



Canadian Journal of Administrative Sciences

Marketing Plan 2020

Heather Bramante

WILEY

Achieving your strategic plan

ASAC's mission is to advance scholarship, teaching and practice in the administrative sciences in Canada by facilitating a collegial, inclusive and vibrant community for the rigorous exchange of ideas in our two official languages.

What we are aiming for in 2020

- Focus messaging around unique reasons to publish in *CJAS*, supporting an increase in submissions
- Promoting readership of *CJAS*, highlighting key content and increasing full text downloads

A group of about 15 people are climbing a steep, icy mountain slope. They are wearing winter gear, including jackets, hats, and backpacks. Some are using ice axes and crampons. The slope is covered in snow and ice, with visible cracks and crevasses. The people are arranged in a line, ascending the mountain.

Attracting and retaining authors

Attracting and retaining authors and readers

Top cited author recognition campaign

What: *Canadian Journal of Administrative Sciences'* top-cited articles published in the current citation window will be showcased.

Why:

- Increases visibility of key articles and drives downloads
- Celebrates the author's impact and achievements
- Builds long-term relationships with your authors

How: Authors of recently published top cited articles will receive a congratulatory message personalized to them.

Target: Your authors will share the good news thereby promoting your journal. This campaign will build loyalty with authors publishing high quality articles. Promotion of top cited articles will drive additional downloads and cites.



Last year the overall unique open rate for the email that went to authors was 47%!

Attracting and retaining authors

Top author recognition campaign

What: Authors from your journal's 20 most-downloaded articles from 2018 and 2019 will be recognized.

Why:

- Celebrates the article's influence on your journal's readership
- Generates online buzz and prestige
- Builds long-term relationships with your authors

How: Authors of recently published top downloaded articles will receive a congratulatory message personalized to them with a downloadable certificate. We will engage with authors using #top20article on social media.

Target: Your authors will share the good news thereby promoting your journal. This campaign will build loyalty with authors publishing high quality articles.



Last year the overall unique open rate was **56%** and the unique clickthrough rate was **34%**

Attracting and retaining authors

Increased Impact Factor campaign

What: When your journal's Impact Factor increases, we will announce this and thank the authors who helped make it happen.

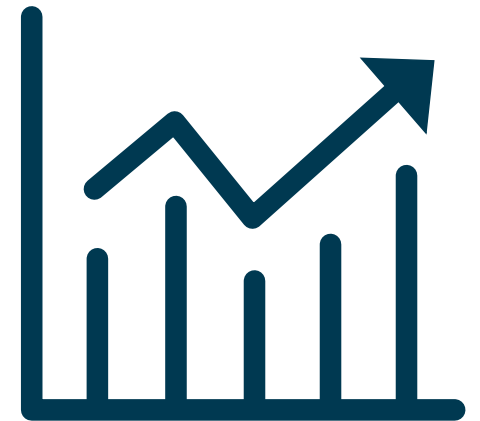
Why:

- Your growing Impact Factor will help to **retain authors**
- Authors feel **valued and recognized** for their contribution

How: An email will be sent to recently published authors **within 48 hours** of the Impact Factor release.

Extra benefit: Your authors will be reminded that they can find vital metrics, like citations, on their Author Dashboard.

Target: Helps to build a positive relationship with your existing author base, nurturing them into submitting another article.



Last year the overall unique open rate for the email was **37%**

Attracting new authors

Author nurture program

Our **Home For Your Next Paper** program targets new authors on an ongoing basis.

What: Using the latest marketing technology we have created an author nurture program that helps prospective authors choose your journal and supports them with the resources they need.

Why:

- Introduces your journal to new authors
- Gives authors **compelling reasons to publish in your journal**

How: Using a survey we identify the author's publishing needs, preferences and goals. This allows us to personalize our emails to them and time them according to their future publishing plans—from preparing their article, right through to publication.

Target: Authors that engage with the program are equipped with the right publishing tools and resources to submit a quality paper to your journal.



Attracting new authors

Author nurture program

Our **Rejected Author** program targets new authors

What: Using the latest marketing technology we have created an author nurture program that helps authors who have had an unsuccessful submission by supporting them with the resources they need to improve their papers and find the best-fitting journal.

Why:

- Showcases **key benefits of publishing with your journal** to authors
- Provides the **right tools and resources to help nurture** authors through to successful publication

How: We create a customized journey for authors based on their reported pain points and publishing goals, guiding authors to successful submission.

Target: Authors who make it through the program are highly engaged and equipped with the right publishing tools and resources to submit a quality paper.

English Language Editing Services

Manuscript Formatting

Figure Preparation

On-Demand Publishing Webinars

Best Practice Guidelines

Retaining authors

Author nurture program

Our Publish With Us Again program is designed for existing Wiley authors.

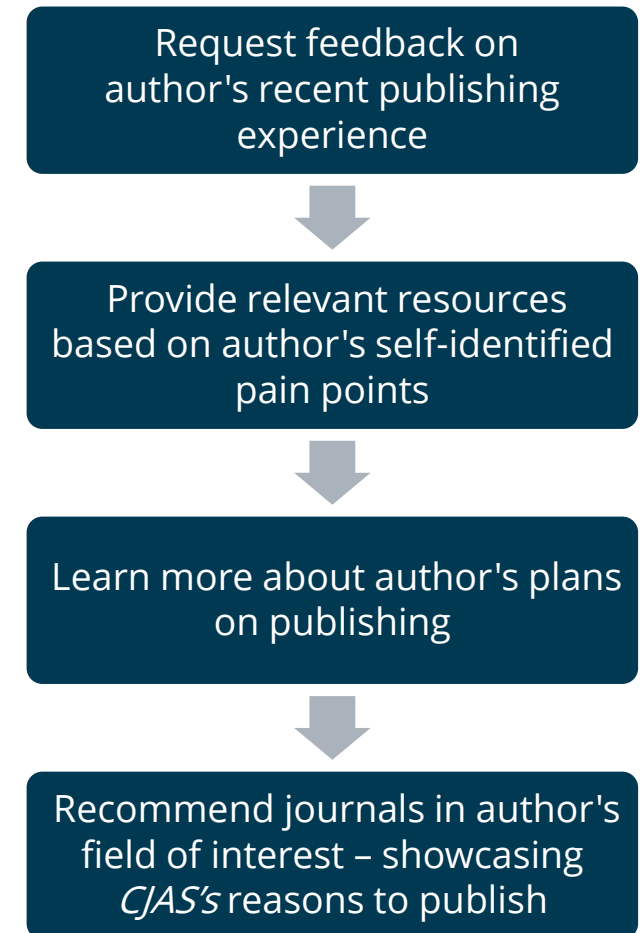
What: Using the latest marketing technology we have created an author nurture program that helps authors choose your journal and supports them with the resources they need.

Why:

- To enhance relationships with existing authors in your community
- Gives authors compelling reasons to publish in your journal

How: Using a survey we identify the author's publishing needs, preferences and goals following their recent publication. This allows us to personalize our emails to them and time them according to their future publishing plans.

Target: Authors that engage with the program are equipped with the right publishing tools and resources to submit a quality paper to your journal.



Attracting and retaining authors

Using industry changes to attract authors

What: Wiley has led the way in open access and signed many new transitional deals. Each new deal provides an opportunity to drive submissions for your journal. For all new and existing deals, we aim to guide key audiences on how they can benefit from publishing open access as part of each agreement.

Why: *Canadian Journal of Administrative Sciences*' eligible authors who know about these agreements can take advantage of them and publish open access.

How: Our transitional agreement marketing activities focus on author education, driving submissions and encouraging more researchers to receive future marketing communications.

Target: Authors publish open access with ease.



Attracting new authors

Open access accounts program

What: A multichannel email, web, and social media program which targets researchers eligible for support with open access fees from their institution or funder with Wiley accounts.

Why:

- Authors open access fees may be covered in full or in part if they publish in an open access journal or in a hybrid journal
- There are 100+ global institutional and funder Wiley open access accounts and we want to ensure that researchers know about these accounts and use them to publish open access in your journal

How: Researchers are targeted based on their institutional affiliation and are informed about their institution's Wiley open access account. If they indicate they are interested, we send them information about their publishing options and guidance on how to use their institution's Wiley open access account.

Target: Authors publish open access with ease.

Why publish open access?



Contacts enter the campaign here
<https://secure.wiley.com/openaccess>



Increasing readership and discoverability

Increasing readership and discoverability

Search engine optimization

We want to provide readers with the best chance of finding your journal online. Our dedicated teams work with Google and other search engines to ensure *CJAS* content is indexed correctly. We would like you to consider the following best practices in search engine optimization to help us with continuous improvements.

Quality, Accessible Content

- Search engines, like Google, recognize and reward consistently updated content that is informative and attracts visitors. Accepted Articles and Early View Articles can aid this process
- Prioritize the Article Feed on your journal homepage and consult your team about introducing relevant feeds such as "Editor's Choice"
- Experiment with various types of content to engage visitors such as video abstracts/ video bytes/ podcasts/ infographics/ whitepapers/graphical abstracts

High-Impact Keywords

- Work with your Wiley team to identify and capitalize on highly-cited words in Business
- Educate your authors on how to implement keyword best practice, such as front-loading keywords in their article titles
- Require keywords from authors during the submission process

Strategic Homepage and Inbound Links Maintenance

- Overly customized homepages can negatively impact homepage SEO due to increased load times and variance in structure. Consider the SEO implications for any customization request and consult your marketer for advice
- Build links to your homepage and key articles through credible websites, blogs, and social media
- Update any out of date or broken links to your journal on your website

Increasing readership and discoverability

Using social media to reach new readers

What: Reach new audiences with organic posts on appropriate Wiley social channels.

Why:

- Drives **visibility and discoverability** for your journal's content

How: We will feature journal content on relevant Wiley social media accounts, engage with influencers to extend your reach and amplify @ASACcanada promotion of *CJAS*

Hashtags: We use relevant hashtags, trending hashtags, and branded hashtags to help people find your content.

Target: Increased readership from a wider audience and you will see increased Altmetric scores for highlighted articles.



Increasing brand awareness, visibility and impact

Increasing brand awareness, visibility and impact

Conference outreach for *CJAS*

What: *Canadian Journal of Administrative Sciences* will benefit from brand promotion and author outreach at selected international conferences.

Why:

- Conference attendees are potential readers, authors, and members.
- Events offer opportunities to educate researchers on the steps they can take towards publication in your journal
- Social media provides an opportunity to engage with attendees during and after a conference

How:

- In-booth and digital promotion of your journal
- Post-conference social media posts sharing relevant research and themes to increase traffic and engagement from attendees.

Target: Authors have your journal brand top of mind when deciding where to publish their research and readers know where to go for impactful information.

| Event | Month |
|--------------------------------|-----------|
| European Academy of Management | June |
| Academy of Management | August |
| British Academy of Management | September |



Attracting and retaining members

Attracting and retaining members

Your membership marketing toolkit

What:

- Customizable marketing plan template
- List of membership marketing tactics
- Customizable email templates
- Customizable web banner templates
- Customizable social media image templates
- Customizable membership survey template
- Welcome letter
- Renewal letter
- Content marketing guide
- Best practices on running workshops and creating a mentoring program
- An overview of Hootsuite, a social media scheduling platform

Why: We often receive feedback about the challenges of member engagement and recruitment. To assist in these efforts, we have leveraged our expertise, and our first-hand experience working with societies and associations, to create a [Membership Marketing Toolkit](#). The toolkit provides a variety of tools that can be used to help achieve membership goals—to guide strategy, whether customizing one of the many templates, or adding a new marketing tactic from our list of ideas.



Visit secure.wiley.com/membermarketingtoolkit



Partnering for success

We need your help!

Working together to drive objectives

Adjusting your editorial process

- Encourage article titles that are **front-loaded with keywords** to enhance search results
- Enhance SEO by working with us to implement best practices such as making keywords mandatory in the submission process
- Place **key articles in the first issue of the year** (the free sample issue) to influence citations
- Look to **diversify your editorial board** to explore opportunities in key countries and research communities

Leveraging your expertise

- **Relay trending topics and key articles to us** and tag relevant Wiley social media accounts in your posts. If you see a great post from an author or reader let us know so we can engage with them
- **Curate virtual issues and special issues** on high-impact topics
- **Flag “star” articles** for **publicity** to us on acceptance
- **Consider blogging** and collaborate with us on pieces for promotion on Wiley platforms
- Launch a society blog to produce thought leadership pieces on behalf of *CJAS* or to disseminate vital research to members

Connecting with your community

- **Tap into professional networks** to connect to authors at top institutions to encourage submissions
- Encourage colleagues to **sign up for content alerts** to grow dedicated readership
- If an article is publicized, **help amplify any news coverage** using social media and your society communications
- **Use an email signature** to promote your journal
- **Leverage your social networks** to showcase free sample issues, key articles, and call for papers
- **Promote journal benefits** and updates in your member communications

Please let us know your plans ahead of time to ensure we can fully support and help you to exploit every strategic marketing opportunity.

Heather Bramante
hbramante@wiley.com