

System Dynamics Review

Sales and marketing plans 2008

Sales and Marketing Goals 2008

- Achieve a minimum renewal rate of 97% among existing subscribing institutions and an overall increase in circulation via consortia sales
- Increase annual readership by 15% or to 32,085 article downloads by end 2008
- Increase E-Alert registrants by 30% or to 345 by end 2008

Sales and Marketing Activities

Circulation

Continuous subscription management

The existing traditional institutional subscriptions to *System Dynamics Review* will be maintained through vigilant subscription management. We operate a rigorous renewals and reminders process, working closely with subscription agents, to ensure the retention of current subscribers. We will continue to promote subscriptions to *System Dynamics Review* via its pages on the Wiley InterScience website, and through all marketing campaigns.

Establishing core market penetration

We will compare the list of Editorial Board members and their affiliations against any core institutions without access to *SDR*. If there are cases where a board member's institution does not have access we will contact the member in order to encourage them to lobby their librarian.

Measure results by: An increase in subscriptions amongst institutions affiliated with Editorial Board members.

Sales focused marketing to libraries

We have an international library marketing and communications team specialising in the promotion of journals to libraries. They work closely with the library community and on the advice of the Library Advisory Board (25 leaders from the profession). Activities undertaken in 2008 to drive up subscriptions, consortia sales and readership will include the following:

- Promotions at 60 library exhibitions around the world
- Presentations at key conferences including the Charleston Conference in the US, the UK Serials Group Annual Meeting, the Japan Library Fair and Sydney Online
- Distribution of a Librarians' Newsletter to 15,000 readers globally
- Inclusion of *SDR* in a suite of marketing materials targeted at librarians
- Direct marketing campaigns by email, post and telephone

Readership

Email table of content alerts:

Recent research commissioned by the independent body Scholarly Information Strategies among academics and researchers shows that email table of contents alerts are now the single most-often used route to newly published research online. Increasing the number of people signed up to receive automatic email table of contents alerts for *System Dynamics Review* is an important factor in securing a regular readership for the future. They also provide a resource for readers and researchers from related rather than core disciplines, who may not find all articles of relevance to them, to conveniently select articles of interest at a glance directly from their inbox.

Messages encouraging registration to email table of content alerts will be incorporated in all relevant marketing campaigns. In addition the following activities will be undertaken:

E-Alert sign up for Editorial Board members/contributors

Emails will be sent to Editorial Board members and contributors to *System Dynamics Review* encouraging them to sign up to receive E-Alerts.

Target: 90% of Editors and contributors signed up to receive E-Alerts by end 2008.

Subject based promotion

SDR will be included in cluster email campaigns promoting access to a selection of Wiley-Blackwell business and management journals and/or systems journals. For example, promotion of the free online sample issues or the most accessed articles from each journal.

Results will be measured by: Number of click-throughs from the email campaign and increase in average number of article accesses per month for the featured article following the launch of the campaigns.

Cross disciplinary readership promotion

As *System Dynamics Review* is an interdisciplinary journal, we will undertake a series of email campaigns to promote clusters of *SDR* articles to faculty, researchers and practitioners within the subfields that the journal touches on. Email campaigns will encourage readership, citation and submissions to *SDR* and will serve to raise the profile of the journal as an interdisciplinary publication. Campaigns could be undertaken in the following subject areas:

- Macro-Economics
- Health Care
- Information Systems

We will also use relevant listservs to promote the journal to faculty, researchers and practitioners within these subfields.

Results will be measured by: 5% click through to journal content, 10 E-Alert registrants per campaign

Promotion to the MASHnet Network

We will explore possibilities of promoting *System Dynamics Review* to the MASHnet network and will look to get *SDR* featured within the Bibliography section which is currently under development on the website. We will also explore opportunities to announce the publication of any key Health Care planning and policy related articles published during 2008, with a link to the article on Wiley InterScience, via the MASHnet notice board.

Special/Themed Issue Promotion

Special or themed issues in 2008 (to be confirmed by the Editor) will be promoted by email campaigns and sent to contacts on the Wiley-Blackwell databases with an interest in the relevant subject. We will also investigate the possibility of placing an advertisement for the issue in the print copies, or Wiley InterScience/Blackwell Synergy pages of relevant Wiley-Blackwell journals.

Results will be measured by: Click-throughs to journal content, and level of increase in readership in the days following the message.

Increasing usage in new markets

We will implement campaigns to encourage usage by researchers in previously inaccessible regional markets, such as the developing world and China.

Building readership and submissions in South East Asia

We will identify top Chinese authors publishing systems articles in ISI ranked journals and will undertake an email campaign promoting key articles or issues that the Editor feels will be of particular interest to the South East Asian market. Feedback from our Asian colleagues suggests that the most effective approach is to send email campaigns in English but with key action points (eg: "click here to access free content", "submit your article") translated into the relevant language. Email campaigns will also be used to encourage recipients in Asia to register for email Table of Contents alerts.

Measure results by: An average 5% click-through rate for email campaigns and an overall increase in readership of featured articles in the days following the email message. Increased article downloads and submissions by researchers, practitioners and authors in South East Asia.

Author Campaigns

The readership and visibility campaigns outlined in this marketing plan will also contribute to raising awareness of the journal among authors and are therefore likely to contribute to attracting new authors to the journal. However, if the Editor feels it is appropriate, we can undertake specific author-focused campaigns.

Author campaigns can combine a micro-approach, promoting particular articles to highly-selective lists of the most significant authors to encourage citation, and broader marketing initiatives aimed at promoting submission among the wider community.

Author initiatives for *System Dynamics Review* could also include:

- Working with the Editor to identify highly-citable articles and promoting these to a hand-compiled group of authors researching in the area who are most likely to cite them.
- Emails to specialist groups selected by the Editor, for example targeting key systems academics/researchers in a specific field or region.
- E-marketing and advertisements highlighting the quality service provided to those publishing with *SDR*.

Author Discount

Authors will be entitled to a discount on Wiley-Blackwell books and most journals. Some Wiley-Blackwell journals Editors include a link to an online discount form in their correspondence with authors, highlighting this benefit and thanking authors for their contribution. We will supply a link to the Editor to an online discount form, which they can provide to authors as appropriate.

Call for papers (special issues)

We will support any of the Editor's plans for forthcoming special issues by promoting call for papers via feature boxes on *SDR* InterScience pages and postings on listservs.

Profile raising Campaigns

Highly-targeted content-based promotion is underpinned by marketing activity aimed at promoting the authority and scope of *SDR*. Clean branding and a set of clear, consistent messages is key to ensuring a high profile in the key current and emerging academic communities.

Conferences/Events

System Dynamics Review will be promoted at all the major business and management and systems conference in 2008. Key conferences include:

Month	Conference	Location
March	EMCSR	Vienna, Austria
March	Royal Economic Society Annual Conference	Warwick, UK
June	Creative Learning Exchange (Systems Thinking and Dynamic Modelling)	Wellesley, MA
July	International Society for the Systems Sciences	Madison USA
July	The 26th International Conference of The System Dynamics Society	Athens, Greece
September	UKSS	Oxford, UK
September	UK Operational Research Society	York, UK
September	World Organisation for Systems and Cybernetics	Wroclaw, Poland
October	IEEE International Conference on Systems, Man, and Cybernetics	Singapore

We will support Editorial Board activity through manned or unmanned stands featuring sample copy displays, or by including inserts in delegates' packs or adverts in conference programmes.

We estimate that we will reach at least 20,000 scholars via our conference attendance throughout the year.

Advertising Campaign

System Dynamics Review will be advertised in relevant Wiley-Blackwell journals on a space available basis.

A selection of journals could include:

British Journal of Industrial Relations
British Journal of Management
British Strategy Review
Business and Society Review
Creativity and Innovation Management
Decision Sciences
Industrial Relations
Information Systems Journal
International Transactions in Operational Research

International Journal of Management Reviews
Journal of Economics & Management Strategy
Journal of Industrial Relations
Journal of Management Studies
Journal of Multi-Criteria Decision Analysis
Management and Organization Review
Strategic Management
System Dynamics Review
Intelligent Systems in Accounting, Finance and Management

SDR will be included in cluster advertisements promoting Wiley-Blackwell Business and Management and/or systems journals at key conferences throughout the year.

Results not measurable, however activity will contribute to increasing the overall visibility of the journal.

Printed Publicity and Promotional Material

Our research has found that direct mail is no longer an effective way to increase journal subscriptions and provides very few measurable or track-able responses. Printed publicity can, however, continue to play a role in raising and maintaining awareness.

We are in the process of producing a leaflet which sets out the mission for *SDR* and provides information about the scope of the journal, to encourage readership and submissions. The leaflet will be distributed to contacts on our database and circulated at conferences.

During 2008 we will circulate the updated *System Dynamics Review* leaflet that is currently in being designed, to Editorial Board members. The Editor may wish to write a short piece encouraging Editorial Board members to promote the journal wherever possible and to distribute marketing material promoting the journal.

Results not measurable, however activities will contribute to increasing the overall visibility of the journal.

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