

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

Using Review Copies INSIDE Edelweiss+

- ❑ 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!
- ❑ Before approving the request, [review the requestor's profile](#) to see if they may help you reach your goals.
- ❑ [Customize your approval message](#) with a specific call-to-action such as to leave a review in Edelweiss+, nominate for a certain purpose, share in a Community, etc. Remind them of desired timelines or deadlines if appropriate.
- ❑ [Create Contact Groups](#) in Edelweiss+ and pre-approve them for the title. Then use the [Share Tool](#) to generate a pretty link that can be included in an email, notifying them that they have immediate access.
- ❑ Ask sales reps to reach out to their accounts and include review copies in catalog markups. Sales reps' accounts can be whitelisted so that users can immediately download the title. You can also customize who has the [ability to approve requests](#), like sales reps.
- ❑ Garner the attention of 135,000+ book professionals by [promoting your title in Edelweiss+](#). Featured Titles are promoted in the weekly newsletter and are also featured at the top of the Review Copy tab. You can also purchase a banner ad in the weekly newsletter or advertise in monthly newsletters that go to specific types of users like booksellers, librarians, and reviewers.
- ❑ Add title-specific [custom messages](#) to your review copies when appropriate.

Using Review Copies OUTSIDE Edelweiss+

- ❑ Use the [Quick Send](#) feature in Edelweiss+ to send a pre-approved download link to specific users who need it.
- ❑ Include a link to the title in email blasts or newsletters to contact lists.
- ❑ Share links to the title frequently on social media with eye-catching images.
- ❑ Advertise the review copy on your website.
- ❑ Ask the author to share with their contacts and on their social media.
- ❑ Consider other advertising opportunities that may help you reach your target audience, driving traffic to the review copy in Edelweiss+ for easy management.