

**Library Publishing
Forum 2018**

Promotional Strategies for Impact

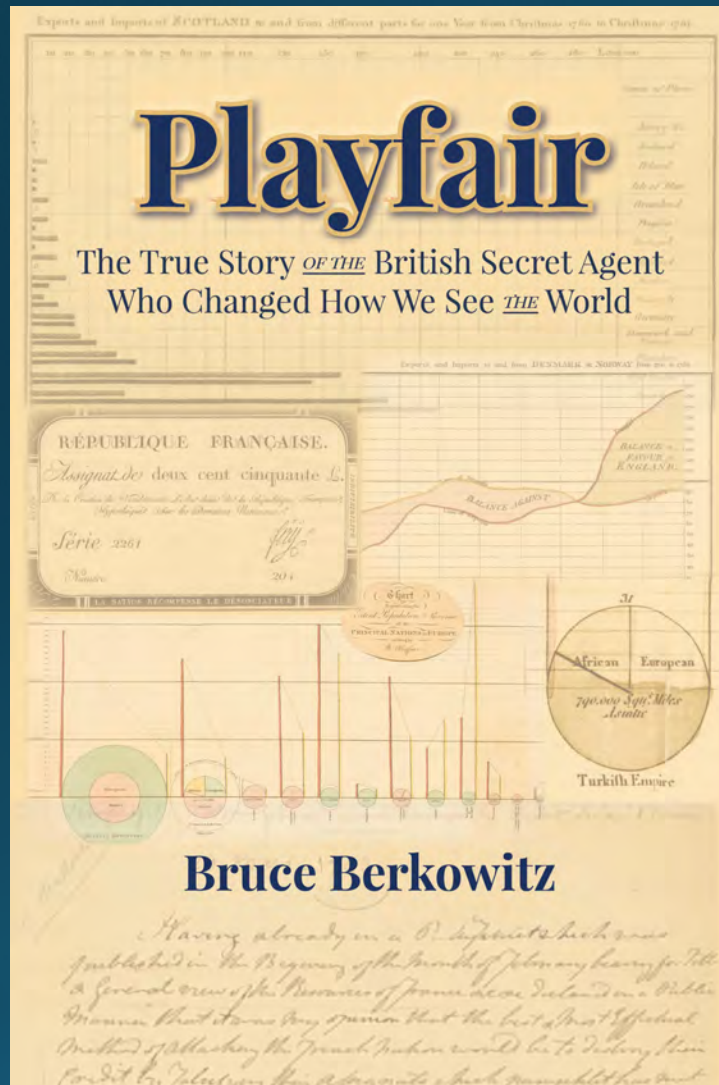
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George Mason University Press

Positioning and Audience Targeting

PIE!
GENEVIEVE TAYLOR

Flickr: H is for Home

Who is the audience for this book?



William Playfair invented “statistical graphics”—line, bar, and pie charts; pioneered strategic analysis; developed theories on national power and investment; was a secret agent for England who carried out espionage and subversion against France after the French Revolution.

Questions for audience targeting

- What is this publication about?
- Why is it important?
- Does it contribute something new or original to the existing literature?
- What distinguishes it from its (direct) competition?
- Who is the author?
- Who is the intended audience?
- What aspects can be turned into selling points or promotional opportunities?

Important questions to answer before planning media campaigns

- How does the intended audience learn about new content?
- Are you trying to reach end users, purchasing intermediaries (i.e. booksellers, wholesalers, associations), or both?
- What is the scope of the intended audience? (i.e. domestic, international, regional, local)
- Are you trying to reach general readers or a specialized audience?

Outreach and Engagement



Outreach and engagement exist on a continuum

- Begin with your strategic goals and objectives for the organization or individual projects / publications
- Outreach can be considered something done “to,” “at,” or “for” specific audiences, while community engagement is done “with”
- Both are good strategies—meet different objectives



Outreach and engagement are about your audience

- Outreach may involve one-way communication
- Community engagement—interaction or collaboration with a community of interest—involves reciprocity, considerable two-way communication
- Both require understanding of the intended community or audience's needs
- You need to consider what messages, avenues, and resources may be needed to interact with, serve, and collaborate with the intended community or audience

Scheduling Promotional Activities



Flickr: The CSB

Scheduling a release date can be complicated

- Organizational imperatives may drive scheduling decisions / emphasize other priorities
- Local/world events can accelerate or delay the timing of the book's release
- Author delays can be unexpected and crippling

Setting a publication date establishes a set goal

- Helps to keep the editing, design, and printing/electronic process on schedule
- IF it's a commercialized product: gives wholesalers, retailers, distributors, sales reps, and consumers a clear idea of when the book will be available
- Provides the media with a target date for running reviews and other coverage
- Gives authors a clear idea of "launch"
- Establishes a clear starting point for the promotion campaign (especially event scheduling)

Budgeting Promotional Activities

BONUS
ROUND

Budgets

A budget consists of the agreed-upon fees for each deliverable provided to your client over the life of a project. It is your financial bible for how time and materials will be consumed by your team, and it's derived from your estimate. You'll want to start constructing your budget before kick-off.

Some estimates for a project—especially internal ones—don't include the cost of materials. You'll want to include these in your budget, but without a well-constructed budget in place, it can be very hard to track household expenses. It's just like keeping a budget for your pet. If you have to bear the additional cost somehow. And if your checks keep bouncing, the bank is going to close your account.

How can I create a budget for my project?

Break down the allotted hours to certain milestones in the schedule, like this:

- First client presentation
- Second client presentation
- Client signs off on design
- Completed website build
- And so forth

It can help if you group these milestones into categories, such as discovery, design and development.

After you construct your budget, make sure each team member agrees to her allotted hours for each deliverable before, or at, your internal kickoff. Assign a percentage complete for the budget at the key points you chosen to track. These percentages will differ per team member. If a member feels there aren't enough hours allotted to accommodate a particular need, you can review the overall budget to see if hours can be to accommodate her request.

Have team members use time sheets and track their time used on the project on a regular basis, you can forecast any risk of going over budget and adjust your efforts accordingly.

Flickr: ChangeOrder

Potential Marketing and Promotion Expenses

- **Staff time**
- Seasonal trade catalogs and subject **catalogs**
- **Graphic design** (logos, promotional materials, posters, postcards)
- **Website** maintenance
- Social media management (i.e. tool subscriptions)
- Author travel (conferences, appearances, interviews)
- Staff travel (conferences, events)
- Market research
- Publication launch event costs
- Mailings, such as book galleys, press releases, fact sheets
- Direct mail
- Print and web advertising
- Conference exhibits

Marketing Logistics: Budget

- Different organizations vary considerably in how they budget for and track promotional spending
 - Key titles should have their own budget but promotion of the majority of titles may be part of overall marketing budget
- Determine what expenses you expect the author to cover and vice versa
 - Some authors may be willing to pay for their travel to promotional events, or even to hire a publicist
- The author's organization may also be able to contribute promotional funds



Scott Klein ✓

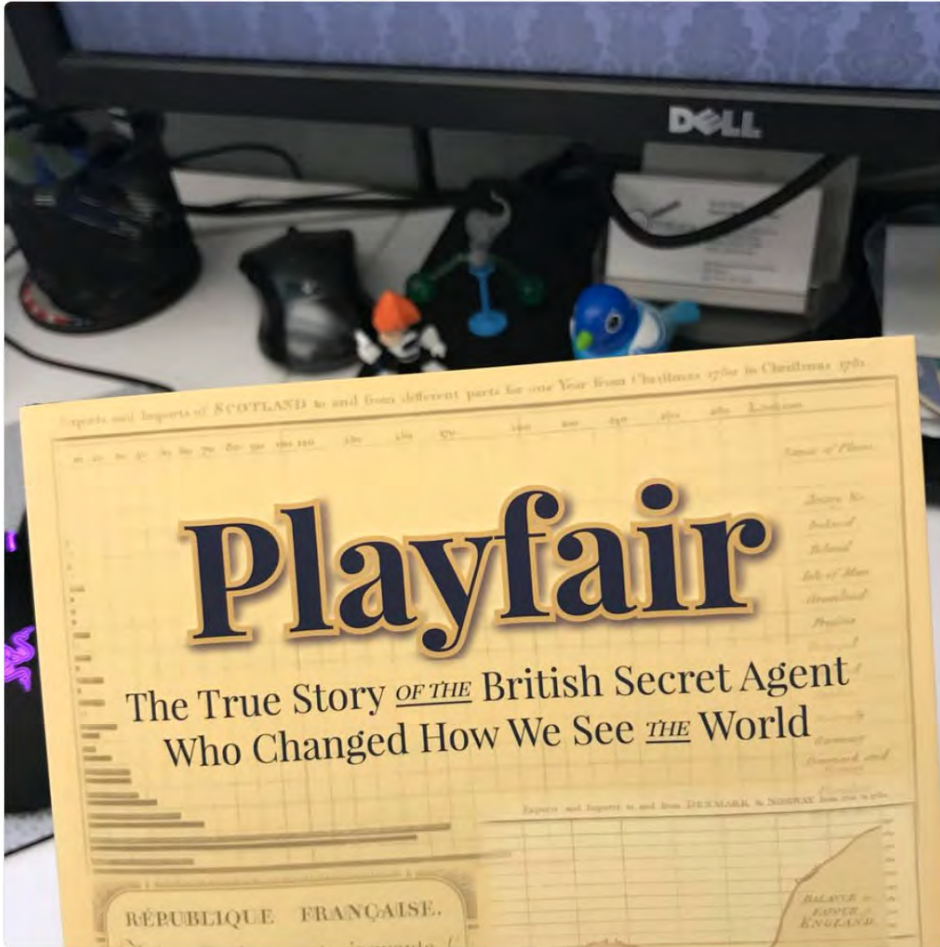
@kleinmatic

Following



I am irrationally excited to read this.

@PlayfairTheBook



11:21 AM - 16 Jan 2018

1 Retweet 22 Likes



Social
Media and
Social
Networking

Guidelines for effective social media campaigns

- **Set goals** in advance—be as specific as possible
- **Add value** to audience—strive for high engagement
- Don't spread yourself too thin—different platforms achieve different goals
- **Listen to the conversation**—become familiar with the audience's social media habits
- Be **discoverable** through hashtags, keywords, etc.
- Create an ongoing feature
- **Measure for ROI**, collecting analytics for future improvement and better decisionmaking

My adventures as William Playfair: Social Media Case Study

- *Playfair*: Cross-over scholarly/trade book; 1,000 copy printing in cloth
- Published by George Mason University Press; small, start-up, 2-3 books per year
- No advertising budget
- Review mailing (100 advance galley copies)
- Author low profile—no media appearances
- In-person events, including at International Spy Museum, as long as no visual media involved

Goals for Twitter Campaign: Tweet as William Playfair

- Raise awareness of the book—leading, hopefully, to increased sales
- Reach “influencers”—those with a large number of followers that would “contribute to the conversation” and spread the word about the book
- At least 200 followers within 12 months
- Tweet ~2 times per week for 12 months
- Strive for and measure “engagement”—impressions, engagements, retweets, likes, etc.

Implementing the Twitter campaign

- Launched campaign timed to book review in the *Wall Street Journal* (confirmed for January 13, 2018)
- Author provided a chronology of events, for timing Playfair's life and historical events to anniversaries
- Targeted specialists, scholars, and fans of “infographics” or “data visualization”—where Playfair is already known by many
- Researched platform for William Playfair and appropriate hashtags; identified 3-4 people, each with 15K-30K followers, who had mentioned Playfair in earlier posts

Tweet activity

Jan 12 – Apr 12, 2018

Export data

Your Tweets earned **72.8K impressions** over this **91 day** period



YOUR TWEETS

During this 91 day period, you earned **800 impressions** per day.



Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

William Playfair @PlayfairTheBook · Jan 31
When I wrote "The Commercial and Political Atlas", describing numbers with pictures was new. I told you how to interpret my charts. "Observe where the line of exports passes the line marked at the bottom, 1750, and by looking at the right margin, you will find it 12,650,000."
pic.twitter.com/RmnOpzq1DG

View Tweet activity

Promote

William Playfair @PlayfairTheBook · Jan 31
The things people are doing with [#dataviz](#) these days are just amazing. Nothing like the 18th century, I have to confess! [@giorgialupi](#) [twitter.com/john_w_warren/...](#)

View Tweet activity

Promote

William Playfair @PlayfairTheBook · Feb 3
My "Commercial and Political Atlas" has, I believe, the first-ever bar chart. Shows Scotland's imports & exports to 17 foreign areas. "The limits of this work do not admit of representing the trade of Scotland for a series of years." My data was for only 1 year. Use what you have.
pic.twitter.com/fLMn3BgCxx

View Tweet activity

Promote

William Playfair @PlayfairTheBook · Jan 13
There are no portraits of me. A portrait often comes up if you search for my name, but that's William Henry Playfair—my nephew. He was the son of my brother

Engagements

Showing 91 days with daily frequency

Engagement rate

1.0%

Apr 12
0.7% engagement rate



Link clicks

120

Apr 12
0 link clicks



On average, you earned **1 link clicks** per day

Retweets

73

Apr 12
0 Retweets



On average, you earned **1 Retweets** per day

Playfair campaign analytics show what worked and what didn't

- 249 followers by May 2018; several have 10K-25K followers of their own; several journalists; also data visualization specialists
- 122 tweets as Playfair: 2 received more than 10K “impressions” (times users **saw** the tweet) and 12 tweets more than 1K impressions
- 89,505 total impressions; average impression per tweet is 734 and the median 267
- 6 tweets have more than 100 “engagements” (times users have **interacted** with the tweet, clicking anywhere, i.e. hashtag, link, retweeting or liking a tweet, etc.)
- 2,089 total engagements; average 17 per tweet and median is 2 per tweet.

Discussion

- Please contact me with any questions/comments:
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- Twitter: @john_w_warren
- Library Publishing Curriculum Impact module:
<https://drive.google.com/drive/folders/1XB-9YRDHWoHhmHB75jVHljomPLmBL1c8>
- See Unit 6: Marketing and Promotion; Unit 5: Outreach and Engagement; Unit 7: Social Networking