

Wolters Kluwer, Legal & Regulatory U.S.,  
International Group

# Sales & Marketing Toolkit for Wolters Kluwer's Authors

---

# **Sales & Marketing Toolkit for Wolters Kluwer's Authors**

*Learn how we promote your publication & how  
you can further your personal brand*



# Contents

- 4 • The foundation of success**
- 5 • What we do to promote your work**
  - 5 Sales Representatives
  - 5 Resellers
  - 5 Meta Data Circulation & SEO Optimization
  - 5 Websites
  - 5 EStore
  - 6 E-books
  - 6 Email campaigns
  - 7 Social media
  - 8 YouTube
  - 8 Blogs
  - 8 Podcasts
  - 8 Webinars
  - 9 Brochures and flyers
  - 9 Events/Conferences
- 10 • What can you do to promote your work?**
  - 10 Social media
  - 11 Use of #hashtags
  - 11 Mention @co-authors
  - 11 Images for LinkedIn
  - 11 Blogs
  - 12 Podcasts
  - 12 Webinars
  - 12 Testimonials
  - 12 Events/Conferences
  - 13 Customise your work
  - 13 Ask us anything, we are here to help!
  - 13 Follow us
  - 13 Contact



# *The foundation of success*

Our authors are an integral part of the development of unique and high quality content. Working closely with authors from around the globe brings out the best in us. Together with more than 2000 authors we continuously deliver high quality content. But no matter how good the quality of your content is, your work will not be as successful as it could be without marketing it to prospective readers. At Wolters Kluwer, Legal & Regulatory U.S. - International Group (hereafter: Wolters Kluwer) we ensure that your work receives the optimum exposure. Our experienced teams do everything in their power to promote your publication in the best possible way, with the highest impact.

In this guide we take you through the activities we do to promote your publication and also highlight the additional options available should you be interested in personalizing or creating custom version(s) for additional business/client development. We also provide you with insights on the most used channels and give you tips & tricks so you can promote your own publication to your industry and peers networks. Together we deliver your publication to the right audience.

🗨️ *Martin English, Sales & Marketing Director*

“We are passionate about the success of our authors. Working together with authors means that we can deliver world-class products and services that matter most. We give experts the tools and insights in how to continuously adapt to the present day. We cannot do this alone. We look forward to many years of successful collaboration. Welcome at Wolters Kluwer.”



# What we do to promote your work

*We use a good mixture of offline and online (marketing) resources as well as search engine optimization (SEO) and system feeds to promote your work. Together, colleagues from Publishing, Sales and Marketing, customize a strategy and select the resources for your publication to get the results we aimed for.*

## **Sales Representatives**

At Wolters Kluwer we have a team of International Sales Representatives with an impressive network of more than 3000 accounts from all over the world. The representative uses his or her network to make sure that academic, legal and corporate organisations are aware of our products and services and how it can benefit their daily work. They are experienced promoters of all of our content and sell each new publication in all available formats.

## **Resellers**

Via our global network of more than 400 specialized resellers (e.g. book shops, online retailers, webstores, agents and affiliates), we promote and sell our publications to a broad, international audience. Every month we send our resellers new content updates where we promote the latest products and this channel is managed by our dedicated in house trade sales manager.

## **Meta Data Circulation & SEO Optimization**

Your work's unique meta data (e.g. table of contents, long and short description, target audience, key words, etc.) are also promoted to the major third party aggregators (Amazon, Google, Baker & Taylor, EBSCO, ProQuest, Nielsen Book Data etc) and other meta data sources to ensure it reaches more global markets and appears on more searches of third party discovery systems / websites.

## **Websites**

Our websites are a very important aspect of showcasing our products and services. Wolters Kluwer focuses on several practice areas: [International Arbitration](#), [Competition Law](#), [IP Law](#), [International Tax Law](#) and [more legal fields](#). We regularly update the websites with the latest information. Moreover, the website [Wolters Kluwer International Group](#) shows an overview of all practice areas and the dates of upcoming events\* where Wolters Kluwer will be present.

Subscribers can access our (paid) platforms via the websites. Most of our print publications are included in any of these platforms. Contact your contact person at the Publishing department if you want to know where your publication is published.

## **EStore**

Print book, journal and loose-leaf publications are available to purchase directly from our [eStore](#), whilst our digital solutions and research databases are also promoted. Every publication has its own descriptive text, table of contents and - if available - reviews and testimonials. We make sure that we optimize the content with the right search words (meta data) to stand out by search engines and websites.

**John Planck, Global Book Sales Manager**

"The online eStore is an important window and tool for us. It currently provides our clients from all of the world with an easy to navigate and streamlined purchasing experience for over 3000+ unique products and is often the first point of contact for a prospective book, journal or database research customer. Complete with testimonials and a wealth of other information, the site currently receives over 900,000 visits per year and we are always evolving it to meet the ever changing needs of our clients."

## E-books

Every title we publish is available to purchase and access digitally. There are a number of in-house platforms that provide access to the digital portfolio and offer our customers the ability to subscribe to via a yearly service. These include:

- [Digital Book Platform](#)
- [Kluwer Arbitration.com](#)
- [Kluwer Competition Law.com](#)
- [Kluwer IP Law.com](#)
- [Kluwer International Tax Law.com](#)

We also work with a number of trusted partners to ensure that the eBook portfolio is also widely available. These established industry platforms offer a mix of sales models to ensure that both individuals and businesses have options to search, procure and integrate/access the title within their preferred virtual library. These include:

- [Amazon Kindle](#)
- [Google Play](#)
- [EBSCO / GOBI](#)
- [ProQuest / OASIS](#)
- [VitalSource](#)
- [Overdrive](#)
- [CEPEIC](#)

## Email campaigns

Over the past years we have built a solid and strong network of more than 50,000 customers and subscribers. We regularly inform our subscribers about new and upcoming products and services, events, blog posts, podcasts and interviews with thought leaders (view figure 1 for an example of one of our email campaigns). Building, maintaining and extending a strong database of customers is crucial for every organization. For us it means that we keep our customers informed about the latest news and industry insights – which can be crucial to win a case.

The screenshot displays the Kluwer Competition Law website interface. At the top, it features the Kluwer logo and the title 'Kluwer Competition Law'. Below this, a banner for 'Competition Law' highlights a 'portfolio update from Wolters Kluwer' with a list of new titles: 'New & Noteworthy Titles', 'Book Spotlight', 'The European Cartel Digest Precedent Finder', 'New Podcast', and 'Article Spotlight'. The main content area is titled 'New & Noteworthy Titles' and displays six book covers with QR codes. The titles include 'Competition Law in Uruguay, Fourth Edition', 'The Interplay Between Competition Law and Intellectual Property An International Perspective', 'Fidelity Rebates in Competition Law: Application of the "As Efficient Competitor" Test', 'Sharing EU Public Procurement Law: A Critical Analysis of the CEU Case Law 2015-2017', 'Digital Competition Law in Europe: A Concise Guide', and 'Patent Settlements in the Pharmaceutical Industry under US Arbitration and EU Competition Law'. A button 'View more titles from this practice area' is located below the book covers. Below the book covers, there is a section for 'Reserve your copy! Competition Law of the European Union, Sixth Edition' with a 'Pre-order now' button. The next section is 'The European Cartel Digest Precedent Finder', which includes a diagram showing '4 publications in 4 volumes', '400+ Authority decisions', '400 Court decisions', and '100 Topics'. Below this diagram, there is a description of the tool and a 'Learn more' button. The following section is 'New Podcast' for 'Inter National Law Talk', featuring a 'Listen to the discussion' button. The final section is a 'Blog Post' titled 'European Merger Control Post-Brexit: New Year's Resolutions', with a 'Read article' button.

Figure 1.

## Social media

Wolters Kluwer is mainly active on LinkedIn and YouTube. LinkedIn is an important channel for us because of the professional business character of the platform. Through our posts we deliver the content to the right audiences. Every day we work on our content to reach and engage with our followers. We share content about new and selected products & services, milestones, events, webinars, latest blogs and interviews and podcasts with thought leaders (figure 2 & 3). We also use LinkedIn for paid campaigns to promote selected products, services and webinars to a specific target audience (figure 4).

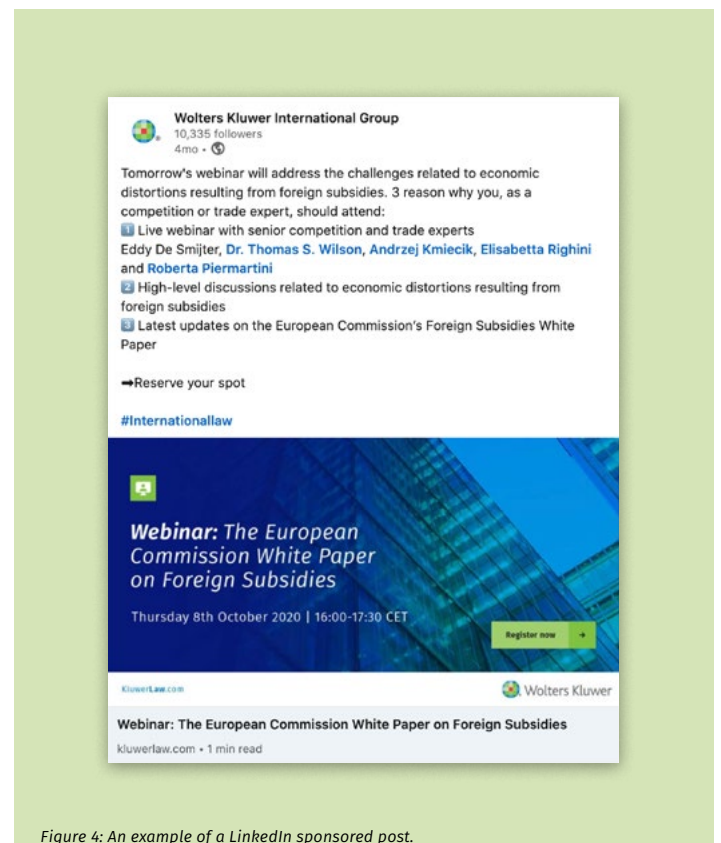
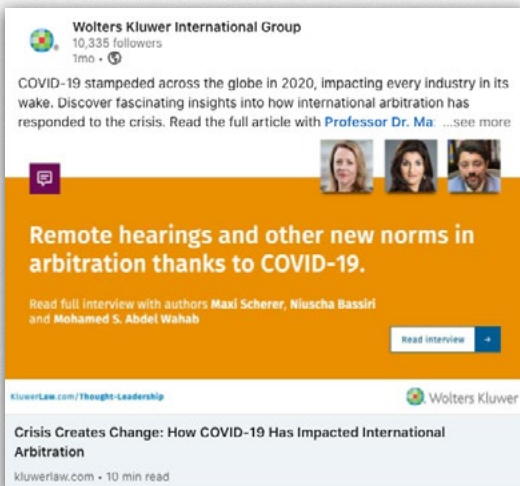
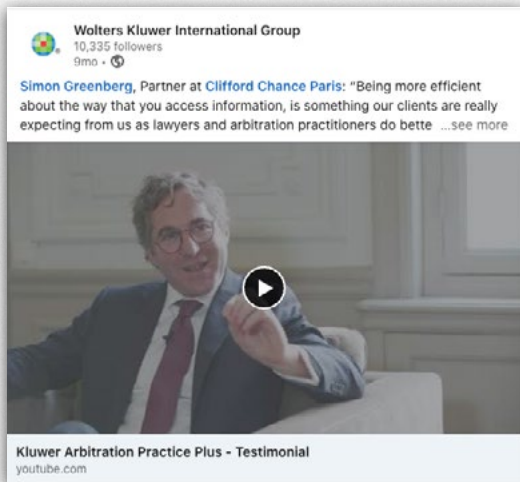


Figure 2 and 3: LinkedIn posts shared via Wolters Kluwer International Group.

Figure 4: An example of a LinkedIn sponsored post.



Figure 5: Preview of [Gary Born's International Arbitration Lectures](#).

## YouTube

YouTube is used to promote a selection of our services via video, such as the preview of [Gary Born's International Arbitration Lectures](#).

## Blogs

We have the following 8 renowned blogs, with an average number of 30,000 unique page views each month.

- [Kluwer Arbitration Blog](#)
- [Kluwer Mediation Blog](#)
- [Kluwer Competition Blog](#)
- [Kluwer International Tax Blog](#)
- [Kluwer Copyright Blog](#)
- [Kluwer Patent Blog](#)
- [Kluwer Trademark Blog](#)
- [Regulating for Globalization](#)

The blogs are an engaging legal community offering contributions on recent (legislative) developments, case law and opinions. They offer a great opportunity for authors to share knowledge with a growing community of experts in the field and sometimes they can link to a 'paid' product.

## Podcasts

Recently we started the [Podcast International Law Talk](#). During a series of podcasts we bring insightful analysis, commentary and discussion from thought leaders and experts on current topics in the different practice areas.

**Inter  
National  
LaW  
Talk**

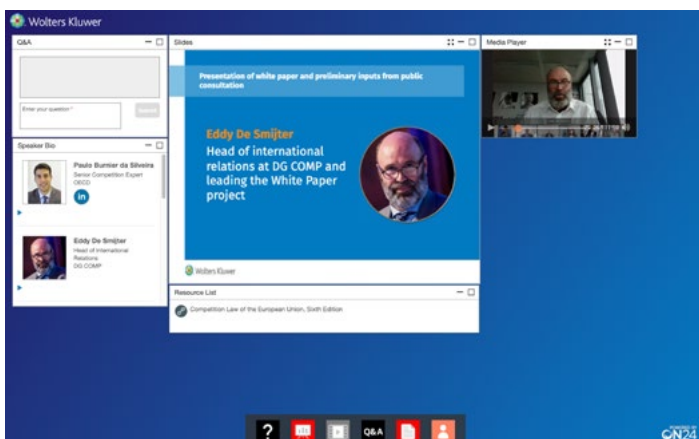


Figure 6: A print screen of our webinar tool: slides, the speakers, bio pages and Q&A widget are available for the audience.

## Webinars

Webinars became a popular alternative for physical events during the COVID-19 pandemic. We organize a small number of webinars each year in collaboration with thought leaders and experts in the field. A panel of speakers is discussing or presenting their views on a relevant topic in approximately an hour (view figure 6). Subscribers to the webinar have access to the online discussion.



### Brochures and flyers

In addition to our digital channels, we produce multi format literature, including brochures and flyers. In our brochures we explore the key information on our products and solutions and highlight how our customers can benefit from adopting them.

The brochures are updated regularly and used by our sales representatives. They are downloadable at our websites and gifted during conferences and events. Our authors also receive a digital copy of their titles unique flyer upon launch - [see page 12 for more information.](#)

### Events/Conferences

Every year\* we attend more than 30 events worldwide, presenting our portfolio of online and print products. We are in niche markets and we carefully select our events and conferences (figure 7).



Figure 7: For the IFA 2019 Congress we organized a panel session.

To conclude, we have multiple marketing channels to use in order to promote your publication in the best possible way (view figure 8). We customize our strategy and select the resources for your publication to get the results we aimed for.



Figure 8: Overview of Wolters Kluwer's marketing tools to maximize your title's publication.



# What can you do to promote your work?

*In the previous chapter we described what we do to promote your work. You can also contribute in the promotion and together we can maximize the publication(s) reach and enhance your own exposure at the same time! You can easily do this by being active and sharing your expert knowledge through any channel that interacts with your peers and the wider public e.g. social media, blogs, conferences and events, podcasts and webinars. We will give you more information and tips to build your personal brand.*

## Social media

There are 3.80 billion active social media users around the world\*. 89% of the internet users between 16-64 years use social networking apps. Where to start? Use the overview (figure 9) to determine your audience and the preferred content strategy. With an overload of social media channels Wolters Kluwer has chosen to mainly focus on LinkedIn because that's where we can target and reach our audience, the law professionals, in the best possible way.






Channel	Active users (global)	Type of users	What can you share?
 LinkedIn	663.3 million	Professionals from all industries	Thought leadership, research, sharing insights etc.
 Twitter	339.6 million	Mostly popular for people working in tech, marketing, entertainment and politics	News, insights and updates in 280 characters
 Facebook	1.95 billion	For everybody, but we see a shift from teenagers to people of the age between 25-34 years old	Good platform for sharing updates and starting informative (discussion) groups
 YouTube	2 billion	Mainly used by millennials and companies	How to video's, vlogs, life video's etc.
 Instagram	928,5 million	Millennials adopted Instagram fast, now we see a shift to start ups and other companies using the platform	Pictures and video, good for showcasing products and services

Figure 9: Overview of social media usage worldwide\*.

## LinkedIn

### A few tips to become a LinkedIn specialist:

- ⦿ Update your personal LinkedIn profile regularly, include links to your portfolio and ask (former) colleagues for a recommendation;
- ⦿ Remove titles such as 'Dr.' or 'Professor' in the name section of your LinkedIn profile. It prevents you from being easily found or tagged;
- ⦿ Join LinkedIn networking groups and share your expertise/insights regularly in posts;
- ⦿ Make your posts on LinkedIn visual: add images, presentations, videos, infographics etc.;
- ⦿ Try to use 'How to', 'Best practices' and lists, e.g. '12 latest updates about';
- ⦿ Make predictions, e.g. 'In 2030 the world of legal practitioners is changed completely. I will tell you why';
- ⦿ Post about trends, e.g. '2021: Trends in Arbitration';
- ⦿ Share Lessons Learned;
- ⦿ Review other peer works and give recommendations.

### Use of #hashtags

Adding hashtags to your LinkedIn post helps you establish your credibility & expertise and reach people who value your insights. Best practices:

- ⦿ Use correctly: Include the # sign before a keyword. Avoid spaces, punctuation, special symbols or emojis;
- ⦿ Don't overdo: we recommend to use no more than 3 hashtags per post;
- ⦿ Do some research: follow hashtags to see the topics you care about and check how many people have the same interest.

### Mention @co-authors

Besides using (the right) hashtags, you can also mention co-authors, (law firms), [our company page](#) etc.

The people/companies who you have mentioned in your post, automatically receive a notification. They can easily share or like the post. By doing this, your post get more exposure.

### Images for LinkedIn

Using an image or a video when posting, makes your post more notable. When we send your completed work for printing you will receive an image from the editorial team, which you can use to promote your book on LinkedIn (figure 10). Step-by-step instructions are also included in the email on how to do this. [Follow our company page](#), we share information about our platforms on a regular basis which you can easily share and like.



Figure 10: An example of a LinkedIn image to promote your book.

### Blogs

Blogs can help drive traffic to your website, book, webinar et cetera. It is also possible to blog on LinkedIn. You can simply choose 'Write an article' from your personal LinkedIn home profile and start blogging.

We host 8 legal blogs that you can use in your personal branding, e.g. by sharing latest developments or opinion.

Furthermore, we encourage you to be active on other blogs that are well known in your field. Are you interested in contributing to one of our blogs? Read the editorial guidelines/policy of your preferred Kluwer Blog, which you can find in the footer of each Kluwer Blog.

## Podcasts

Podcasting is only audio. The most common podcast setting is an interview, a dialogue with a host and the interviewee, on a particular topic. The most common tools to share your series of podcasts are Spotify and Soundcloud. Wolters Kluwer International Group started the [Podcast International Law Talk](#) to talk with legal industry experts (including authors) about relevant and interesting topics. Do you have a favourite podcast and would you like to join? Contact the organizers! If you are a speaker do not hesitate to mention your publication for additional exposure of your work.

## Webinars

A webinar is an event held virtually which is attended exclusively by an online audience. Webinars are mostly used to have an online discussion with other professionals in the field or to share your knowledge about a certain topic. Interaction is an important aspect of a webinar, however it is not the same interaction as you can have with live events. Depending on the tool, you can use a slide deck, a poll, Q&A, survey and chat functions. You can easily set it up in tools such as Zoom, Teams etc. Some webinar tools have a recording option, so you can share the recording via multiple channels. Organise your own webinar to talk about your publication and invite other colleagues. If you are a speaker to a legal webinar please do not hesitate to mention your publication for additional exposure of your work.

## Testimonials

We actively promote and seek reviews and industry testimonials for the products we publish. These can then be used for the marketing materials and quotations on the eStore, Amazon, Google and other online pages. They are also passed on/disseminated to our third party resellers and affiliates so they can use them in their own promotional sales efforts. We thoroughly encourage you to pass on any reviews you may have seen in the press as quite often we are (unfortunately) not informed about them. These can be sent to [john.planck@wolterskluwer.com](mailto:john.planck@wolterskluwer.com).

Likewise, if there are people or organisations that you would like to review your work, please let us know and we can certainly reach out to them.

## Events/Conferences

Attending or, even better, speaking at events or conferences is a great opportunity to promote your know-how. If you are about to publish your work, you will receive your own flyer from our editorial team that you can use when you attend events or conferences (figure 11). This flyer can be customized, physically printed and/or shared electronically.

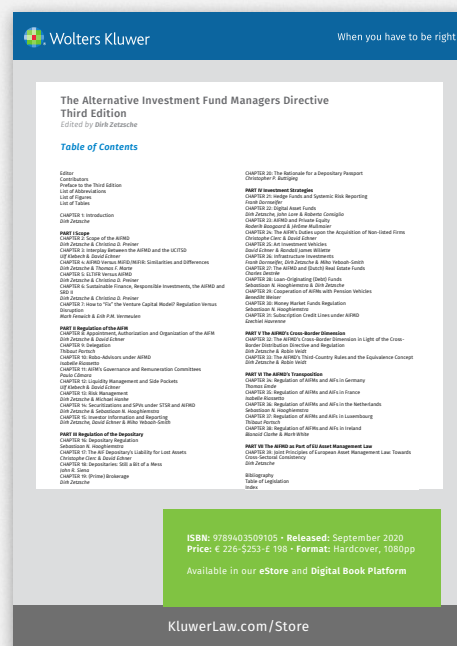
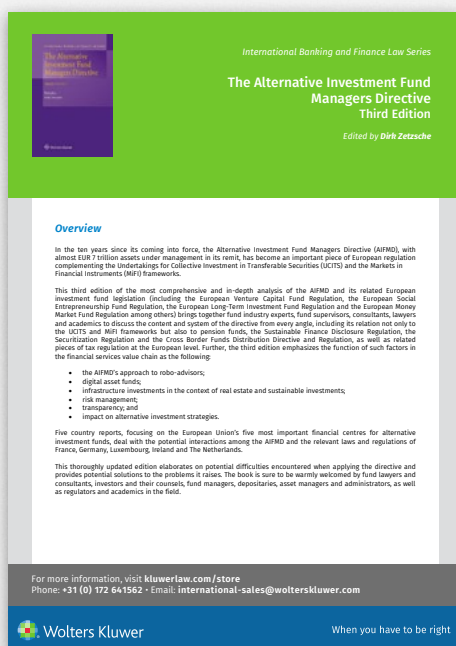


Figure 11: Example of a flyer, produced by our partner Newgen.

## Customise your work

Many authors wish to use the finished work to demonstrate their own, and by extension, their organizations expertise. Both the author and employer can greatly benefit from this exposure and the publication serves as a very effective marketing tool and is a perfect vehicle for client development.

In most cases the finished work is simply purchased in a bulk, specially priced quantity and then gifted to the organizations new and prospective clients / contacts / members. To help, we have a number of options to adapt your work and create a custom version for the sole purpose of business development and client relations.

Popular options include:

- Custom covers with the addition of corporate logos and/or bespoke image(s);
- Page or chapter inserts to include additional marketing information on the organization (history, individual profiles, recent successes) or additional material matter;
- Combining multiple work(s) by the organisation / authors into a compendium;
- If you or your firm are interested or would like to know more, please contact: [john.planck@wolterskluwer.com](mailto:john.planck@wolterskluwer.com).

## Ask us anything, we are here to help!

Would you like some assistance? Or do you have a question? Don't hesitate to ask your contact person at Wolters Kluwer Legal & Regulatory, U.S., International Group. We are happy to help.

Good luck with creating your personal brand. We look forward to seeing your (digital) footprint!

### Follow us

 [Kluwer Law International](#)

 [@KluwerLawint](#)

 [WoltersKluwerLaw](#)

### Contact

 [international-marketing@wolterskluwer.com](mailto:international-marketing@wolterskluwer.com)

 [KluwerLaw.com](#)

 [KluwerLaw.com/store](#)

Kluwer Law International BV, a part of Wolters Kluwer Legal & Regulatory.

Zuidpoolsingel 2

2408 ZE Alphen aan den Rijn

The Netherlands

Copyright Kluwer Law International BV, a part of Wolters Kluwer Legal & Regulatory.

All rights reserved.