

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 auto-approved 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 170,000+ 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, feature a title in a special topic issue, or advertise in monthly newsletters that go to specific types of users like booksellers and librarians.
- ❑ Add title-specific [custom messages](#) to your review copies when appropriate.
- ❑ Utilize [Edelweiss360 Premium](#) to identify a list of targeted users who may enjoy your review copy based on their past engagement with comparable titles.

Using Review Copies OUTSIDE Edelweiss+

- ❑ Use the [Quick Send](#) feature in Edelweiss+ to send a pre-approved download link to specific users or groups of users who may want 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.