

# **Marketing Journals Globally**

## **Promotions, new customers, new revenue opportunities**

**Tony O'Rourke**  
**Assistant Director, Journals**  
**IOP Publishing Ltd**

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**[tony.o'rourke@iop.org](mailto:tony.o'rourke@iop.org)**

- 
- **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...**

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- **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

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- **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....

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- **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**

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- **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 NINGENGAU-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 JIKKENSU (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

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- 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....

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- **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
<b>TOTAL</b>	<b>117</b>	<b>120</b>	<b>178</b>	<b>233</b>	<b>243</b>

Export To Excel

**Control Panel**

apply filter

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- Withdrawn

Type: all

%age Change

- year on year

## Tools for targeting

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- **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

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- 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

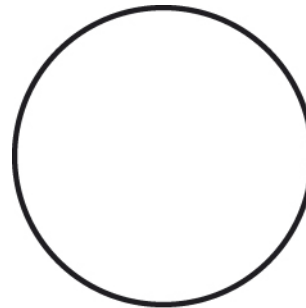
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- Who subscribed last year, but not this year?
- Who has recorded > 20 downloads?
- Who has submitted >2 papers?
- Results: 1159 targeted authors encouraged to recommend respective journals – high response rate

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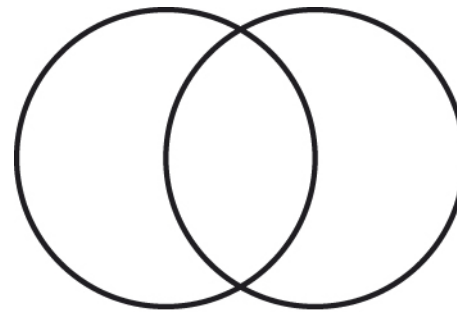
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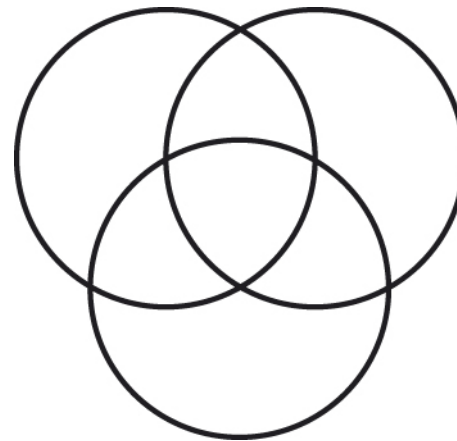
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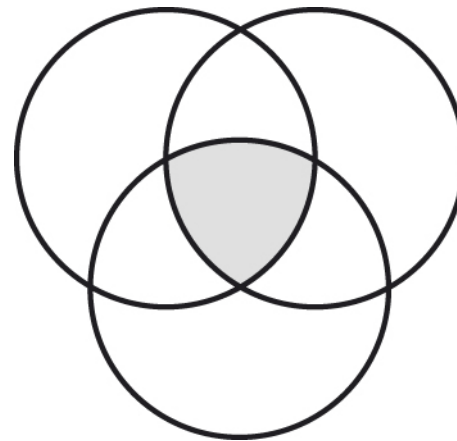




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## Understanding the Universe

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- **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**

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- **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?

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- **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

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

## Importance of Design

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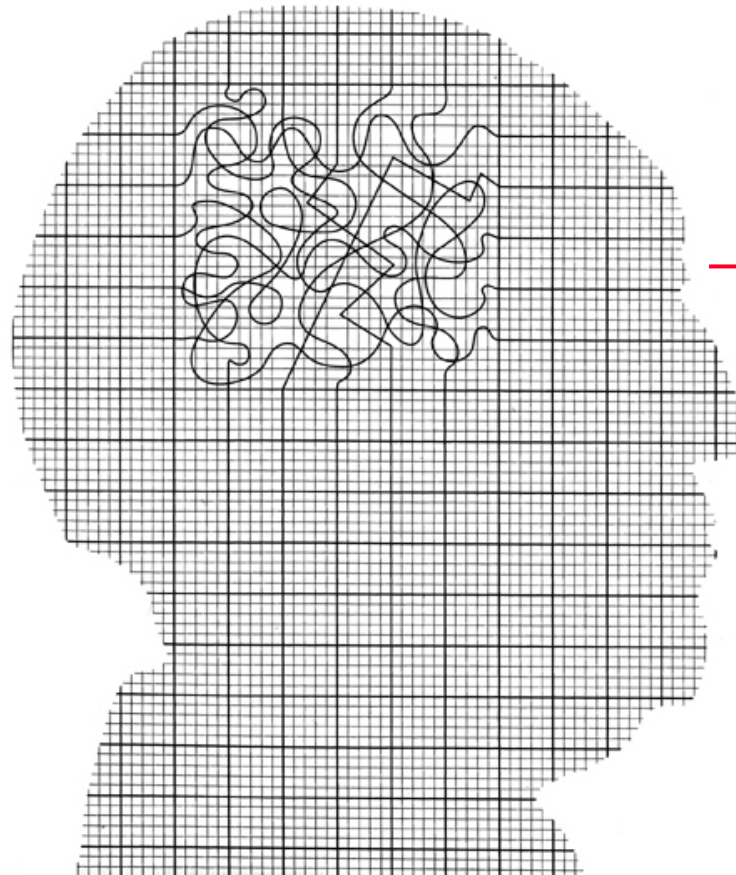
- **The importance of working with creative marketing specialists who understand scientific communication**



# Design: the principles

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Andrew Giaquinto, Art Director



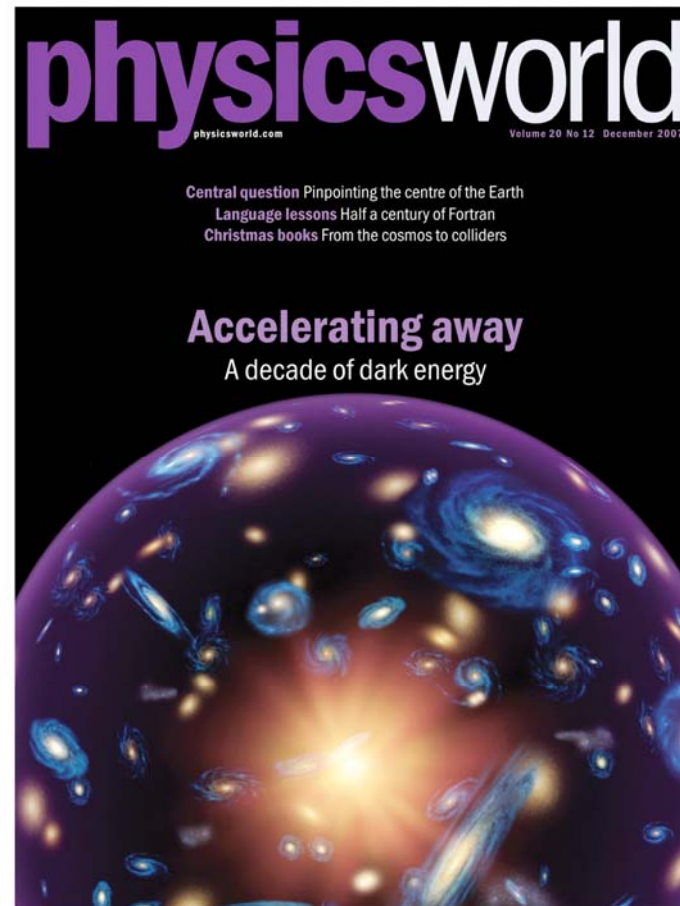
Thinking is drawing in your head

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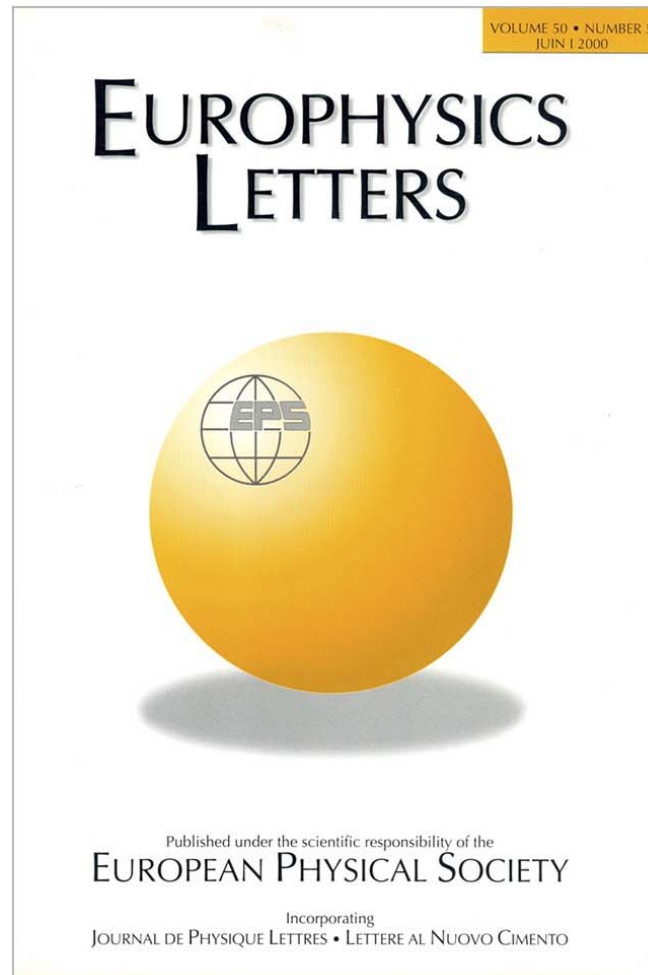


## Regular design review

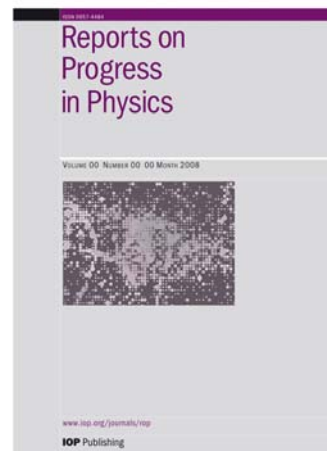
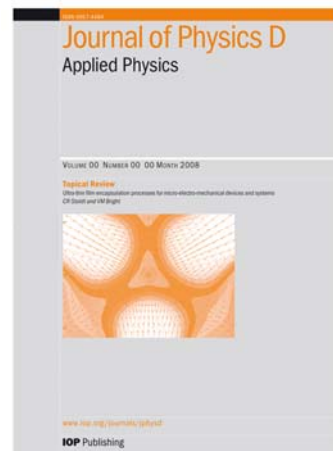
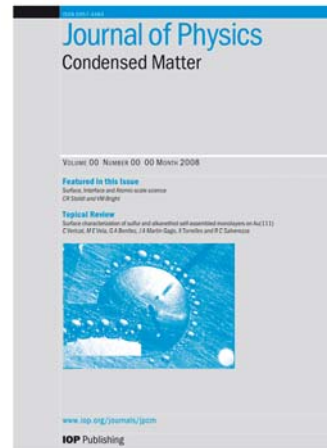
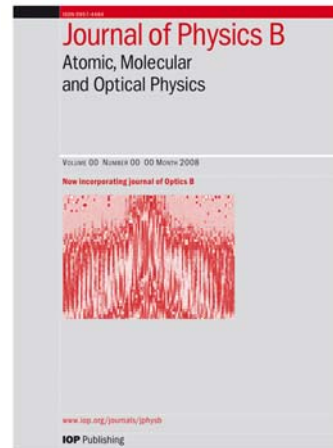
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Application of colour in a redesign



## New designs for established journals



## Using design to reinforce brand values





# THE ASTRONOMICAL JOURNAL



**IOP Publishing**

[aj.aas.org](http://aj.aas.org)

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**Thank You.  
Any Questions?**

**Email**            **tony.o'rourke@iop.org**  
**Tel**                **+ 44 117 929 7481**