



OXFORD JOURNALS

# LIBRARY SALES & MARKETING

A guide for editors and societies



OXFORD JOURNALS  
OXFORD UNIVERSITY PRESS

# ACHIEVING EACH JOURNAL'S FULL POTENTIAL

Oxford Journals' Library Sales and Marketing team aims to retain and grow revenue from institutions for your journal. This leaflet describes the various ways in which we maximise the revenue your journal receives from library customers.



# OBJECTIVES

- Retaining existing institutional revenue by implementing marketing campaigns as appropriate
- Supporting sales growth in mature and emerging markets through campaigns to existing and prospective customers
- Communicating our brand and products to librarians and consortia through building relationships with librarians and encouraging their feedback
- Expanding our market knowledge to ensure that we understand librarians' needs in order to develop more effective sales and marketing strategies

## ABOUT OUR TEAM

The Library Sales and Marketing team comprises marketing professionals, sales managers and executives, based either at our headquarters in the UK or in one of our sales offices in the USA, China, Japan, and India.

Librarians often prefer to subscribe to packages of content rather than to individual journals, as they believe that this gives them better value for

money. Our Library Sales and Marketing team is therefore primarily devoted towards promoting and selling packages of content rather than individual journals. However, we also take steps to ensure that the institutional subscriptions of your journal are retained, and we work to raise the profile of the journals that we publish within the library community.



# HOW WE RETAIN AND GROW REVENUE



Here are some of the ways our global library sales and marketing team retains and grows institutional revenue for your journal.

There are several methods we use to encourage librarians with current or lapsed subscriptions to renew their partnership with us:

## PROTECTING SUBSCRIPTIONS

If your journal is being sold both to library consortia and individual institutions as part of our online package, the Oxford Journals Collection, some of your institutional subscriptions are already protected. This is because consortia customers are required to maintain their existing subscriptions/spend and pay an additional amount to access previously unsubscribed content.

Our pricing model helps to retain your traditional journal subscriptions, whilst ensuring that your journal benefits from the added dissemination and revenue potential of being included in library consortia and multi-site agreements.

## RENEWAL CAMPAIGNS

When a journal experiences particularly high levels of attrition we may decide to contact lapsed subscribers to ascertain reasons for cancellation, and relay this information back to you. Previous renewal campaigns have proved to be effective in revealing why subscribers are cancelling, or not renewing, subscriptions.

## PROMOTING USAGE

One of the major reasons cited for non-renewal is low online usage of a journal, which is why we contact libraries to encourage them to upgrade to an online subscription and to activate their online subscriptions.

We also encourage libraries to promote their collections by providing them with promotional support such as posters and training materials.

## SUPPORTING SALES GROWTH

### Targeting existing and prospective customers

Sales growth is achieved by selling and promoting all journals we publish to existing and prospective library customers, often as part of an online package such as the Oxford Journals Collection and the Oxford Journals Archive.

### Contacting different types of libraries

We target individual organizations in the academic and corporate library sectors as well as groups of organizations (consortia) and multinational organizations.

### A proactive approach

Our global sales team negotiates directly with libraries, selling packages of journals to them (libraries often prefer online packages to subscribing to individual journals). This strategy enables us to achieve sustainable sales growth, particularly in emerging markets such as China and India.

Our marketing department supports the sales team by generating sales leads for them to follow up. For instance:

- Print only subscribers are encouraged to upgrade to online only or combined subscriptions
- Consortia members are encouraged to take up optional consortia deals
- Subscribers are encouraged to upgrade to an online package
- Prospective library customers are encouraged to trial the Oxford Journals Collection

We also make sure that we have a presence at local and international library meetings to promote our products, make new contacts, negotiate deals, and develop relationships with library customers.

## COMMUNICATING OUR BRAND AND PRODUCTS

*“Could any publisher be more in harmony with the goals of librarianship?”*

### Library & Information Update

Our team devises and implements targeted marketing communications to the library community in order to promote awareness and understanding of our products and services. We keep existing customers up-to-date with any developments and provide prospective customers with the information they need to make decisions. Two-way profile-raising library communications generally focus on developments at the publisher or collection level, and help to cultivate our good relationship with the library community, which makes good business sense in this competitive environment. For instance, we may:

- Create high-quality, branded promotional material aimed at the library community
- Make the library community aware of developments such as pricing and changes to purchasing models, list and journal frequency changes, new usage reports and so forth by:
  - posting messages to the Oxford Journals and external library listservs
  - distributing a library newsletter
  - sending news releases, when appropriate, to library publications and opinion leaders
- Send welcome emails to institutions to make them and their users aware of the content to which they now have access



## EXPANDING OUR MARKET KNOWLEDGE

Understanding librarians' evolving needs and concerns helps us fulfil our role as their journals provider, making it more likely that they will continue to invest in the journals we publish, and purchase more content, in the future. We achieve this by:

- Consulting with the library community through advisory and focus groups
- Undertaking market research projects including gap analysis and market penetration
- Networking at library conferences

# OXFORD JOURNALS A GLOBAL PRESENCE

## ESTABLISHED MARKETS

Our institutional clients include over 100 academic library consortia and multi-site institutions in 35 countries spanning every continent.

Our key consortia agreements include:

- OhioLink and North East Research Libraries Consortium (NERL) – United States
- National Electronic Site Licence Initiative (NESLI) – United Kingdom
- Deutsche Forschungsgemeinschaft (DFG) – Germany
- Canadian Research Knowledge Network (CRKN) – Canada
- Consortium of Academic Libraries of Catalonia (CBUC) – Spain
- Private University Libraries Consortium (PULC) – Japan
- Inter-University Center for Digital Information Services (MALMAD) – Middle East
- Council of Australian University Librarians (CAUL) – Australia and New Zealand

## EMERGING MARKETS

Our Library Sales and Marketing team ensures that your journal reaches new and emerging markets, thereby maximizing dissemination and revenue.

We have agreements with key consortia in these regions including:

- Chinese Academy of Science (CAS), and the China Academic Library & Information System (CALIS) – China
- Information and Library Network (INFLIBNET) – India
- South African National Library and Information Consortium (SANLIC) – South Africa
- Jordanian Academic Library Consortium (JALC) – Jordan



This map is shaded to reflect our market penetration. The darker areas of the map indicate those areas where we have the most dissemination through institutional subscriptions, consortia, and developing countries initiatives.

## DEVELOPING COUNTRIES

Oxford Journals is committed to making the journals that we publish more accessible in developing countries, which is why we participate in a number of initiatives that entitle eligible institutions to access scholarly content for free or at heavily discounted rates:

- Health InterNetwork Access to Research Initiative (HINARI)
- Access to Global Online Research in Agriculture (AGORA)
- Online Access to Research in the Environment (OARE)
- International Network for the Availability of Scientific Publications (INASP)

For more information please visit [http://www.oxfordjournals.org/access\\_purchase/developing\\_countries.html](http://www.oxfordjournals.org/access_purchase/developing_countries.html). If your journal is not currently included in any of these initiatives, and you would like it to be, please contact your Oxford Journals publisher.

## CORPORATE MARKETS

We have negotiated agreements with a wide range of corporate customers, including top global pharmaceutical corporations such as Pfizer, Bayer and GlaxoSmithKline.

In addition, we have agreements with many government and research organizations including:

- The Centers for Disease Control and Prevention (CDC)
- United States Department of Agriculture (USDA)
- The World Bank and International Monetary Fund (IMF)
- National Institutes of Health (NIH)
- Centre National de la Recherche Scientifique (CNRS)

We are also active in the hospital library market worldwide, with partnerships in the US, Australia, Singapore, Hong Kong, the Middle East, and the NHS in England.



If you would like to discuss any aspect of our library sales and marketing strategy, please contact your Oxford Journals publisher. Alternatively you are welcome to contact:

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