Finding the right tool for the job

How partnering with the right vendor benefits everybody

STM Week 2018: STM Tools and Standards Seminar
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Who we are

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“The best thing about Zapnito & Springer Nature’s partnership?”

“Seeing the evidence that it’s benefitting researchers”

“We’re equally invested in the communities’ success”
About Springer Nature & Zapnito’s partnership
About Zapnito

Zapnito is a SaaS community platform built to showcase expertise.

Our customers use it to create branded expert networks which promote thought leadership, increase revenue, and build engagement and trust with their audiences.
Zapnito at Springer Nature

- **Scientific research communities**
- **Sponsored / marketing thought leadership sites**
- **Private journal editorial board communities**
- **Online training products**

- **2014**: the year Springer Nature partnered with Zapnito
- **30**: active communities
- **100**: custom development days per year
Timeline

2015 Pilot phase
Nature Partner Journal communities

2016 Growth phase
Biopharma Dealmakers

2017 Expansion phase
New Nature journal communities

2018 Refinement phase
Multi-brand, subject-specific communities

New Springer Nature brands
Editorial product innovation

Sponsored content marketing hubs
Editorial board communities

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How we work together

**Strategic planning**
- Commercialisation
- Product development
- Technology considerations
- Content plans

**Development work**
- Custom feature development
- UX & design work
- Site migration & relaunch
- Integrations

**Site success**
- Market research
- User testing
- Analytics & reporting

PLUS
- Zapnito roadmap input to ensure the platform develops to ensure future success
More than stand-alone communities...

A snapshot of how Springer Nature’s multiple networks are connected. Each circle represents a person/expert. The size and brightness of the expert represent influence. Clusters are networks. The closer the clusters, the more connections there are.
Our partnership in summary

- Nearly 5 years old
- Grown from 3 experimental sites to 30 established communities
- Zapnito provides the tech so Springer Nature can focus on what it does best
- Custom development gives Springer Nature a clear voice in how Zapnito evolves
- But we focus on more than just technology
- We are equally invested in the communities’ success
“Zapnito is more than just a tech provider to us at Springer Nature. The team have become valued contributors to our product innovation thinking and continue to find exciting new ways for us to deploy their platform to better serve our customers and meet our business goals.”

Steven Inchcoombe, Chief Publishing Officer & Board Member, Springer Nature
Communities at Springer Nature
"We know great ideas, and great progress, come when you get great minds together... We want to foster and continue the conversations that are already happening, and provide development and collaboration opportunities for researchers around the globe."

Steven Inchcoombe, Chief Publishing Officer & Board Member, Springer Nature
Springer Nature’s Vision

- Expert-led communities that provide valuable knowledge
- Niche focus, to meet the needs of specific research disciplines
- A safe space, away from social ‘noise’
- Enhance scientific conversation
- Provide development and collaboration opportunities
- Give new ways to engage with Springer Nature, its journals and its people
Nature Research Ecology & Evolution Community
https://natureecoevocommunity.nature.com

An expert community of researchers sharing insights and ideas into the latest discoveries in ecology and evolution. It helps them promote their research, connects them to both their peers and Nature editors, and fosters collaboration. For Springer Nature, the community strengthens relationships with these researchers as trusted partners.

Scientific research community
A private community of editorial board members, which provides all the information they need to be an effective board member and to benefit from the connection the role brings to the BMC team and fellow editors. For Springer Nature, it enables efficient group communication, adds prestige to the role of board member to aid recruitment, and support the editorial board.
A Community Map of Cancer Immunity

https://cancer-immunity.nature.com/

Supported by leading pharmaceutical company F. Hoffman-La Roche, the site is based around a research paper published in Nature. The goal was to bring the figure to a wider audience, in particular by inviting researchers’ participation with an interactive figure. Springer Nature were able to provide a creative solution to the client, fast, with the site set up in just a few weeks.
Engagement with niche communities

- content
- networking
- engagement

stronger relationships
Supporting journal strategy

Content
Attract submissions

Engagement
Informal voice for authors and editors

New Launches
Introducing established authors to new launches

Revenue
Increase submissions and sponsorship
Behind the Paper

1) Telling authors’ personal story

“The most labor-intensive part of the study was data assembly and curation. The challenge was that we needed data of brain size and body size at the individual level. Unlike species mean brain and body sizes, individual observations are not always reported in supplementary files and appendices of primary research articles. To make matters worse, secondhand citations were widespread. In numerous occasions, I looked up the original paper that is a citation of yet another paper, only to figure out that the observations are not suitable for our study.”

2) Sharing original images

3) User-generated content marketing for Nature Ecology & Evolution and the Research Data Support Service
“Maybe people miss the personal aspect of science and maybe that is what they find here. On the level of the lab it is usually personal, people have relationships with each other, but on the level of them publishing results is a bit impersonal, so it brings back some opinion and experience.”

“It’s a really important skill to have to be able to communicate your science, it makes you a better writer and a much better communicator. It is something I would like to continue to do to improve that as a skill.”

“I have seen papers just from browsing the site that I wouldn’t have seen otherwise.”
‘Behind the Paper’ = quality traffic + submissions

- Communities are a minor source of journal traffic
- But community traffic is high quality, compared to other social channels
- Longer session duration
- More pages per session
- More users download pdf
- Community users are researchers!
Humanising our journals

1) Short post from Editor inviting comments

>10K visits!

2) Responses from the research community

3) Provides a useful resource for the journal, and for other researchers, as well as humanising the journal and the editors
What our readers say...

“I don’t really have any access to editors to see what they are like and what their work is like and what they are interested in. **It is very rare to have this contact.**”

“It is nice to know the **background of the journal editors**, and maybe the community makes Nature journals look more updated, so not just a ‘static’ journal.”
In summary...

- Increasing journal awareness & value
- Fostering scientific collaboration
- Improving customer understanding
- Launching new products & services
- Enabling innovation
- Generating new revenue

- 30 active communities
- 1.7m page views (2018)
- 2,100 content items (2018)
Panel discussion: business benefits
Thank you

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