Making a large impact
... with a small budget
What do you want to achieve?

- Brand Awareness
- New Users
- New Authors
- Closer Relationships
- More Usage
- More Submissions
- More Citations
- Better Content
What are your options?

Public relations

Social media

Direct marketing
Any of these sound familiar?

We just don’t have the resource to promote every article we publish.

I don’t really know whether social media helps increase readership.

Our marketing person doesn’t have the expertise to talk about our content.

It’s hard to know which papers should benefit from our limited capacity for marketing.
How can you do more with less?

- Harness extra capacity
- Map marketing skills to expert knowledge
- Test social media beyond your own networks
- Publicize more papers
How can you do more with less?

• Leverage your authors!
Challenges of author outreach

Persuading them that outreach around their work is worthwhile

Understanding the effect of their outreach efforts
Challenges of author outreach

Explaining and sharing work leads to 23% more downloads

Understanding the effect of their outreach efforts

Persuading them that outreach around their work is worthwhile