Marketing:

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

As defined by the American Marketing Association Board of Directors (July 2013)
STM Journal Marketing

End-to-End Marketing

- Product Development & Marketing
- Market & Channel Marketing
  - Go-To-Market Strategy
  - Sales Readiness
  - Communications
Three core pillars drive Marketing:
Strategic Market Analysis, Product Management and Market Management
The Journal / Content is Published
Fundamental Reasons for using Journals

1. Keep up with the research
2. Improvement of their Research
3. For Reference
4. For Teaching
5. For Reviewing
6. For Professional Learning & Development i.e. E-Learning
Where/How do users Access Journals?

- **Publisher’s Website**
- **Apps**
- **Society/Ext community Websites**
- **Digital Editions**
- **APIs e.g. Google, PubMed**
- **Print Edition**
Product and Market Drivers

**Product**
- Usage & Citation
- Brand Share
- Social Share
- User
- Subscription
- Authorship

**Market/Channel**
- Sales Readiness
- Customer
- Pre/Post Sales
- Buying Cycle
- Usage & Discoverability

**Authorship**
- Subscription
# Market Approach

## Retention Business-RENEWALS
- Implement campaigns that engage and deepen the relationship and validation with key accounts

## New Business-LEAD GEN.
- Identify customer groups within their buying cycle that are prospects for upsell/new sell opportunities

## Growth Markets Approach

### Non-Academic
- Corporate/Government/Hospital market for information products and services.
- Different approach and cycles for these sectors. Often the needs are short term, one-time and very targeted.

### High Growth
- Emerging markets with high growth opportunity: BRICs-MINTs
- High degree of engagement, focusing on establishing relationship and presence in the market

### High Value
- Matured and emerging markets with high revenue contributions
- Customer engagement focuses on deepening the relationship
- Collaborative approach

## Marketing Objective

<table>
<thead>
<tr>
<th>Marketing Objective</th>
<th>Types of Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>External communications [Newsletters, social media, seminar-meetings]</td>
<td></td>
</tr>
<tr>
<td>Resources [ Provision of tools, resources and information to make the buying and after sales set-up seamless]</td>
<td></td>
</tr>
<tr>
<td>Conferences, Events, Training, User Engagement, Workshops [Brand presence, collection of market insights and customer behaviour, transfer new opportunities and relationship builder]</td>
<td></td>
</tr>
<tr>
<td>Market Research [Market sizing, trending, Customer insights]</td>
<td></td>
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</tbody>
</table>

## Communications/Branding

## Customer Readiness

## Face-To-Face Interface

## Market Insights
Marketing Workflow

Market Research
- Size
- Funding
- Buying Cycle
- Research Output
- Competition
- Needs Analysis
- Pain Points

Marketing Strategy

Tactical Activities
- Branding/Awareness
- Usage Discoverability
- Call to Action
  - Submissions
  - Subscription
  - eTOC
  - Trial
  - Recommend forward
  - Buy this at XX

Retention RENEWAL

Lead Generation NEW Business UPSELL

Post Purchase
Welcome/Thank You
- Training
- Exchange/Collaborate
- Workshops
- ROI Validation

Content/Product Attributes

Customer Needs/Gaps
Go-to-Market Advantage

- Speak The LANGUAGE and understand Market/Country needs.
- CONNECT with the targeted audiences
- Close to MARKET INTELLIGENCE
- Local expansion of DISCOVERABILITY for relevant global content
The Voice of the Librarians

“We need better discovery tools”

“We need quality cataloguing records”

“Help us prove the value”

“We want access to the best books and journals, and all of them”

“We want content in specific subject areas only”

“We want to buy just in time, not just in case”

“We want to receive access as soon as the title is published”
The Voice of the Patrons

“We want access to the best books and journals, and all of them”

“We want to access the content anytime anywhere”

“Help us integrate them into our workflow”

“Tell us what are the hot topics”

“We want to know how to publish articles in international journals”
Delivering knowledge to the users
Partnering with Librarians
Serving the institutional communities in the digital environment
How we at NTU Libraries engage our user community

Catherine Tan
Nanyang Technological University Libraries

Tags: Asia, librarian best practice, social media, usage

“Engage with us” is a tagline used by the librarians here at Nanyang Technological University (NTU) in Singapore. NTU Libraries serves 33,500 undergraduate and postgraduate students in the colleges of Engineering, Business, Science, and Humanities, Arts, & Social Sciences.

10 challenges librarians are facing

Emily Gillingham
Director of Library Relations

Tags: data management, Libraries, market update, open access, training

10 challenges scholarly publishers are facing

Rick Anderson
Interim Dean, J. Willard Marriott Library, University of Utah

Tags: future trends, government affairs, industry news, metrics, open access

REFERENCE & RESEARCH DIVISION, PHS, USM

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Post-Training
User Engagement Activities

The National University of Singapore (NUS) E-Resources Discovery Day 2013

Librarian Seminars
Webinars

Stem Cell & Reprogramming Research Methods
Dr. Kevin Eggan
11 October 2013

Multiplexed Protein Detection Assay Fundamentals and Applications in Cancer Research
Dr. Brian Haab, Dr. Beatriz M. Carreno
24 October 2013

How to Publish Papers in Genetic Epidemiology
Dr. Sanjay Shete, Editor-in-Chief, Genetic Epidemiology
31 October 2013

How to Write High-Impact Research Papers
Dr. Richard Threlfall, Managing Editor, Asian Journal of Organic Chemistry
7 November 2013

How to Write a Paper for Submission to International Journals
Dr. Stuart Logan, Editor-in-Chief, Childcare, Health and Developmental Journal
14 November 2013

Case Studies on Publication Ethics
Dr. John Buckeridge, Editor-in-Chief, Integrative Zoology
27 November 2013
Author Workshops

Strategy and Steps in Inviting Research Articles for International Submission

How to get published in international journals

NTU
Singapore, 6th Feb 2012

Carol Bacchus
Director Life Sciences
Training Workshops
Presence at Academic Conferences
MARKET RESEARCH
Keep a Tab on FUNDING News

• INDIA
  The Indian Government’s X Five Year plan

• CHINA
  Natural Science Foundation of China and Ministry of Science and Technology (MOST)

• JAPAN: ‘Global 30’

• SINGAPORE - A*STAR

• SOUTH KOREA – NRF Korea

• MALAYSIA - Ministry of Higher Education

• AUSTRALIA - Australian Research Council
Market Survey with WXY Community-350k online members

- 71% are interested in trials and will activate them
- 93% found the free trials useful for their research
- 77% will recommend journals to their librarians for subscription
- 40% will use their own faculty funds to purchase titles
*The Core Market Analysis Report helps form the basis for market sizing and strategic planning ahead*
Research Output

Output Trend - ISI Indexed - 2009 - 2012
Univ. WXY

Wiley % Share

Total Output

2009: 13%
2010: 10%
2011: 11%
2012: 12%
Discoverability beyond the traditional discovery platforms:

China’s largest search engine with >60% of market share

South Korea’s largest search engine 73% of market share
Discoverability beyond the traditional
Author Self Promotion

— Keep your bio-page updated
— Share your achievements on your relevant social media communities
— Ensure that your abstracts for your article are SEO optimized
— Talk to your Librarian or University Press to announce your achievements on your institution’s website
Bottom Line: Wiley (And All Publishers) Need To Think Differently

- John Wiley & Sons is a NYSE-listed 207-year-old global information company

- Wiley serves the information needs of researchers, scientists, professionals, college students, professors, consumers and librarians

- The way users and buyers are tracking down, consuming and using information is changing

- We as publishers cannot presume to know how our stakeholders prefer to obtain information

- Publishers have to stay close to their markets, be adaptable, and also ready to modify traditional structures and think differently
THANK YOU

Lily Chua
lchua@wiley.com