Email signature containing your publication’s URL
- Contact any friends or colleagues who blog about a relevant subject and ask them to reference your publication with a link.
- Ask friends and colleagues who edit Wikipedia to add your publication as an external source on relevant Wikipedia articles
- Add a link to your publication to any personal websites or blogs you may have and encourage contributing authors to do likewise.
- Create social media accounts (Facebook, Twitter) to promote your publication.

Keep track of usage:

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- Generate a report from MPublishing’s internal statistics tracking system (http://quod.lib.umich.edu/cgi/s/stats/subscriber)
- Set up a Google Alert for the name of your publication, to track when and how it is mentioned on the web