About Marketing at Wolters Kluwer

Wolters Kluwer has a reputation for delivering authoritative content that delivers vital insights and guidance from subject matter experts. Our authors are integral to the development of this content and we are proud of the continuing partnerships we have with the many prominent practitioners and scholars that publish with us.

Our marketing expertise ensures maximum visibility for our content and highlights the professional expertise of our authors. We work closely with our authors and their organisations to ensure that all marketing activity has the maximum effect. This guide explains some of the tools we may use to market your product and also makes suggestions for how you can effectively increase the visibility of your product amongst your professional network.
Marketing of your publications

At Wolters Kluwer, our international marketing team has access to a wide variety of marketing tools that will ensure that your publication receives maximum exposure.

Digital Marketing

- **Email**
  We regularly carry out targeted email campaigns. In addition, our monthly newsletter allows subscribers to receive regular information on new products and events.

- **Book page on [https://lrus.wolterskluwer.com/](https://lrus.wolterskluwer.com/)**
  All our products have their own page in the online catalogue on [https://lrus.wolterskluwer.com/](https://lrus.wolterskluwer.com/) including descriptive text, the table of contents, sample chapters, reviews and links to author pages.

- **Search Engine Marketing (SEM)**
  SEM is essential for increasing the visibility of your product online. Wolters Kluwer uses:
  - **Search Engine Optimization**: our websites and texts are designed to ensure that they are accessible to search engines and receive high rankings in search engine results.
  - **Google AdWords campaigns**: we regularly run Google AdWords campaigns which display adverts of our relevant products when a search is made in our key areas.

- **Digital Advertising**
  LinkedIn Ads is LinkedIn's advertising program. By targeting a specific audience including industry, country and groups, we reach your target market.

Direct Marketing

- **Flyer**
  Upon publication, we produce a flyer for your product. This flyer can be distributed to friends and colleagues, taken to events and conferences or sent out via email for wider distribution.

- **Direct Mail**
  Direct mail is one of the most effective ways of marketing your product to potential customers. We distribute product and segment specific campaigns as well as catalogues.
  - **Conferences**
    Wolters Kluwer attends multiple conferences and events, presenting our portfolio of books, journals and online products.

Reseller Marketing

Via our global network of more than 500 specialised resellers, we promote and sell our publications to a wide, international audience. This includes:

- Pre-publication announcements to our booksellers and agents
- Targeted regional promotion by local resellers
- Inclusion in Nielsen Book data, to provide resellers with up-to-date information
- Inclusion on major online reseller websites, such as Amazon US and Amazon UK
- Partnerships with our Wolters Kluwer affiliates worldwide for global sales and distribution

Social media

Using Social Media to market our content allows us to engage with our market and create further visibility for our publications.

Follow our accounts to receive the latest news:

- [@Wolters_Kluwer](https://twitter.com/Wolters_Kluwer)
Wolters Kluwer works closely with authors and their organisations to maximise the success of our marketing activity. We recognise that your professional contacts can enable us to reach a wider audience and we strive to ensure that the marketing effort supports your business development aims.

To ensure maximum visibility for your product, we encourage you to promote your publications via the following channels:

**Promotion via email:**
Email campaigns are very effective when sent to your contacts.
- Forward any Wolters Kluwer email campaign to your own network.
- Create an email via your marketing department and distribute the email.

**Promotion via events:**
As your publisher, we want to support any events at which you may be speaking. By passing on the relevant information to your marketing contact (ideally at least 4 weeks before) we can arrange for copies of your book, flyers, and show cards to be displayed at these events.

**Promotion via a book launch:**
A book launch is an effective way to market your product and enables you to engage with your audience and provide them with more information on the book.
- Invite business contacts to attend a small gathering.
- We can provide display copies and promotional materials for your event.

**Link to product page on [https://lrus.wolterskluwer.com/](https://lrus.wolterskluwer.com/)**
All our products have their own product page in the online catalogue on [https://lrus.wolterskluwer.com/](https://lrus.wolterskluwer.com/)
Use the link in your own promotion activities by
- Adding the title, including the hyperlink, to your profile page on your company page/ to your email signature/ to your profile pages on Social Media.

**Promotion via your company/organisation newsletter:**
Promote your title among your network and colleagues by including it in your company/organization newsletter:
- Include the descriptive text and cover.
- Include the link to [https://lrus.wolterskluwer.com/](https://lrus.wolterskluwer.com/)

**Promote visibility via testimonials/reviews:**
Reviews increase the visibility of your product. Positive reviews in authoritative journals or in other media are an excellent way to encourage people to buy your publication
- We seek to have books reviewed in leading publications and we appreciate suggestions from our authors.
- Ask your peers to submit reviews on [www.amazon.com](http://www.amazon.com) and [www.amazon.co.uk](http://www.amazon.co.uk).
**Promotion via Social Media**

One of the best ways to promote your product is by actively engaging with your target audience via social media. The below is a guide to a number of tools to help you make the most of your social web presence.

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**LinkedIn**

LinkedIn connects the world's professionals. LinkedIn helps you to build your online reputation and start a conversation with people working in a similar subject area.

**How to get started with LinkedIn?**

Create your account under your real name so that people will recognize you.

- Complete your resume and history with all of your credentials and accomplishments.
- Be sure to include hyperlinks to your product page on https://lrus.wolterskluwer.com as well as your blog and Twitter account information. LinkedIn provides a number of fields for information including patents, certifications and published materials.
- You may also want to add a hyperlink to your LinkedIn profile in your email signature.

**LinkedIn Groups** are an effective tool for quickly locating and becoming part of the online discussion in your specific subject area.

- Groups can be located through LinkedIn’s search tools.
- Once you have been accepted into the group, you can post discussion items, updates and links to other items such as your blog.
- Use LinkedIn applications such as the Blog and Slide Share application. The Slide Share application enables you to link documents like Power Point presentations to your profile.
- Make sure you always provide correct information and try to avoid over promoting your work as this can be viewed negatively.

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**Take the Kluwer Christmas Quiz on Second Medical Use on the Kluwer Patent Blog**

Win a copy of Patent Protection for Second Medical Uses edited by Jochen Bühlung
http://kluwerpatentblog.com/2016/12/08/kluwer-christmas-second-medical-use-christmas-quiz/

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Like Comment ☺️ 2
Twitter

Twitter enables the exchange of news, quick thoughts and interesting information with your “followers”. Twitter can be an effective tool for keeping in regular contact with your audience by providing brief updates or advertising more extensive updates on other platforms, such as your blog.

- Messages are delivered in the form of ‘tweets’ and are limited to a maximum of 140 characters.

- Your followers can “retweet”, meaning if they like your news item or your product they can easily pass on your message to their network, expanding your reach to potentially multiple networks or followers.

- The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. By using the hashtag symbol # before a relevant keyword or phrase (no spaces) in your Tweet, you can label these tweets and help them show more easily in Twitter Search.
The @ is used to mention another Twitter user. It is effective when you want to notify other users that you have written about them. It also will allow your tweet to show up in searches for that user, which improves your odds of engaging another user in conversation.

**How to get started with Twitter?**

Set up an account with your username – this will be your “twitter handle” and always starts with “@”

- Your handle should be “@FirstNameLastName”.
- For recognition, it is important to use your real name.
- Search for colleagues and peers – follow them and invite them to follow you.
- Start tweeting news about your research, interesting news items or things you have read, updates to your blog, updates on your product or plans to attend a conference.
- Be sure to add interest and value to your tweets by commenting on the items you include.
- One helpful tool is a site called Tinyurl.com. For links to lengthy URL’s, Tinyurl.com will generate a much shorter URL, allowing you to use more of the 140 characters for your comments.
Facebook

Facebook is the leading social network and enables you to create an online profile, locate others with mutual interests and communicate with potential readers.

How to get started with Facebook?

Create/ Use your Facebook account with your real name:

- Search for Colleagues and peers and invite them to become your ‘friend’. As you build up your profile, others will invite you to become their friends and your community will quickly develop.

- Populate your Facebook page with your activities, links to your blog, your publications on [https://lrus.wolterskluwer.com/](https://lrus.wolterskluwer.com/) and KluwerLawOnline, KluwerArbitration, KluwerCompetitionLaw and Kluwer IP Law, other items of interest, etc. Your friends will be notified as updates to these activities occur.

Create a Facebook fan page for your book including a cover picture and the link to the product page on [https://lrus.wolterskluwer.com/](https://lrus.wolterskluwer.com/) where readers can view a preview.

- Invite your friends to become a fan and send comments about your product.

- Also include any reviews or news items related to your product as they occur.

- Facebook can serve as a homepage for your “personal brand”, linking to or even streaming in content from other platforms where you may be present, such as Twitter, YouTube, a blog or personal website, or LinkedIn.

- Focus each post on a single subject and include a question, link, or call to action to boost engagement.

- Don't post too frequently; three to five posts per week is a good rule of thumb to avoid being overly promotional.
Another effective tool for expanding your online brand is to create audio or video broadcasts on current topics in your subject area. These can be easily created and then posted to sites such as YouTube or iTunes for simple and free dissemination. Because these are a different media than text entries, they will typically show up separately in search results, improving your coverage.

How to get started with YouTube:

Using a webcam equipped laptop, create a 2-minute video discussing your most recent research or commenting on current topics in your field.

- Post the video to YouTube and be sure to include as many relevant keywords as possible in your description. This will improve your ranking in search results.
- Post links to your video, or even better, embed the video itself in your personal website, blog and Facebook page using the simple tool that YouTube provides.
- Tweet the link to your new video.

Record an audio podcast discussing your research or other current topics:

- Post your podcast to iTunes.
- Post links to your podcast in your personal website, blog and Facebook page.
- Tweet the link to your new podcast.

At Wolters Kluwer, we occasionally create author videos to increase visibility.
Increase your visibility and readership with this useful checklist:

- **Add your product to your email signature**
  Add the title, including the hyperlink to the product page on https://lrus.wolterskluwer.com/ to your email signature.

- **Promote your product among your peers, colleagues and network**
  Forward any Wolters Kluwer email campaign to your own network or create an email via your marketing department and distribute the email.

- **Link your work on your blog or website**
  Add the title, including the hyperlink to the product page on https://lrus.wolterskluwer.com/ to your blog or website.

- **Promote your work at events**
  Promote your title at a conference or organise a book launch.

- **Promote your visibility via testimonials and reviews**
  Positive reviews in authoritative journals or in other media are an excellent way to encourage people to buy your publication.

- **Share your work via Social Media**
  Social Media allows you to engage with your audience and create further visibility for your product.

- **Join LinkedIn Groups**
  Become part of the online discussion in your specific subject area and share updates and links to other items such as your blog.

- **Promote your product via twitter**
  Tweet about your research, interesting news items or things you have read or plans to attend a conference.

- **Promote your product via Facebook**
  Create a Facebook account to locate others with mutual interests and to communicate with potential readers.

- **Actively engage with your audience via Social Media**
  Keep in regular contact with your audience.