



***Reaching out to customers  
directly: improve the way you  
market your content***

Ingenta Publishers Forum February 5<sup>th</sup> 2007

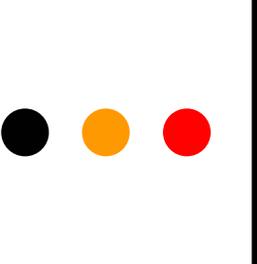
Mary Waltham

Independent Publishing Consultant

Princeton

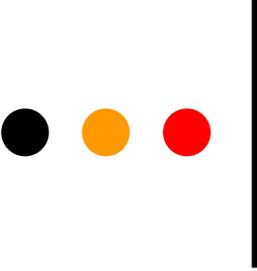
New Jersey

[www.MaryWaltham.com](http://www.MaryWaltham.com)



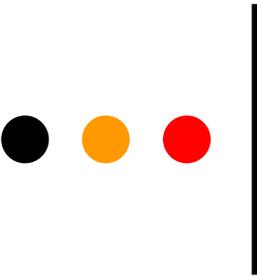
# What is marketing --as distinct from sales?

- “An organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”.
- “...Simply, if it doesn't facilitate a "sale" then it's not marketing.”
- Marketing is, in fact, the analysis of customers, competitors, and a company, combining this understanding into an overall understanding of what segments exist, deciding on targeting the most profitable segments, positioning your products, and then doing what's necessary to deliver on that positioning



# Paradigm shift facilitated by the Web

- Shift from the Web as ‘read only’ to ‘read and write’ changes publishing and notably marketing activity
- Market publications ‘to’ a particular group of customers (purchasers or users) changing to:-
- Harness users as marketers

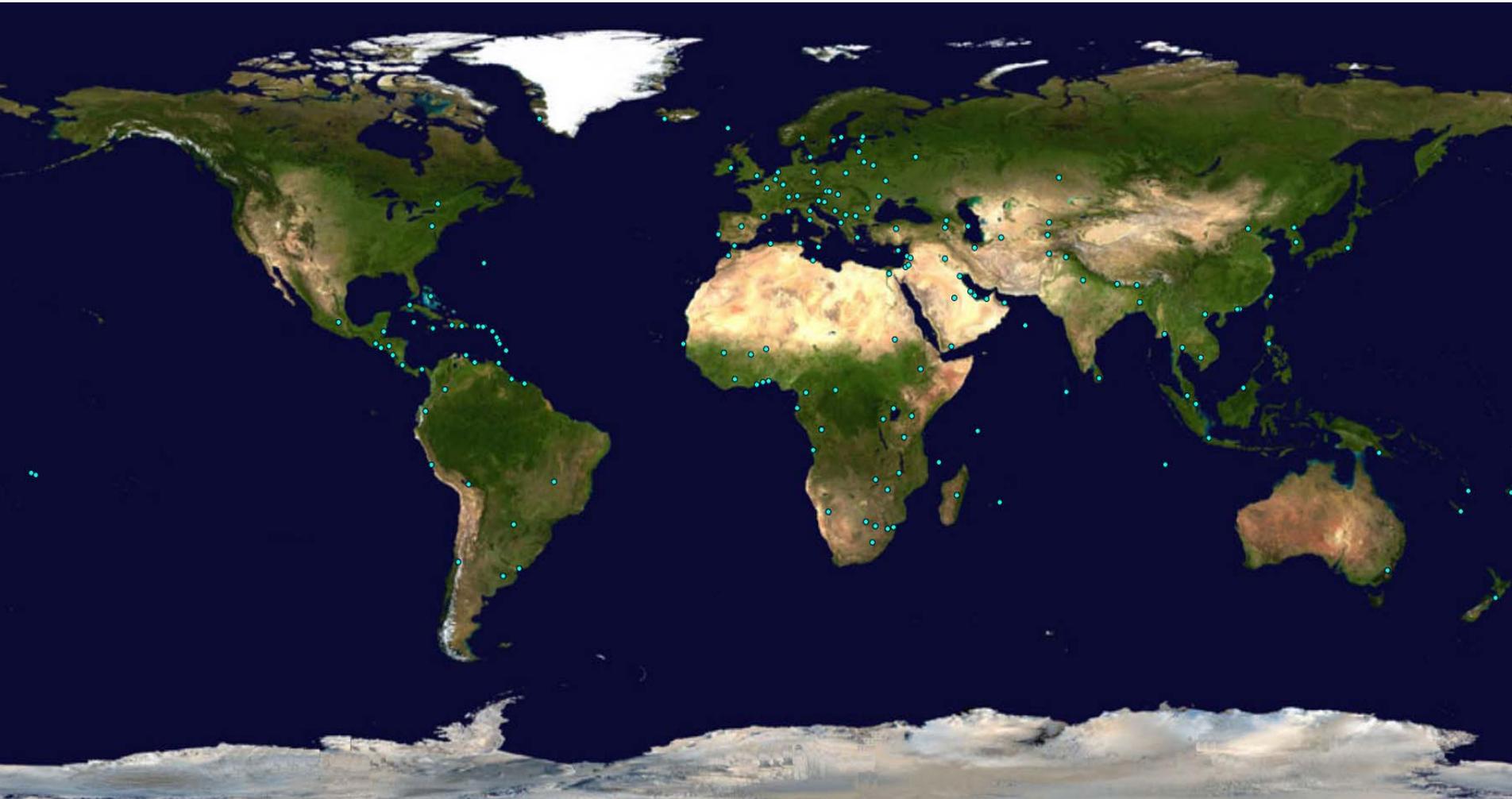


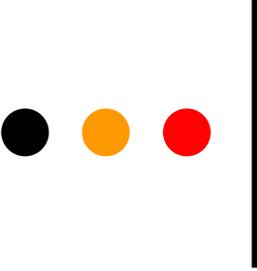
Why does marketing your content really matter now?

Change due to:-

- o Global reach
- o Patterns **and** the behaviors of authors and readers/users
- o Technology- “Game changers”

# Global reach- what does this mean?

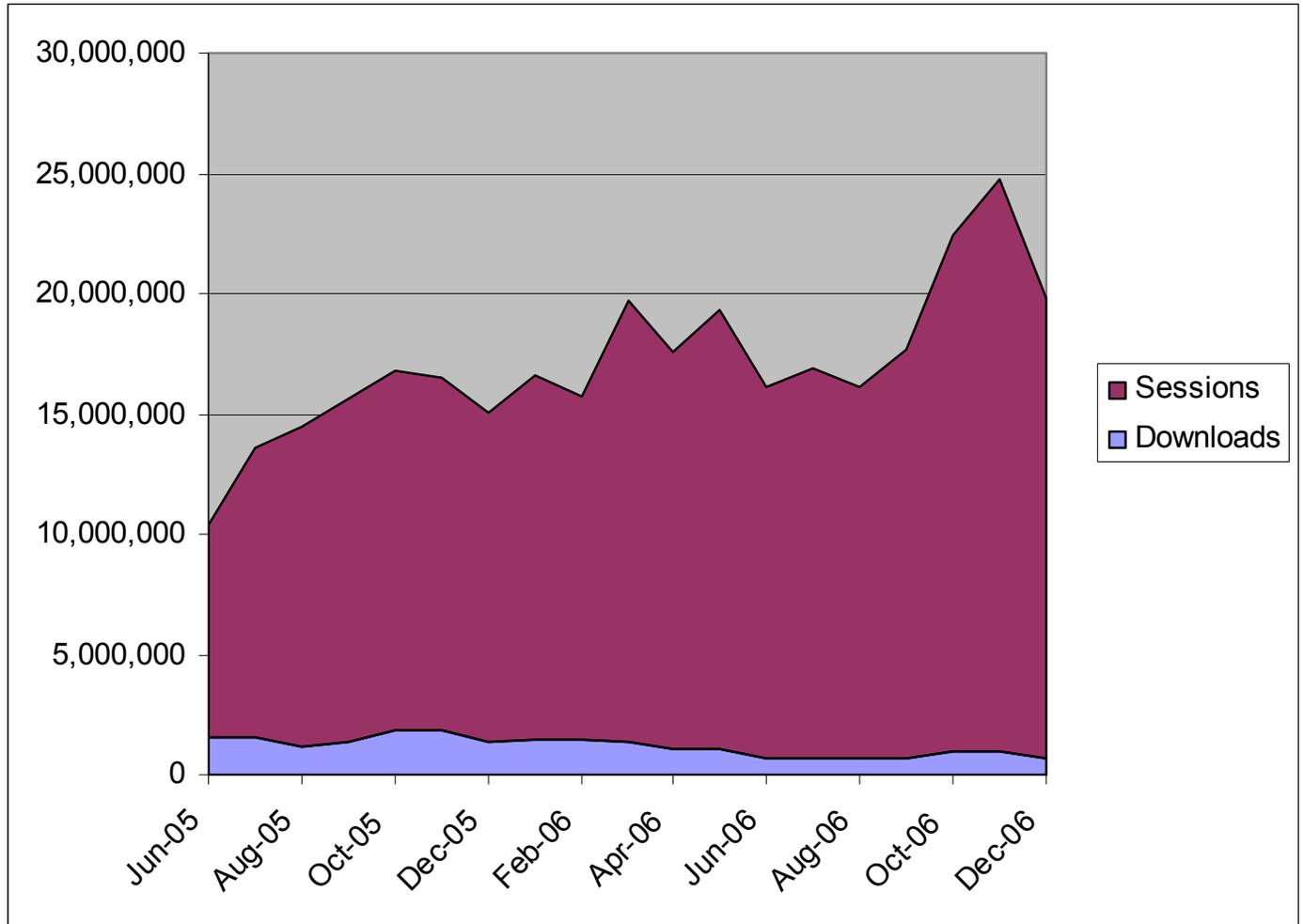


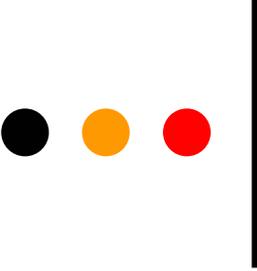


Internet usage growing – Ingenta reflects this

- 26,000 registered institutions
- ~ 600 new libraries registering each month
- 1.25 million individual users
- ~ 13,000 new registrants each month
- + 21 million user sessions/month
- Source: Ingenta Annual Review 2006

# Ingenta Connect: Increasing usage



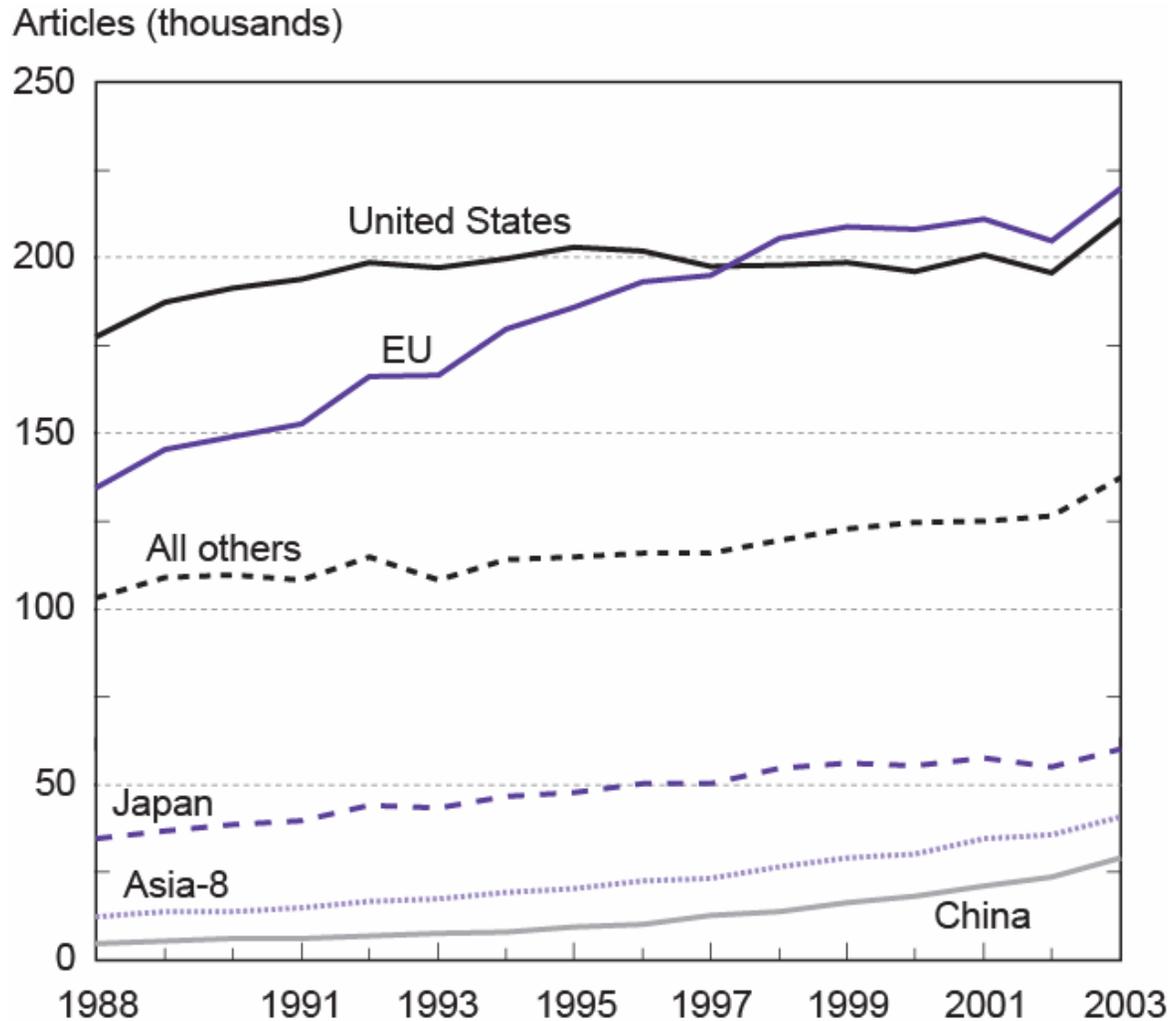


# The changing landscape of the internet

- Global -> North America = 23% of internet users in 2005; was 66% in 1995
- South Korea -> Broad band penetration of 70%+ = Number one in the world
- China -> More internet usage < age of 30 than anywhere
  - Source: Morgan Stanley “Global technology/internet trends 2006”

# Trends in research productivity globally

Source: Science and Engineering indicators 2006 NSF

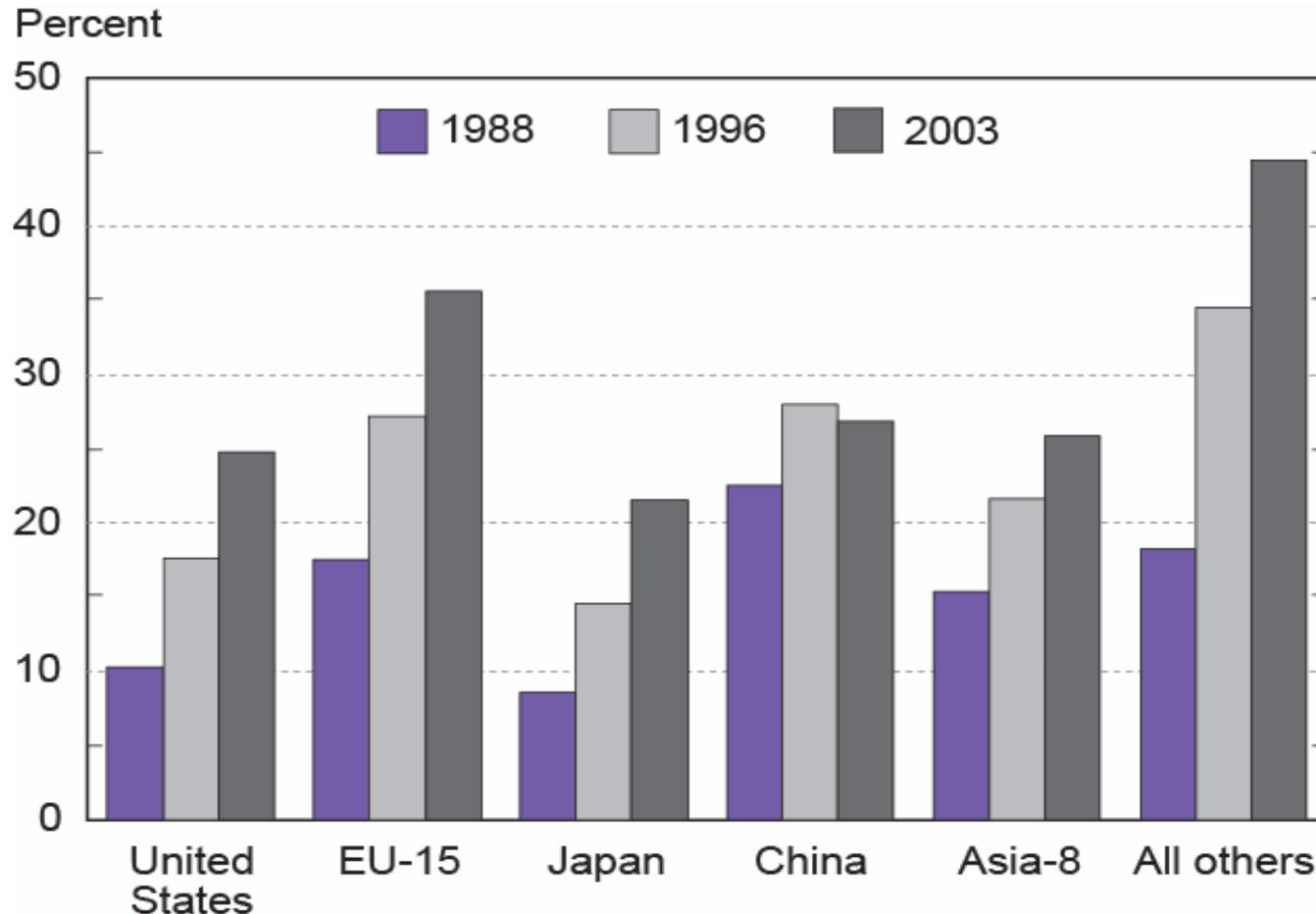


EU = European Union

NOTE: Asia-8 includes South Korea, India, Indonesia, Malaysia, Philippines, Singapore, Taiwan, and Thailand.

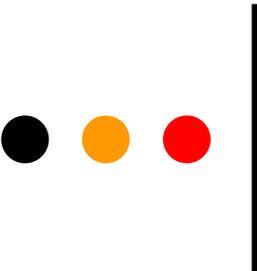
# Trends in author collaborations globally

Source: Science and Engineering Indicators 2006 NSF



EU = European Union

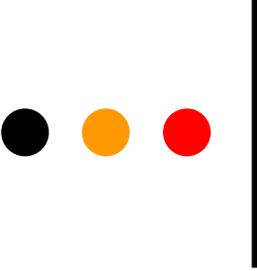
NOTE: Asia-8 includes South Korea, India, Indonesia, Malaysia, Philippines, Singapore, Taiwan, and Thailand.



# The new landscape of publishing – who is publishing?

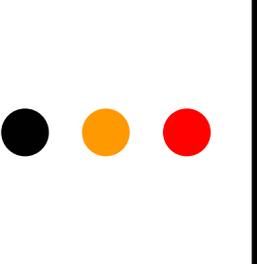
Where is the content published online coming from?

- Authors -> [www.lulu.com](http://www.lulu.com) <http://www.lulu.com/services/>
- Users -> Wikis, and blogs -> Wikipedia and [blogbioethics.net](http://blogbioethics.net) <http://www.bioethics.net/>. Social bookmarking -> Connotea
- Institutions -> MIT D-Space, The University of California's eScholarship Repository and many, many others
- Funding agencies-> Human Frontier Science Program
- Government -> PubMedCentral <http://www.pubmedcentral.nih.gov/>
- Librarians -> Cornell University
- Search Engines -> Google
- Countries where research is carried out-> SciELO



# What are publishers doing?

- Doing for their customers what they are unable to do for themselves- that is - responding to features of the online market for information
- Reader strategy: Driven by information overload
- Author strategy: Driven by the desire for maximum visibility to a target audience of peers

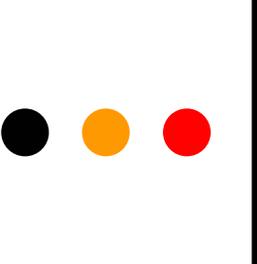


# What is the content?

- Articles
- Databases
- Teaching and learning resources
- Multi-media
- Non-peer reviewed material
- Blogs
- Podcasts
- Tagging of content by users

.....and on

Challenge to publishers – how to link scholarly content to these disparate resources so they are useful and visible, and highly accessible for users?



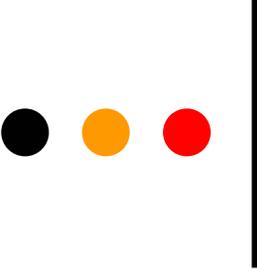
# Technological change

- “Web 2.0”- shorthand/buzzword for **easier communication and collaboration.**
- Online only - wireless and broadband (+44% year on year globally)
- Online advertising- ROI (at last!) and moving at a rapid clip but depends on site traffic
- Just in time and “what I want” (Seek Find Obtain)
- Search and data-mining
- Social networking: Communities, book-marking and tagging (User Generated Content)
- Business model: Innovation can make competitors’ product superiority (almost) irrelevant

# User Generated Content (UGC)

## Wikis, Blogs and social bookmarking

- Wikipedia vs Britannica error rate 162 vs 123
- Wikis emerging as community collaboratives. Concise summaries prepared by experts- service to the community
- Blogs – [blogbioethics.net](http://blogbioethics.net) even learned societies have them!
- Connotea- allowing users to tag online content references and see links to related content, all from within the web page itself



# Podcasts and RSS

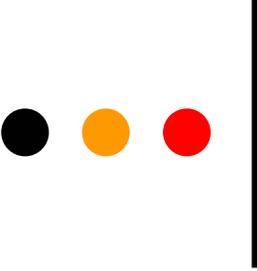
- Podcasts- web feed of audio or video files accessible when, where and how user wants
  - Broadly applied online; Stanford University providing for alumni and the public-> lectures, speeches, performances
- RSS feeds – summaries with links to original content useful for tracking updates to blogs, newsfeeds or podcasts



# Top 10 countries by Internet users

(Source: various from [www.internetworldstats.com](http://www.internetworldstats.com))

Country	No. users/millions	Internet penetration as % of total population	% of world users
USA	209	70%	19%
China	123	9%	11%
Japan	86	67%	8%
Germany	51	4%	5%
India	40	3.6%	4%
UK	38	63%	4%
South Korea	34	67%	3%
Italy	31	52%	3%
France	29	48%	3%
Brazil	26	14%	3%



# Major computing cycles

- Four major computing cycles over past 50 years
- Mainframe-> minicomputer-> PC-> PC internet

We are in /entering 2 most profound cycles ever

- PC internet (Broadband) -> mobile internet

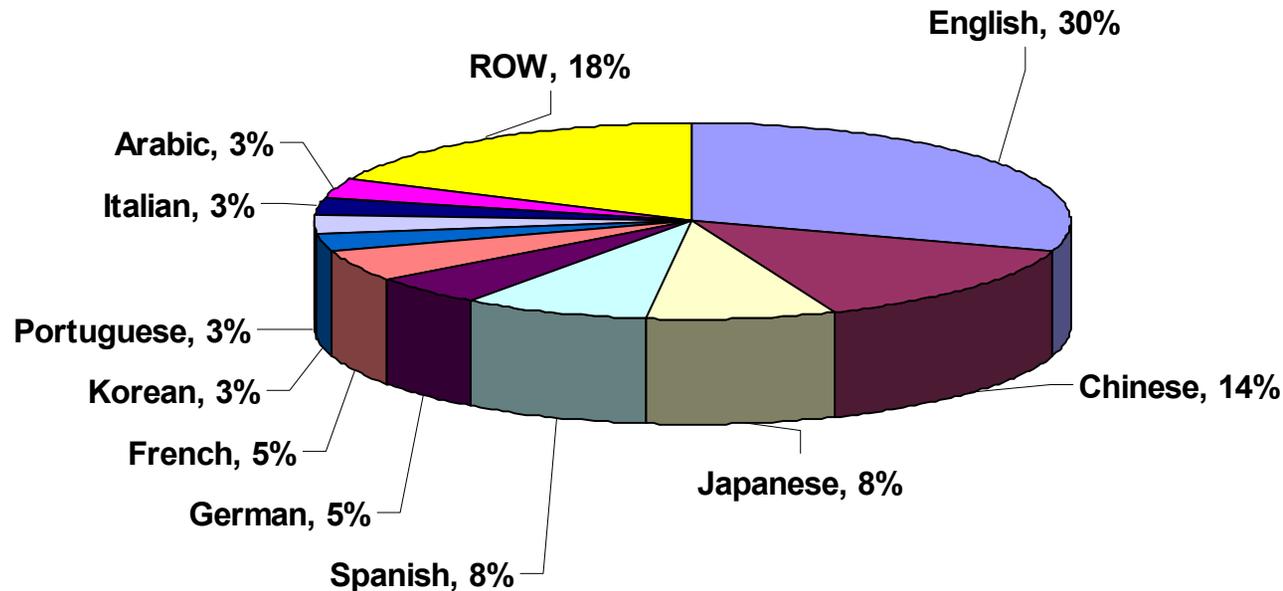
## Why Now?

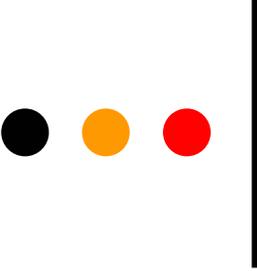
- + Broadband becoming pervasive
- + Internet enabled mobile devices becoming pervasive
- + Global technology innovation may be at all time high

# What about language?

## Top ten languages on the Web

Source: Derived from data at [internetworldstats.com](http://internetworldstats.com) January 2007





# Thank you!

o Further information:

- E-mail [mary@marywaltham.com](mailto:mary@marywaltham.com)
- Tel: 609.430.0897