Modern Journal Marketing
Wiley Editor Symposium, London 2019
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Marketing Evolution

**Traditional**
- Marketers / Advertisers do it
- Advertising
- **Company-created** content
- One size fits all
- Focus on **Branding**
- Long term planning
- Traditional media
- No ability to measure

**Modern**
- **Everyone** does it
- Evangelising
- User-created content
- Personalised & tailored
- Focus on **passionate users**
- Real-time, here and now
- Inbound & content marketing
- What is the ROI
• A compelling story influences behaviour
• Focusing on the “why” can help define the most important outcomes and how to prioritize them
• Advocates make a decisive difference
The How- Data and Customer Insights

Defining desired outcomes and strategic goals and how we measure success of what we do

“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”
Why do we want to measure performance?

• To know whether we are achieving given targets and goals
• To see whether we are successful in creating value or awareness
• To see whether our investment was right
• To report back on our progress
How do we measure success?

<table>
<thead>
<tr>
<th><strong>Through Key Performance Indicators:</strong></th>
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<tbody>
<tr>
<td>• We have $x$ more authors</td>
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<tr>
<td>• $x$ more members joined our society</td>
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<tr>
<td>• $x$ number of webinar attendees</td>
</tr>
<tr>
<td>• We generated $x$ more $</td>
</tr>
<tr>
<td>• We founded $x$ new journals</td>
</tr>
<tr>
<td>• $X$ more people sign up to our newsletters</td>
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<td>• $X%$ of people opened our email</td>
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<table>
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<tr>
<th><strong>Through Success Metrics</strong></th>
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<tbody>
<tr>
<td>• Key opinion leaders recommend us</td>
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<tr>
<td>• Authors know our brand(s)</td>
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<tr>
<td>• Researchers recommend and publish with us again</td>
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<td>• Researchers associate positive values with us</td>
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The How and the What changes with consumer behavior

If video and text are both available on the same page, 72% of people will watch the video to learn about a product or service rather than read the text. (HubSpot, 2018)

Content marketing gets three times more leads than paid search advertising. (Content Marketing Institute, 2017)

Recipients are 75% more likely to click on emails from segmented campaigns than non-segmented campaigns. (MailChimp, 2017)

In the B2B setting, events help generate the most leads, while case studies help convert and accelerate the most leads. (Marketing Charts, 2018)
More insight leads to different marketing

By 2020, 50% of all online searches will be voice searches.
(Wordstream, 2018)

Having a video thumbnail in the search results can double your search traffic.
(Search Engine Journal, 2018)

Using videos on landing pages will increase conversions by 86%.
(Wordstream, 2018)

51% of marketers say enriching contact data quality is their most significant barrier to achieving email marketing success.
(Ascend2, 2016)

86% of professionals prefer to use email when communicating for business purposes.

78% of consumers have unsubscribed from emails because a brand was sending too many emails.
(HubSpot, 2017)

Recipients are 75% more likely to click on emails from segmented campaigns than non-segmented campaigns.
(Content Marketing Institute, 2017)
Marketing Funnel

**Awareness**
I know of this journal

**Leads**
I’ll check out this journal

**Conversion**
I’ll submit to this journal

**Retention**
I’ll publish in this journal again
The What – Marketing Channels

- Always on, multi-channel (multi-touch email/paid & organic social media/web/online advertising) campaigns: covering all journals
- Websites and SEO
- Online advertising
- Social Media: with a focus on engagement and therefore awareness
- Content marketing: blogs, videos, infographics to drive customer engagement & advocacy
- Events: physical and virtual
- Email: with a focus on campaigns that respond to customers behaviour
Social Media Strategy

- Our strategy is focused on engagement
- We want more followers across broader subject areas, as success comes from the volume of engagement, so our focus is on subject accounts rather than creating journal specific accounts
- If you / your editorial team use social media, please follow the relevant Wiley Twitter & Facebook feeds and re-tweet the posts, to amplify reach. *Ask your marketer for the relevant account handles*
- Please be mindful that a social media account that is not active damages your brand.
Content Marketing – Pilot: Journal Profile Videos

❖ 14 engaging videos showcasing the best in class research across a range of subjects
❖ Ensure researchers recognize and engage with the journals as the home for reading and publishing the highest quality research
❖ Comprehensive launch plan starting at the end of October through email, social media and online advertising
❖ Toolkit for Editors to aid commissioning and support journal promotion
A podcast about how we tell the story of science.

What’s it all about?
Our 6-episode series talks about:

• Building public trust in science
• New ideas for communication with the public
• Using emotions to capture the hearts and minds of the public

The hosts:
Mary-Ann Ochota
Anthropologist, author of Britain’s Secret Treasures and Hidden Histories.

Danielle George, MBE
Radio frequency engineer, astrophysicist, creator of the Robot Orchestra

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Workshops and Webinars

When done well, **workshops** are effective and engaging educational programs designed to teach or introduce researchers to practical skills, techniques, or ideas they can use in their work. For instance, the main objective of a ‘Get Published Author Workshop is to provide Early Career Researchers with information on how to get their research published.

Workshops may be part of a larger event like a conference, or an independent session at an institution. Timing for workshops can be anywhere from 45 minutes to a half day and they are usually conducted by internal or external editors with established experience in their field.

The cost to host a **webinar** can be significant, depending on the number of attendees and venue logistics. Attendance can vary based on the region. Typically the majority of views happens on-demand at a time of people’s own choosing.

IEEE ICC Get Published panel session at the EU PVSEC Impact
Global Author Programs

Author focused, these maximize efficiency through dynamic programs.

Integrated marketing programs aimed at growing the number of articles published by and through Wiley and increasing the readership of published articles. Each program targets varying channels and audiences, depending on the objectives of that program.
Global author-focused program: Publish With Us Again (PWUA)

This “always on” campaign targets authors who have previously published with Wiley via email and social media.

It has multiple stages: Interest, Learn, Evaluate, Justify, Purchase, and Post Purchase. At Interest stage, authors are surveyed about their recent publishing experience with Wiley and their likelihood to publish again.

Their responses create individual author experiences throughout the campaigns. The journal track of the campaigns contains a journal finder, which also contributes to the author’s experience. This multi-touch campaign approach doubles engagement rates.

c50% of authors contacted via PWUA went on to publish an article in a Wiley journal within 2 years. In comparison, only 39% authors, outside the campaign, resubmitted within 2 years.
Other regular high impact digital campaigns

- Annual Impact Factor update
- Top cited articles for your journal
- Top authors for your journal
- Rejected author (ScholarOne only), submitted authors rejected within the last month
- Sample Issue Campaigns
The importance of creating unique journal merits and benefits

To optimize the results these types of campaigns, we need to really push the merits of each journal.

The copy should appeal to authors who look for the following benefits when publishing their research:

- **EASE** e.g. quick decision, rapid time to publication, author services and tools, etc.
- **QUALITY** e.g. high impact factor, prominent editor/editorial board, participation in Publons, peer review model, etc.
- **IMPACT** e.g. high impact factor, details about readership/audience, # article downloads per year, available article sharing services, etc.
- **REACH** e.g. details about readership/audience, # article downloads per year, open access options, inclusion in bibliographic databases.
Launch of Global Readership Campaign

- Pilot launched in July 2019 for Neuroscience, Chemistry, Statistics, Business and Management & Humanities.
- Full review of pilot to take place on October 15th to assess scalability and next steps
Sample from Reader Campaign

Interactive Map

**Content:** Top 20 most accessed content by subject area by readers country of residence.

**Readers can interact via:** Email, Online and Social Media.

**Success Measures:**
- FTAs/Journals accessed per visit
- No. of clicks on the page
- Landing page views/visits
- Regional vs Global views
- Social shares/engagement
Your advocacy counts

Nothing a marketer says or does can be more powerful than your voice and actions for the brand.
Thank you!