

**WILEY**

**International Union  
of Crystallography  
Journals**

**Marketing 2024**

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# Marketing Strategy

Wiley's marketing strategy centers on building and nurturing relationships – with authors, readers, and you. Our program of marketing activities delivers year-long impact, designed to **increase submissions, grow readership** and build **brand awareness** by using a mix of channels and tailored messaging to reach your desired audience.

Through regular communication and collaboration, we will work with you throughout the year to:



**Grow Market Share for  
Your Journals**



**Maximize OA Revenue  
for Your Society**



**Increase Full Text  
Views, Downloads,  
and Discoverability**



**Strengthen  
Competitive Advantage  
of Your Journals**








# Market Positioning

## Elevating Your Journal in a Crowded Market

In a growing landscape of journals, products, and choices, it is imperative to differentiate your journals from key competitors. We elevate your journals in this crowded market by refining our messaging and using data and best practices to target relevant authors and readers.

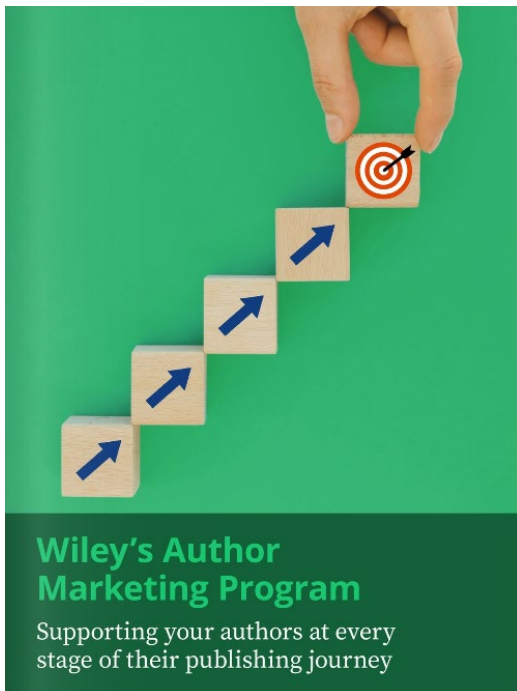
- **Discoverability:** We've been working together to make your journals stand out, refining descriptive copy for the top of your journal homepage to drive discoverability across major search engines.
- **Campaigns:** Through our messaging, we reinforce your journals' brand and mission, keeping it top-of-mind in the global community. Our campaigns are designed to reach the right audience at the right time and highlight the uniqueness of your journals.

In the next phase of raising the visibility of your journals, we'll work with you to draft messaging for your marketing campaigns, highlighting key strengths and differentiators to help potential authors see why IUCr journals are the optimal choice for their work.

	Acta Crystallographica Section A FOUNDATIONS AND ADVANCES <a href="http://journals.iucr.org/a">journals.iucr.org/a</a>
	Acta Crystallographica Section B STRUCTURAL SCIENCE, CRYSTAL ENGINEERING AND MATERIALS <a href="http://journals.iucr.org/b">journals.iucr.org/b</a>
	Acta Crystallographica Section C STRUCTURAL CHEMISTRY <a href="http://journals.iucr.org/c">journals.iucr.org/c</a>
	Acta Crystallographica Section D STRUCTURAL BIOLOGY <a href="http://journals.iucr.org/d">journals.iucr.org/d</a>
	Acta Crystallographica Section F STRUCTURAL BIOLOGY COMMUNICATIONS <a href="http://journals.iucr.org/f">journals.iucr.org/f</a>
	Journal of APPLIED CRYSTALLOGRAPHY <a href="http://journals.iucr.org/j">journals.iucr.org/j</a>
	Journal of SYNCHROTRON RADIATION <a href="http://journals.iucr.org/s">journals.iucr.org/s</a>

# Author Marketing Programs

Engaging with authors at every step of the journey



Our always-on author programs engage with current and future authors at key points of their publication journey. Your journals' inclusion in the campaigns drives article growth and ensures a positive publishing experience for new and returning authors.

Building on the progress we made in 2023, we will continue to integrate your journals into more of these campaigns in 2024. Despite potential issues with data synchronization between our systems, it's our goal to effectively execute the campaigns you have opted-in to and enrich them with journal metrics as much as possible.

We will share the impact they have on your journals in future reports.

**Look through a [visual guide](#) of our marketing programs tailored to authors during the various stages of their publishing journey.**



# Increase Article Output and Market Share

Attract high-quality submissions

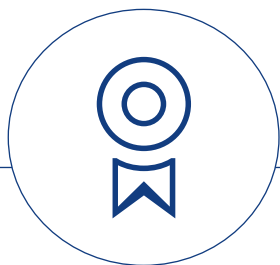
Initiative	Journals	Channel	Description
<b>Existing author campaign</b>	All	Email	Asks your recently published authors about their experience and future publishing plans, allowing us to tailor our support for their next paper.
<b>Rehomed article campaign</b>	All	Email, banners	An email and digital advertising campaign that helps authors find the right journal for their research following an unsuccessful submission, commonly for being 'out of scope', by providing an easy way to find and compare alternate journals in their subject area.
<b>Wiley's Journal Finder</b>	All	Online	Newly designed, the journal finder tool helps authors discover and compare journals in one place. This new functionality enables authors to make a more informed decision when submitting their work, resulting in more appropriate papers being submitted to your journal.
<b>Community education on open access</b>	All	Digital Suite (Email, social media, search, etc)	<p>We ensure authors feel connected to open access by educating them on the impact open access has on the community, creating awareness of funding opportunities and continuing the conversation on the future of open access. Open access messaging is delivered throughout the year, highlights include:</p> <ul style="list-style-type: none"> <li>• <b>OA advantages:</b> A custom feature on your journal homepages outlining the advantages to authors of publishing open access. These metrics may also be integrated into campaigns where appropriate.</li> <li>• <b>Wiley Open Access Accounts campaign:</b> Outreach to authors affiliated with institutions covered by one of Wiley's Open Access Accounts or transformational agreements. Makes eligible researchers aware of the open access funding options and the benefits of publishing open access. Eligibility information may also be integrated into other campaign messages to affiliated authors.</li> <li>• <b>Paid Search:</b> search advertising delivers messages about funding opportunities alongside journal promotion; retargeting advertising delivers OA agreement messaging to people displaying interest in submitting an article.</li> </ul>



# Increase content views, downloads, and search ranking

Increase discoverability of your journal

Initiative	Journals	Channel	Description
<b>New author campaign</b>	All	Email	Recommends your journals to relevant authors who've not authored in a Wiley-published journal before, using marketing automation to help them make an informed decision about the best journal for their work.
<b>Search engine optimization</b>	All	Search	We ensure your journals are visible and highly ranked by global search engines through optimizing the content on your journal homepages (e.g., keywords and journal overview) and by following SEO best practices.
<b>Search Engine Advertising</b>	JSR	Google	High performing search ads promoting your journal and the benefits of publishing open access in the APAC region. By leveraging keywords and search behavior, we present your journal to researchers searching online – increasing brand awareness and visibility.
<b>Search Engine Advertising</b>	Acta B, Acta D, JAC, JSR	Baidu	Baidu ads promoting your journals to researchers searching online in China.
<b>Social Media Advertising</b>	JSR	LinkedIn, Facebook, Google Display	The videos used in this advertising campaign showcase your journal's metrics, a summary of what it publishes, and the benefits of publishing open access. This advertising will increase awareness of your journal and drive additional visits to its homepage.
<b>Social Media</b>	All	Engaging Communities	We will continue to work with you on social media opportunities for your journals such as regularly posting about your top articles or sharing journal and society news. Used effectively, social media can expand your reach, increase engagement, generate web traffic, and drive brand awareness among your target audience. Remember to tag our Chemistry, Physics, Biomedical Science, Microbiology, and other relevant accounts in important research posts from your journals.
<b>Researcher App</b>	All	Online	A global platform for scientists and researchers making discoverability of your content easier than ever. Using a social media style feed, we can promote your journals' latest research, call for papers, or society news every month.



# Strengthen the Competitive Advantage of Your Journal

Drive brand awareness and strengthen market positioning

Initiative	Journals	Channel	Description
<b>Journal metrics campaign</b>	All	Email	Sharing key journal metrics annually with your authors whilst thanking them for their contribution to your journals. Builds advocacy from existing author base.
<b>Top downloaded and top cited author campaign</b>	All	Email	Post-publication email campaigns congratulating authors of your journals' top 10% most downloaded articles and top 10 cited articles to encourage loyalty, article promotion, and future submissions from top authors.
<b>Time capsule campaign</b>	All	Email	An email to your authors and co-authors highlighting the impact of their article in terms of downloads and Altmetric scores 12 months after publication. Driving repeat submissions and increased impact.
<b>Journal content alerts</b>	All	Email	Email alerts that drive engagement and usage of your content by notifying your audience as soon as a new issue is published. Last year we implemented a new, simple sign-up feature will make it easier for Wiley Online Library users to get your latest content.
<b>Author promotion toolkit</b>	All	Email, WOL	An interactive resource designed to help your authors maximize the impact of their work. The online <a href="#">Author Promotion Toolkit</a> offers promotional guidance through a series of short videos and interactive PDFs. The toolkit is also highlighted throughout the year to authors through our series of email campaigns.
<b>Wiley Editing Services</b>	All	Online	Provides paid tools and services societies can offer authors and members to help with article preparation, journal selection and article promotion. i.e creation of video abstracts.
<b>Author service emails</b>	All	Email	Keeps authors informed throughout their publishing journey, providing instructions on actions needed to successfully publish their article. Ensures authors who've submitted an article to one of your journals are aware of what's needed during each stage of the article publication process to keep tasks on track.

# Resources for You



## Editorial Resources

**Wiley Journal Insights:** Track your journals progress against goals.

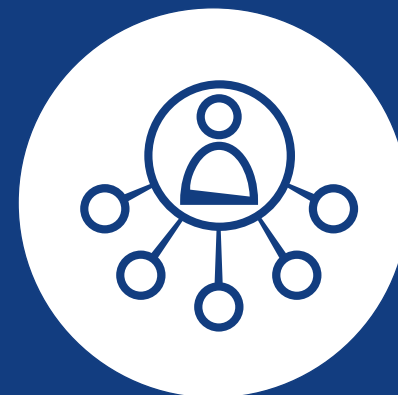
**Editor Resources Page:** Additional support offering you guidance on elevating your journals.



## Society Resources

**Society Briefings:** Register for our new virtual series, keeping you up to date on the latest trends and topics as they emerge.

**Societies:** Explore our resource hub to find ideas and answers to your questions on engaging members, improving research impact, and publishing strategy.



## Marketing

**Author Marketing Program**

**Flipbook:** Look through our visual guide of author marketing campaigns.

**Journal Finder Tool:** Access our newest search feature on WOL.

**Featured Blog Post:** Helping authors discover your journal.

# WILEY

ENABLING DISCOVERY | POWERING EDUCATION | SHAPING WORKFORCES



**Questions or comments? I look forward to your feedback.**

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