

Marketing Journals Globally

Promotions, new customers, new revenue opportunities

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-
- **Understanding the customer**
 - What is a customer?
 - What is your relationship with the customer?
 - How important is it?
 - **Reinforcing the brand**
 - What can be done to strengthen the journal brand?

This presentation...

- **What do you know about your customers?**
- **What do you need to know about your customers?**
- **The business relationship**
- **What channels do you have to reach these “customers”?**
- **What is the “customer”?**
 - The author
 - The board member
 - The librarian
 - The scientist recommending the journal
 - To a colleague or to a library

Researching, Profiling and Targeting

- **Background**
- **Understanding the universe**
 - Understanding the customer
- **Researching**
 - Tools for gathering information
- **Profiling institutions / individuals**
 - What are the questions to ask?
- **Targeting**
 - What do you do about it?

To understand the universe....

- **You need to understand**
 - How big is THE universe?
 - How big is YOUR universe?
 - Where are the opportunities
 - How clean is your data?
 - How much do you know?

IOP and Market Intelligence

- **Data exists in different databases**
- **Need for a “CRM” approach**
- **Clean data essential**

Aliases for Kyoto University

-IOP_NAME

Kyoto University

-ORIGINAL_CUSTOMER

28437*06348705: KYOTO UNIVERSITY (Subscriptions)
 M29916: KYOTO UNIVERSITY (Subscriptions)
 28437*11812020: KYOTO UNIVERSITY (Subscriptions)
 20435: SURI-KOGAKU TOSHOSHITSU (Subscriptions)
 28437*06348620: UJI LIBRARY (ENERGY RIKOGAKU) (Subscriptions)
 M28728: KYOTO UNIVERSITY (Subscriptions)
 M18964: MARUZEN CO LTD (Subscriptions)
 24458: BUTSURI TOSHOSHITSU (Subscriptions)
 27767: KYOTO DAIGAKU (Subscriptions)
 30383: KAGAKU-TOSHO (Subscriptions)
 23636: TOSHOSHITSU KYOTO DAIGAKU (Subscriptions)
 29610: SOGO NINGENAKU-BU (Subscriptions)
 M14935: DENKI TOSHOSHITSU (Subscriptions)
 24820: KYOTO DAIGAKU (Subscriptions)
 Kyoto University (Publishing)
 20796: SURI-KAISEKI-KEN TOSHO (Subscriptions)
 23272: KYOTO UNIV (Subscriptions)
 25781: DENKI-TOSHOSHITSU (Subscriptions)
 24104: KYOTO DAIGAKU KOGAKUBU (Subscriptions)
 24452: BUTSURIKEI TOSHOSHITSU (ZAIYO) (Subscriptions)
 31266: KYOTO DAIGAKU KOGAKUBU (Subscriptions)
 M30942: KYOTO DAIGAKU (Subscriptions)
 M32133: KYOTO DAIGAKU KOGAKUBU (Subscriptions)
 M29912: KYOTO UNIVERSITY (Subscriptions)
 M11136: MARUZEN CO LTD (Subscriptions)
 M29915: ENERGYRIKOGAKU UJI LIBRARY (Subscriptions)
 28437*93031331: FUJITSU KAMIGOUCHI (Subscriptions)
 26499: KYOTO UNIVERSITY (Subscriptions)
 M19142: KYOTO DAIGAKU (Subscriptions)
 M21033: KYOTO DAIGAKU (Subscriptions)
 28437*06348635: UJI LIBRARY (ENERGY RIKOGAKU) (Subscriptions)
 25796: UJIGAWA SUIRI JIKKENSHO (Subscriptions)
 28986: SUGAKU TOSHOSHITSU (Subscriptions)
 M18999: KYOTO DAIGAKU (Subscriptions)
 M12321: KYOTO UNIVERSITY (Subscriptions)
 25802: FUZOKUTOSHOKAN KAGAKU KEI (Subscriptions)

+LICENCE

-EJ_GROUP

-3/608: Kyoto University

+EJ_SITE

+ATOM_ALIAS

-FULL_ADDRESS

20796: TOSHO (MRZ) SURI-KAISEKI-KEN TOSHO KYOTO DAIGAKU SAKYO KU KYOTO 606-8502 MZ JAPAN
 31266: GENSHIKAKU TOSHO KYOTO DAIGAKU KOGAKUBU SAKYO-KU KYOTO 606 8501 JAPAN
 28437*06348705: KYOTO UNIVERSITY UJI LIBRARY KYOTO UNIVERSITY (ENERGY RIKOGAKU) MACS2 (5P2) JAPAN
 25802: KYOTO DAIGAKU FUZOKUTOSHOKAN KAGAKU KEI YOSHIDA SAKYO KU KYOTO 606 8501 MZ JAPAN
 28986: KYOTO UNIVERSITY SUGAKU TOSHOSHITSU RIGAKUBU SAKYO KYOTO 606 8502 MZ JAPAN
 23272: INST ADVANCED LAB COMPLEX ENERGY PROCESSES KYOTO UNIV COMPLEX ENERGY PROCESSES UJI CITY KYOTO 611 0011 MZ JAPAN
 23636: ENERGY KAGAKU KENKYUKA TOSHOSHITSU KYOTO DAIGAKU SAKYO-KU KYOTO 606-8501 JAPAN
 M29912: KOGAKUKENKYU-KA KYOTO UNIVERSITY CHIKYU-KEI TOSHO (CHISHITSU) YOSHIDA SAKYO-KU KYOTO 606-8501 MZ JAPAN
 27767: JINKAN-SOJIN LIBRARY (MRZ) KYOTO DAIGAKU YOSHIDA NIHONMATSU-CHO SAKYO-KU KYOTO 606 8501 MZ JAPAN
 28437*93031331: FUJITSU KAMIGOUCHI LIBRARY FUJITSU KAMIGOUCHI MARUZEN CO DAI-2-EIGYOBU MACS2 (HS0) 2-3-10 NIHONBASHI CHUO KU JAPAN
 M18999: JYOHOGAKU KENKYUKA KYOTO DAIGAKU TOSHO SHITSU SAKYO KU KYOTO 606 8501 JAPAN

Putting intelligence to good use

- Brings customer data together under a single roof
- Allows interrogation of different datasets
- Brings institutional data together under a single name
- Continuous development
 - Adding data and functionality
 - Institutional and individual view
- What do you know about the customer
 - Subscription history
 - Usage
 - Editorial relationship with the journal

Predicting a problem....

- **How many papers does an institution publish?**
 - Strategies to increase submissions
- **How many papers does an institution download?**
 - Strategies to increase usage
 - What is the cost per download?

Journal	2003	2004	2005	2006	2007
BMM	0	0	0	2	7
Biolnsp	0	0	0	0	1
CQG	0	4	2	3	0
CTM	2	0	0	0	0
EJP	1	1	0	0	1
IP	2	0	1	2	2
JCAP	0	0	0	0	2
JGE	0	1	2	3	0
JMM	4	4	8	10	6
JNE	0	0	0	2	1
JOptA	5	9	2	4	4
JOptB	1	3	3	0	0
JPhysA	8	6	6	9	10
JPhysB	2	7	2	3	1
JPhysCM	35	19	36	49	36
JPhysD	14	19	21	24	39
JPhysG	1	4	1	2	2
JSTAT	0	0	1	0	0
MSMSE	1	4	7	6	3
MST	12	10	11	9	11
NJP	0	1	1	3	13
Nano	10	12	45	67	74
Non	4	2	2	5	3
NuclFus	0	0	0	0	2
PMB	4	0	5	10	4
PMea	1	1	4	3	4
PPCF	0	1	1	1	0
PSST	1	0	3	3	1
PhysBio	0	0	1	0	0
PhysScr	0	0	0	0	2
SMS	2	3	1	6	6
SST	2	2	2	2	4
SUST	5	7	10	5	4
TOTAL	117	120	178	233	243

Export To Excel

Control Panel

apply filter

- Accept
- Published
- RefRequest
- Rejected
- Reported
- Submitted
- Withdrawn

Type: all

%age Change

- year on year

Tools for targeting

- **Analytical tools**
 - To analyse data
 - IOP 30,000 papers submitted (2008 forecast)
 - 100,000 scientists on our database
 - 7,000+ institutions in 120 countries
 - To perform cross-measures
 - Marketing expertise

Extracting the data

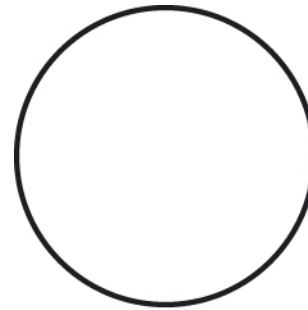
- For direct mail campaigns or mailshots
- Built-in mailshot tool allows us to record activity to individual contacts
- Also allows us to measure mailshots using the following metrics:
 - Sent, bounced, responded, clicked-through, actioned, papers submitted, subscriptions purchased

An example – lapsed subscriber campaign

- Who subscribed last year, but not this year?
- Who has recorded > 20 downloads?
- Who has submitted >2 papers?
- Results: 1159 targeted authors encouraged to recommend respective journals – high response rate

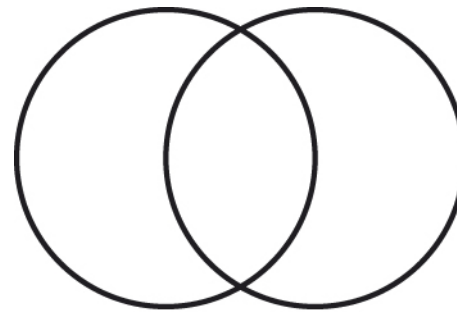
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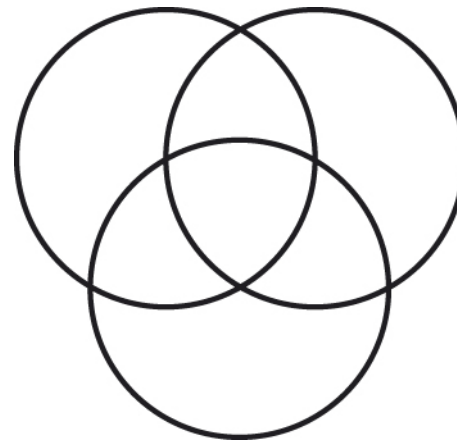
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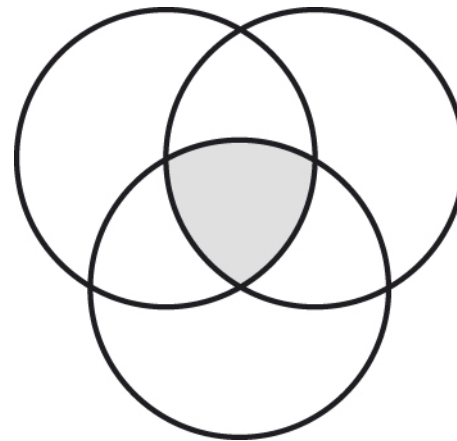
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Understanding the Universe

- **How many authoring institutions**
 - Publish in your journal
 - Publish in your competing journals
 - Publish in the wider subject
- **What “market share do you want / have?”**
- **How much are you prepared to invest to achieve that share?**
- **Once you have this information what do you do with it?**

IOP Publishing

- **Full service sales and marketing function**
- **Sales / Business Development**
 - Regional Managers, Telemarketing
- **Marketing/Promotions**
- **Product Marketing**
- **Corporate Marketing**
 - Market research
 - Product planning, branding
 - Work with design specialists

What do we do with this information?

- **Upselling**
 - Journal packages
 - Consortia membership
 - Electronic collections
 - New electronic pricing models
 - Single articles
 - Archival content
 - Purchase or subscribe
 - CHOICE!!
 - The customer should have a menu to choose from
 - Reduce the reliance on traditional subscription income
 - Diversify

Marketing the Service

- **IOP content only found on IOP site**
 - No aggregators or intermediaries
 - Exception: 3rd party document delivery providers
- **Total control of our message**
 - Strategic development
 - Technical development

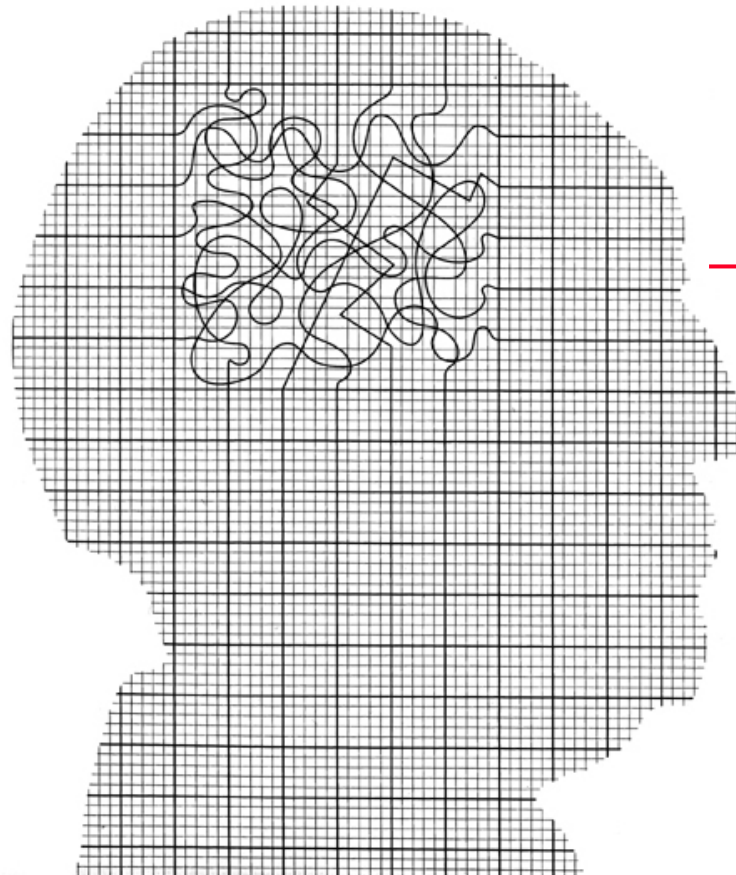
Importance of Design

- **The importance of working with creative marketing specialists who understand scientific communication**



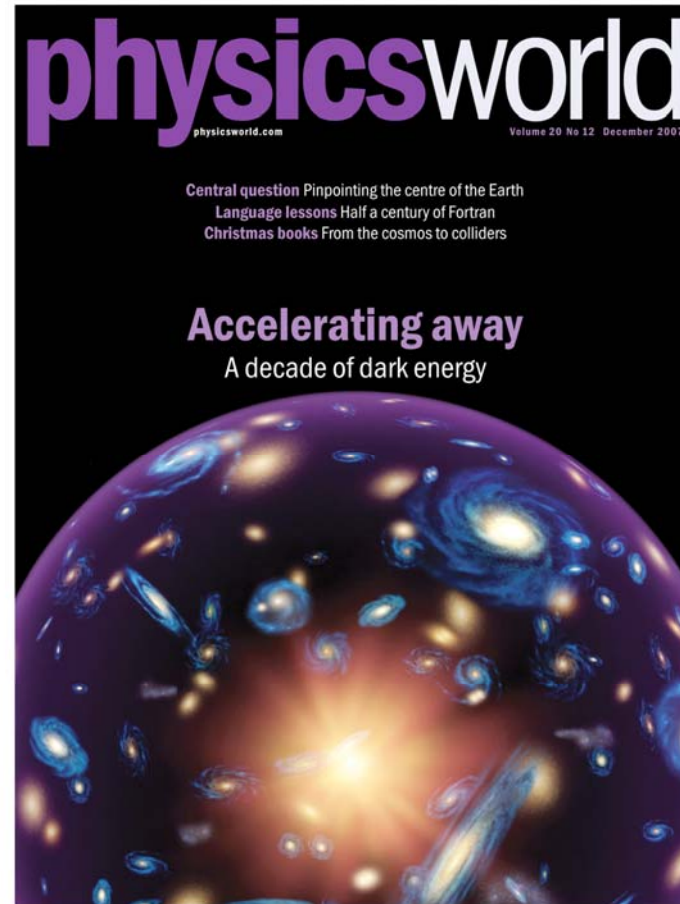
Design: the principles

Andrew Giaquinto, Art Director

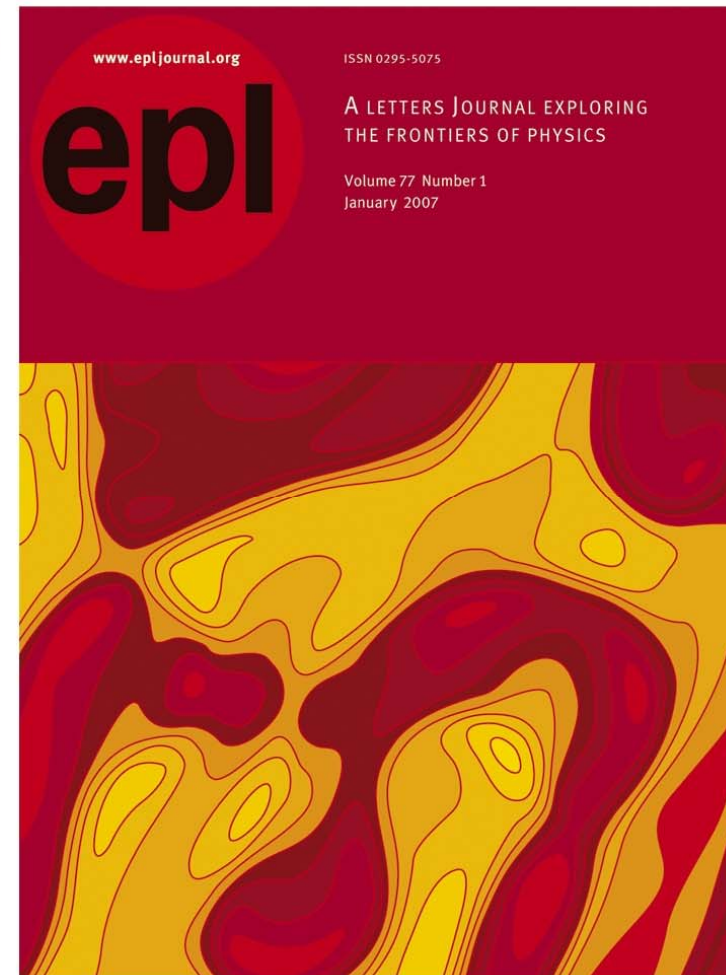
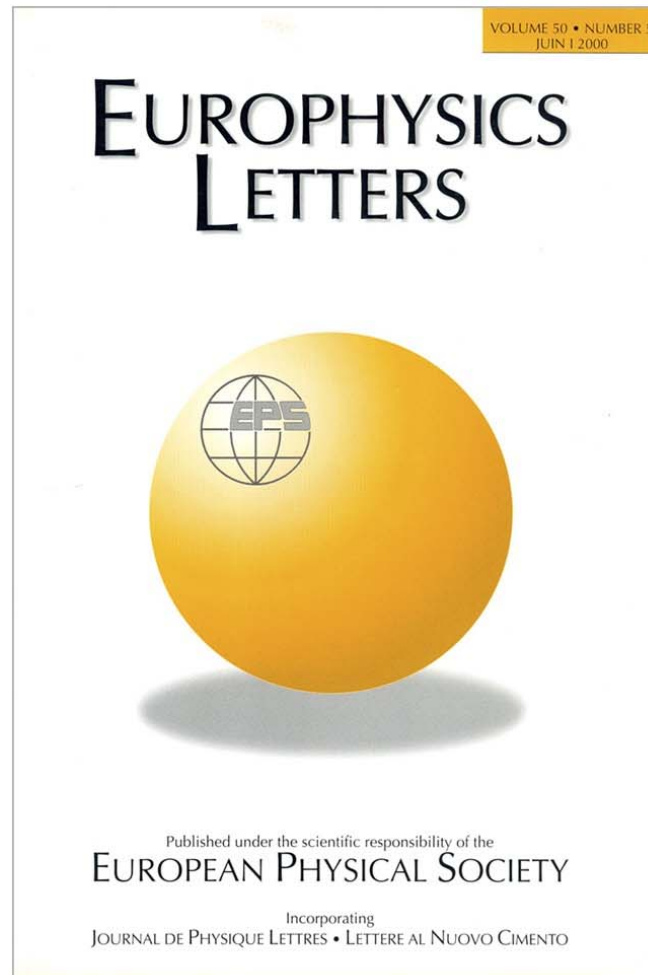


Thinking is drawing in your head

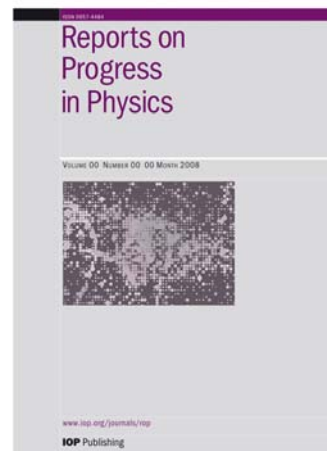
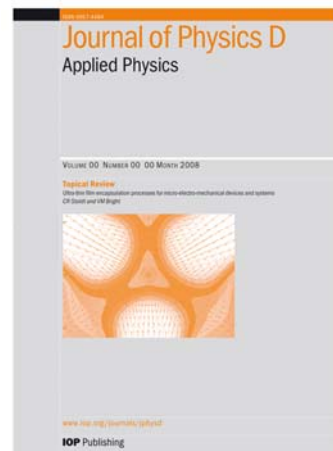
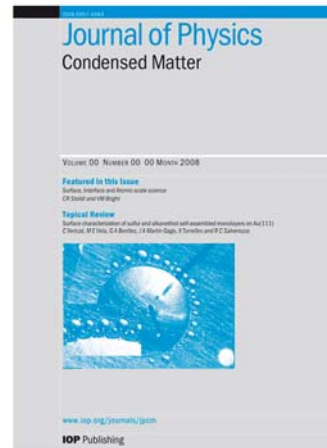
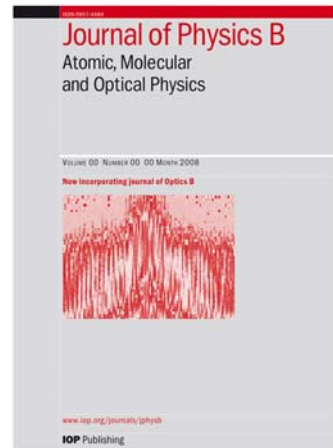
Regular design review



Application of colour in a redesign



New designs for established journals



Using design to reinforce brand values





THE ASTRONOMICAL JOURNAL



IOP Publishing

aj.aas.org

**Thank You.
Any Questions?**

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