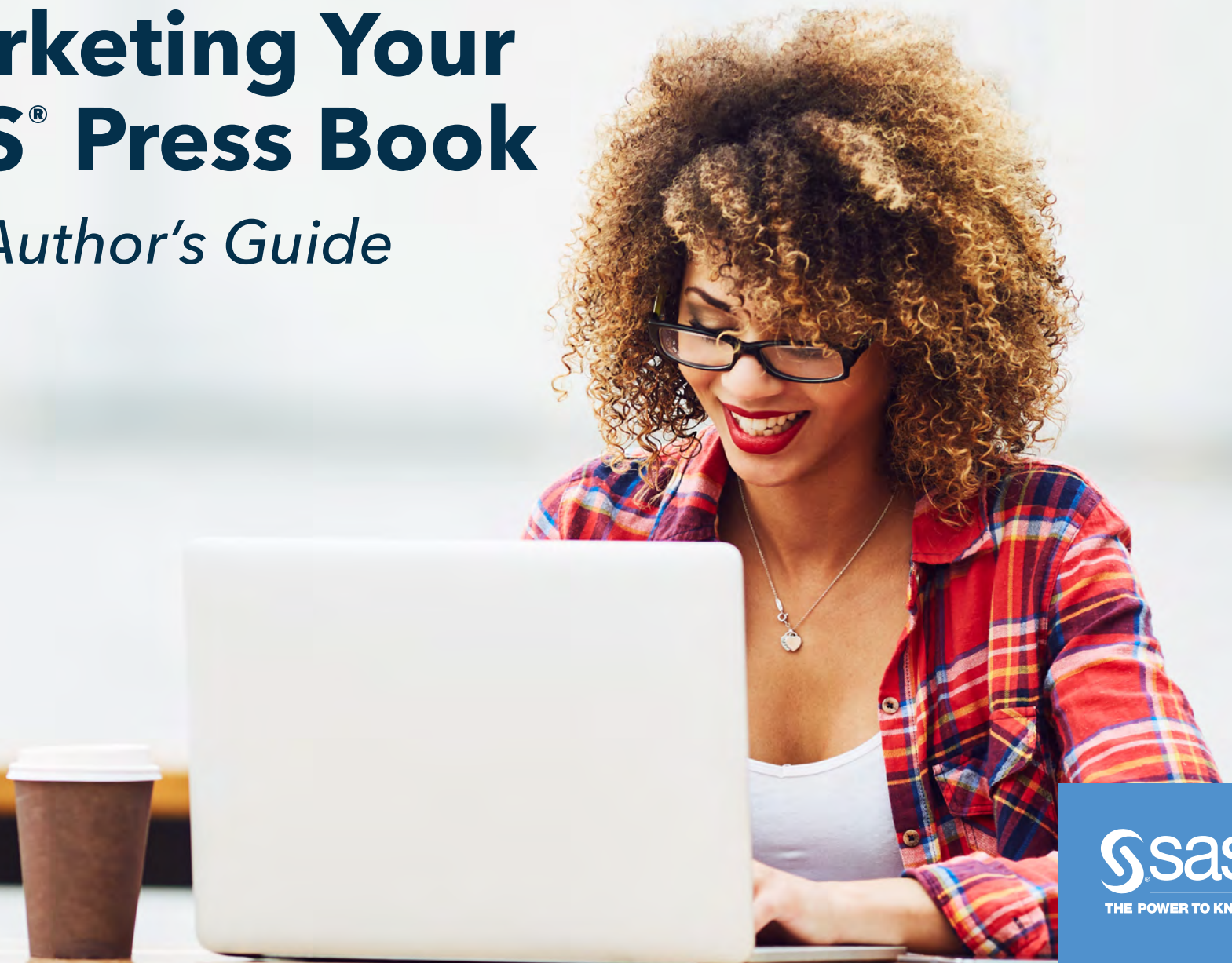


# Marketing Your SAS® Press Book

*The Author's Guide*





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### Help Us Help You!

Complete the marketing questionnaire and return it to your marketing team:

- Keywords. Make sure your keywords are up-to-date and relevant. For searchability, include the most important key words in the title. For the additional keywords, try not to repeat those that are already in the book title.
- Promotional Reviews. **Book reviews are key!** Please make sure that you include suggestions for promotional reviewers (with email addresses) so that we can solicit reviews.

### Start a Blog

To generate some buzz, please start writing the three blog posts or short tips articles to help us promote your book. No blog account? Just send your content to your marketing team, and we will post them for you.

Your blog content can take the form of tips from your book or even a short, self-contained excerpt.

Here's a simple way to start a blog: pull together two to three short book sections (roughly 650 words max). Start with a short introductory paragraph and then end with a reference to your book for more information, code, or other techniques.

Another easy way to start a blog is to identify and briefly describe approximately five takeaways or tips from your book (for example, how your book, topic, or procedure can help users). Lists are a very popular format. Keep the length at 450 to 650 words. Don't rely too much on references to the book content. The blog should be self-contained and helpful in its own right. End with a line that encourages the reader to find more tips and tricks in your new book.

These blogs will be posted on [The SAS Users Blog](#) or [JMP Blog](#).

You can see some examples of good blog posts here:

- Ron Cody's [Using Regular Expressions to Verify The Pattern of Character Data](#)
- Jane Eslinger's [Custom Style Templates: Start Small](#)







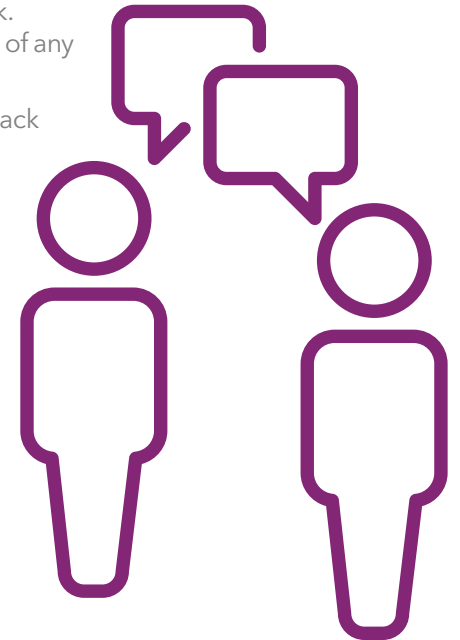
*How do you keep your fans excited after your book has been published?*

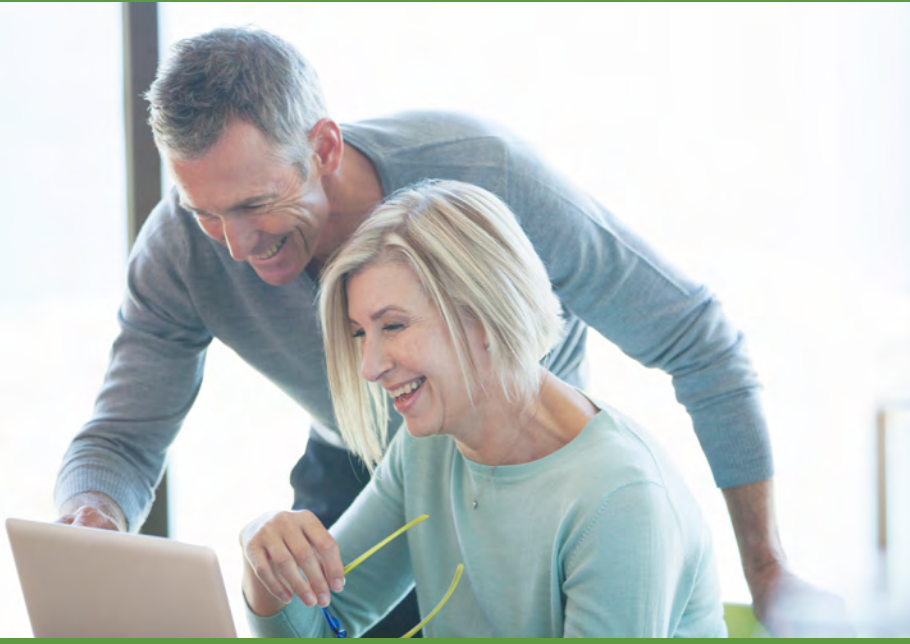
### Keep Blogging

Now is the time to finish your blogs and post them to our SAS Blogs page and your own personal sites. Make sure to share them through your social media pages!

### Get the Word Out

- Send your contacts an email to let them know that your book has been published and include a link to the product page for your book on the [SAS Online Bookstore](#).
- If you have a Facebook, Twitter, or LinkedIn account, announce that your book is available, include a link to it, and use your custom-built social tile. Don't have an account yet? Check out these links to find out how easy it is to set them up.
  - [Facebook Account Setup](#)
  - [Twitter Account Setup](#)
  - [LinkedIn Account Setup](#)
- Request friends and colleagues post positive reviews for your new book at key online retailers, such as Amazon.com. Aim for at least three reviews.
- Promote yourself and your book. Include "author of" to the byline of any articles that you publish.
- Celebrate! Pat yourself on the back for a job well-done -- it's a great achievement to write a book.





*Social networking is an easy way to make sure your book gets a lot of attention and exposure!*

### Make Good Use of the Tools Offered by Online Booksellers

- Encourage reviews.
- Get the most out of your Amazon book pages. Set up an author page, request comments and reviews, add your promotional reviews, and link to your blogs. Here are instructions on how to do it: [Amazon Author Profile](#).
- Consider providing bonus content -- for example, an author Q&A or article, checklists or tips, videos or interesting content that didn't make it into your book. You can even link to your blogs and your social media posts.

### Contribute to a SAS Online Community

With hundreds of thousands of visitors each week, the SAS Support Communities are a vibrant and active place for SAS customers, colleagues, and experts from around the world to collaborate. Share your SAS knowledge and promote your book in this active space. Sign in using your SAS profile information, choose a user name, and off you go.

- [SAS Support Communities](#)
- [JMP User Community](#)





### Develop an Online Presence By Getting a Social Media Account To Build Your Online Community

- Facebook:
  - Develop a Facebook fan page.
  - Send an email to your list of contacts asking them to become fans.
  - Include a link to your fan page in your email auto-signature.
  - Send your marketing team a link to your fan page.
- LinkedIn:
  - Develop your profile on LinkedIn and find connections who are also a part of that network.
  - Link to your blogs on your LinkedIn page.
  - Join relevant LinkedIn communities.
  - Write/Share posts that promote your book.

- Twitter:
  - Join Twitter and begin to develop a following.
  - Let your contacts know that they can follow you on Twitter.
  - Include your handle in your email auto-signature.
  - Send your marketing team your Twitter handle.

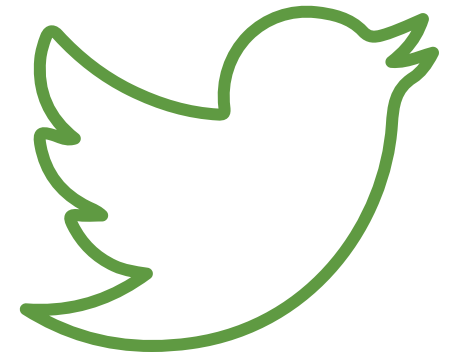
Other tips:

What do users like in a good social media post?

- Catchy headlines
- Short text with videos, photos, or calls to action
- Advice, tips, and tricks

Respond to your fans' comments and questions on your social media pages. They asked to follow you so that they could interact with an author they admire.

A great way to interact with your fans is to access your social media when attending conferences that are about SAS or relevant book subjects (make sure you check in to show you are there)! Fans may want you to sign their book or ask questions in person, which helps build your network.

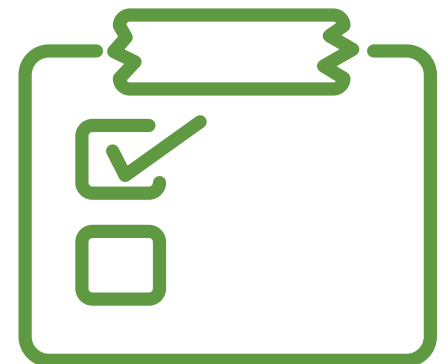




Remember: When you become an author, you also become an **influencer** in your subject area. But your social media pages should not just focus on you. When you meet someone who talks about themselves all the time, it can get awfully boring. Followers also look to you to discuss, share, and post about new and engaging content in your field, not just about SAS! Share content you believe your followers will enjoy -- just make sure the content is from a trusted source.

But, how do you write a good social media post?

- Know your audience.
  - The audience for SAS is primarily analysts, statisticians, and data scientists, but we also reach IT professionals and students! You might also know more niche audiences your area reaches.
  - Be mindful of your audience's time and attention. Make sure your wording is clear and concise.
- Use hashtags, but not too many.
- Avoid slang and jargon. The audience at SAS is international.
- Don't forget to tag your co-author, #SASbooks, or anyone you are discussing in your post! It extends your reach.
- Don't overthink it. Being social online should feel and sound natural.







Make sure to follow the SAS Social Media pages to see posts about your book and others:

- [Facebook SAS Software](#)
- [Facebook SAS User Group](#)
- [SAS Instagram](#)
- [SAS LinkedIn](#)
- [SAS Twitter](#)

### Use Blogs to Develop Community

- Start reading blogs that are related to the subject area of your book.
- Become involved by commenting and, where appropriate, linking back to your own book and social media pages.
- The blogs you provide us will be posted on the most appropriate [SAS blog](#), such as [SAS Users](#) or in our online newsletter and linked to from your SAS author page. Don't forget to add the link to your Amazon author page.







- Be sure to mention your book whenever you are speaking, writing, or being interviewed.
- Are you a member of the ASA ([American Statistical Association](#))? Talk to your section chair about possible speaking engagements. We can provide copies of the book for you to use as giveaways.

### Leverage Professional and Academic Connections

- Write an article or mention the publication of your book in alumni magazines.
- Help solicit a book review in key journals -- be sure to list at least three journals for us to submit to the journal book review editor.
- Have your book featured on a professional web site.
- Send your book to academic and professional email mailing lists.





### Contact Us

Remember, have fun marketing your book, and enjoy the journey along the way.

If you hit any road bumps or need any help, advice, or feedback, do not hesitate to contact your SAS marketing team at [saspres@sas.com](mailto:saspres@sas.com).







To learn more, visit [sas.com/books](https://sas.com/books).

