



Altmetric for Books: Data driven marketing insights

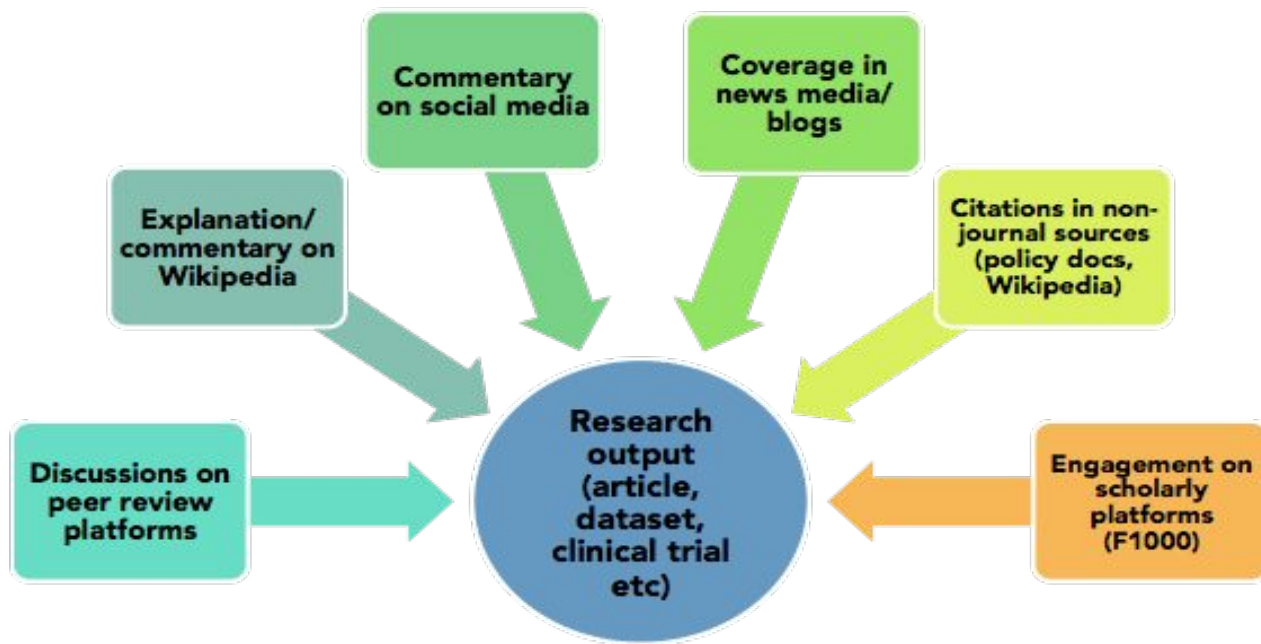
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Quick recap: what are altmetrics?

altmetrics

***Indicators of online engagement
that complement traditional
citation impact metrics.***

What do they track?



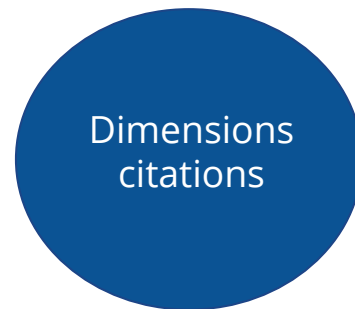
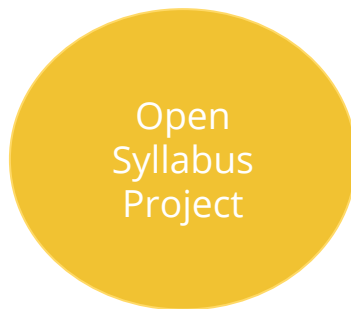
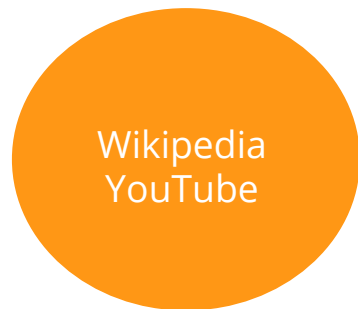
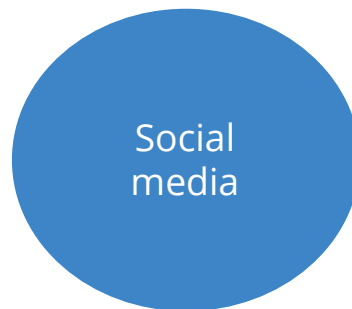
Altmetrics make the perfect complement to traditional books data

- Established book metrics: website traffic, sales figures, downloads, citations, manually searching Twitter
- Recommend using a variety of data
- Altmetrics help you and your authors understand the big picture of book impact

Altmetric for Books timeline



Sources of attention



Challenges for authors

Understanding what
influence their book has had

Refining their writing
style

Seeing the return on the time
that goes into publishing

Choosing a
publisher

Prioritizing what to
read

Finding
readers

Finding potential
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Challenges for publishers

- Commissioning must-read content
- Finding new authors to work with
- Getting (& helping authors get) attention for the books
- Promoting books, and tracking ROI of these efforts
- Encouraging authors to publish again
- Determining topics for future development

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How can altmetrics help?

- **Understand** (and help your authors understand) where and how their books and chapters are being discussed online
- **Report** back to authors and series editors on success
- **Measure** the success of marketing and press activity
- **Track** competitor titles
- **Showcase** the reach of your community to potential authors

Use Cases for Marketing

Why Should You Publish With Us? Specific data points

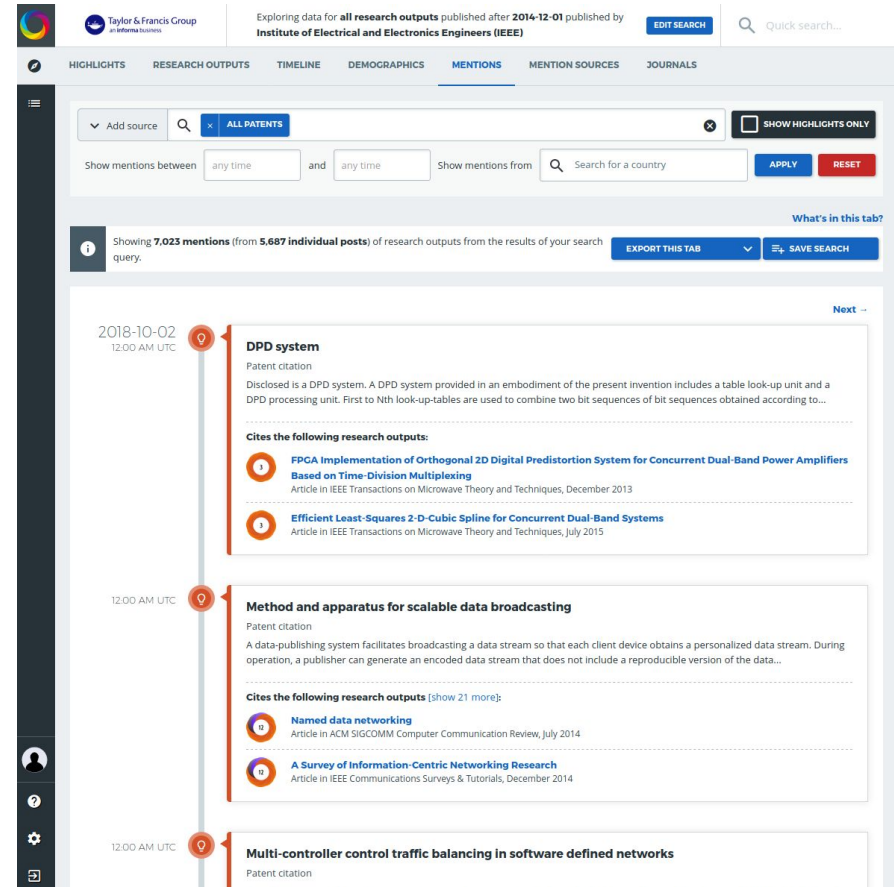
Not all publishers are equal.

Some publishers' press departments are better than others; some publishers' core audience behave differently from others. Knowing your strengths is a key part of your argument.

Altmetric lets you back up your arguments with data.

Let's say that Patents are important for your authors. You can compare your backlist with your competitors', by selecting Patents in the Source mention on the Mentions tab and downloading the data. You can look at either average values, or you can calculate the percentage of Books that have Patent attention. You can then showcase this information to authors during the marketing process

Don't forget: Patents take up to ten years to appear.

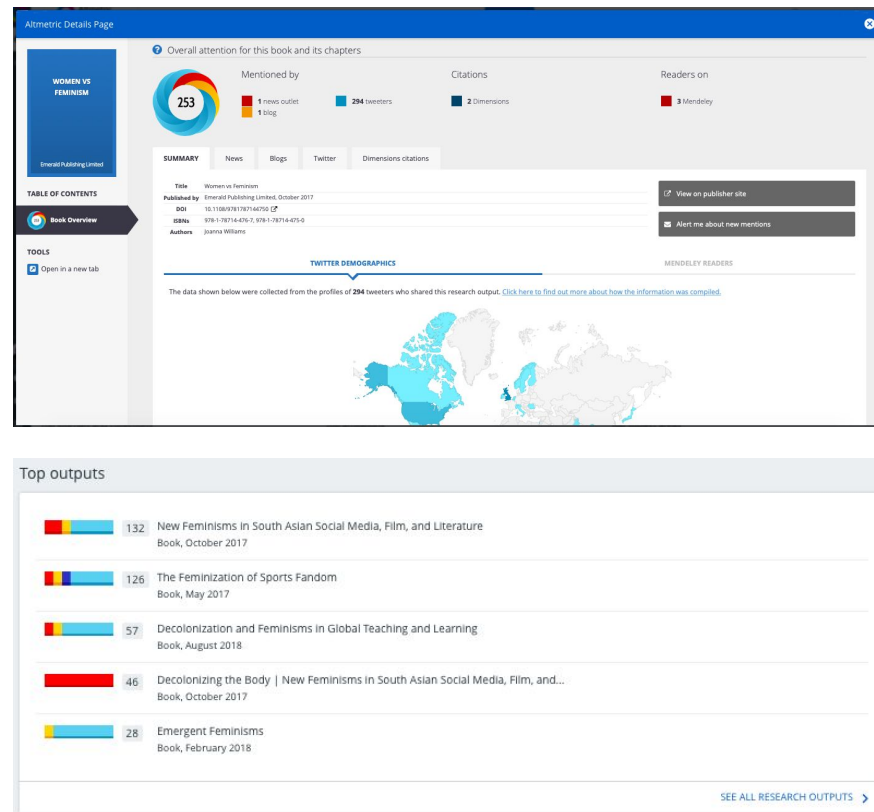


Why Should You Publish With Us? Visibility in a crowded space

Authors need to know that a publisher has the right market to showcase their work to the widest possible community.

Academics are busy, and every potential author gets more requests than they can handle. Showcase the strength of your publishing capabilities by demonstrating the reach that your titles can have

Showcase the strength of your attention. You can show individual titles, or run a list of your top performing books in a given area, and showcase this information on your website, via marketing campaigns, or on social media itself.













Building a Social Network for Marketing Books

You can build a valuable network for free, using Altmetric. Key targets are Twitter accounts, Bloggers and News sources.

The new Mention Sources tab is the place to go.

The example here is five Twitter accounts who have mentioned books about Town Planning and the Built Environment: between them, they have over 22,000 followers.

Set up your search, go to the Mention Sources tab and pick the attention source you're interested in.

 luiciolfi  Tweeter United States	6 mentions	2,427 followers
 neolandschool  Tweeter Canada	4 mentions	102 followers
 AnitraNelson  Tweeter Australia	4 mentions	888 followers
 termacora  Tweeter United Kingdom	4 mentions	19,727 followers
 LiU_EPress  Tweeter	4 mentions	190 followers



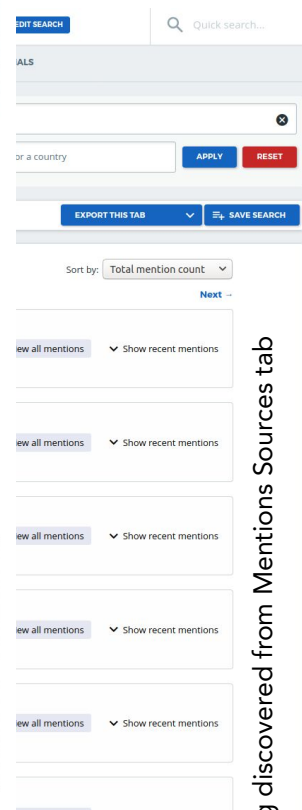
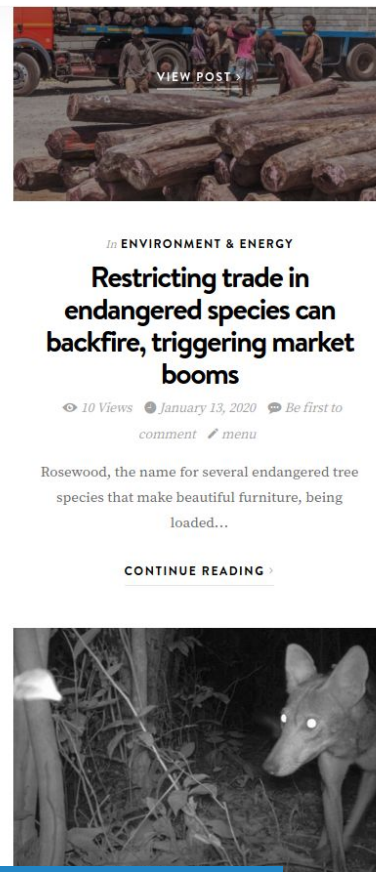
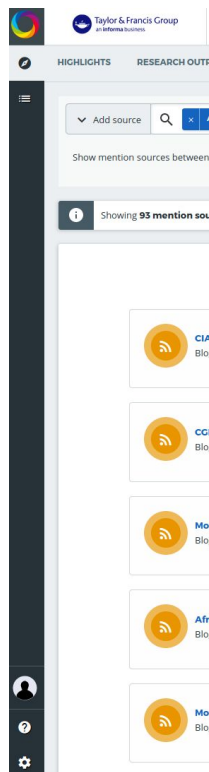
Looking for a (book) reviewer

Book reviews in journals have certainly decreased over the last decade. There's good evidence to suggest that a lot of that activity has migrated to blogs.

Research has suggested that both bloggers and newspaper journalists are good at identifying quality output - and that being published in the media helps to "amplify the output of research". It's not just about ego: it's about helping your authors to get the impact they deserve.

If you go to our new "Mention Sources" tab when you've done a search, you can choose to look for newspapers or blogs, and you can easily see who publishes articles in that content. Usually, with a click or two, you can access the site, see if it's relevant and contact them.

Tip: Don't forget: you can load Altmetric with lists of your own publications and save them - or you can import from another programme - or you can do a keyword search!



Blog discovered from Mentions Sources tab



Birthday Reviews - Celebrating Success

Books are different to journal articles, and need to be treated differently! Altmetric data for books matures at a different rate

At a book's first anniversary, you could be looking at Mendeley data (how well is it likely to be cited? Are any chapters standing out?) and at News, Blogs and Twitter (are you getting attention? Did those influencers tweet a link out?)

At subsequent birthdays, you can start looking at Wikipedia (which has been shown to be one of the first places students look for information), at Patents, and at Policies. And don't forget that Altmetric shows citation data from Dimensions!

What better way of marking a 5th birthday than by finding a citation from the World Bank, UNESCO or a Governmental organization? Showcase this to your authors, readers, and wider community!



Tip: Age and subject of publication should set your expectations and guide your analysis.

