You just posted your first catalog in Edelweiss+! Now what?

Using Catalogs **INSIDE** Edelweiss+

❑ Create Contact Groups so you can efficiently share your new catalog with prospective buyers.

❑ Create Markups with rep-generated messaging to make your catalog more compelling and personalized for buyers.

❑ Understand Orders in Edelweiss so you can receive and process the orders that booksellers and librarians share with you.

❑ Consider creating a Collection with a smaller number of titles for specialty buyers.

❑ Augment your catalog with Section Headers, Showcases, and videos or live links.

❑ When you receive good reviews in Edelweiss+ for your titles, don't forget to feature the review for other users to easily view when learning about the title!

❑ Garner the attention of 135,000+ book professionals by promoting your titles or catalogs in Edelweiss+. You can feature your titles in the weekly newsletter, reserve a banner in a targeted newsletter, add a title banner insert above your title in Edelweiss, and more.

❑ Monitor in Edelweiss360 to see how viewership has trended over time and, at-a-glance, view the number of reviews, orders, downloads, and shelved titles.

Using Catalogs **OUTSIDE** Edelweiss+

❑ Share your catalogs on social media. If you tag us on Twitter, @weiss_squad, we'll retweet you!

❑ Include a link to the catalog in email blasts or newsletters to contact lists.

❑ Share links to the catalog frequently on social media with eye-catching images.

❑ Advertise the catalog on your website.

❑ Ask your team and even authors to share titles and catalogs with their contacts and on their social media.

❑ Consider other advertising opportunities that may help you reach your target audience, driving traffic to the catalog and/or your publisher page in Edelweiss.