

**Marketing Channels to Consider for Open Access Journals –
*Working Draft of Table to be included in the Best Practices Guide to Open Access Journals Publishing
 by Co-Action Publishing and Lund University Library***

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	Description	Why?	When?	Limitations	Things to think about
COMMON TECHNIQUES					
Word of mouth	Use of other researchers found amongst your editorial board or authors, etc. to act as ambassadors for the journal.	Sometimes the most convincing argument is one we hear from someone we know. Moreover, this marketing channel carries no financial costs.	At all times, but this might be particularly useful at the time of launch or when submissions are low and you are looking to generate them.	Limited control over the content of the message delivered about your journal. Difficult to measure the impact.	Always deliver a consistent message about your journal that will help your ambassadors do the same. Provide ambassadors with a clear set of reasons for why authors should find it attractive to publish in your journal (they might not have considered all the angles you have). Prepare your ambassadors to meet arguments against and

					misunderstandings about open access.
Direct Electronic Marketing	Messages delivered electronically directly to recipients usually via email.	Low-cost marketing activity that can potentially reach a wide and international audience. Impact can be measured - If you use a direct marketing software product, you will be able to track activities in relation to your mailings (e.g. how many open your email, forward it, etc.)	Content alerts offer an excellent opportunity to connect with readers and authors. Author follow-up provides another opportunity. As general rule, recipients of direct electronic marketing should be contacted only when you have something new and interesting to communicate to them.	With the growing volume of email that flows today, your email can easily become lost or remain unopened in the recipient's inbox. Direct electronic marketing should be permission-based (see below). Direct e-marketing - even if permission-based, can be experienced as SPAM by recipients. Most bulk email services require you to only send permission-based email and do conduct regular audits to assure that this is the case.	Direct marketing can be interpreted as SPAM, even if you comply with local and international laws. It is highly recommended that you create a permission-based list by asking your audience to sign-up to receive information from you. Be sure to send email from the journal name, rather than your own name to remind them of where they signed-up for information and avoid being regarded as SPAM.

What?	Description	Why?	When?	Limitations	Things to think about
Permission marketing	By asking your visitors to register their contact details, you can begin to grow a database of email and/or postal addresses of persons who are interested. This provides a basis for effective marketing since you are encouraging persons who have already indicated that they are interested in your journal.	Regular emails to your audience will keep your publication fresh in their minds; permission-based marketing is effective because you are addressing an audience that has actively indicated an interest in your journal.	Calls for papers, updates, e-alerts, newsletters, special issues, etc.	Permission marketing involves a catch 22: people cannot sign-up to receive information about your journal until they have heard about it. You will need to first engage in other forms of marketing to bring initial attention to your journal and interest audiences in registering with you.	People will be more likely to register to receive regular information if you publish interesting content and if your journal appears to 'have something happening'.
E-alerts	E-alerts are a specific form of permission marketing. Generally your website should include a 'button' that can be clicked to deliver	E-alerts are a good way to establish regular communication with your target audience, and can be used to distribute additional information such as announcing forthcoming special issues, etc. E-alerts contribute to establishing a	Issue e-alerts when new content is published, either in conjunction with a new issue or if you publish articles as they are ready you	E-alerts allow you to communicate with the readers and authors you already have and are more limited with respect to attracting new readers, etc.	The e-alert should focus primarily on the published content. Additional messages should be added at the end of the message and should be kept short.

	<p>the visitor to a page where they can register their contact details and agree to receive alerts from the journal when new articles are published. OJS users can set this up in OJS. Otherwise other permission marketing systems are available online for a monthly fee.</p>	<p>loyal readership.</p>	<p>can choose to send out an e-alert each time or monthly, etc.</p>	<p>unless you provide a 'forward' option on the email that recipients use.</p>	
<p>Conference Exhibition</p>	<p>Most scientific conferences include opportunities for 'sponsors' to exhibit their services/products in an exhibition hall.</p>	<p>Opportunity to interact directly and in person with target audience; in addition to marketing the journal, you can also probe visitors for input to help further develop your journal.</p>	<p>Can be useful at any time, but particularly good when the journal has not yet built up a permission based list, or when you wish to maintain a strong presence in a specific field.</p>	<p>Most international and even regional conferences charge a fee to exhibitors. This cost must be weighed against the overall journal budget and the pay-off you expect from exhibiting. It can be difficult</p>	<p>Ensure that the conference you plan to attend consists largely of your target audience; consider carefully where your booth will be placed within the exhibition hall; be sure to create a stand that is visually interesting and attracts visitors; visitors</p>

				to measure the impact of this type of activity.	appreciate some kind of giveaway in addition to meeting you and hearing about your journal. In addition to the costs of a stand, you must calculate travel and lodging, materials in the stand, etc.
Mailing lists	A collection of names and e-mail or other contact information; these can be purchased through various sources.	By purchasing or attaining a mailing list that largely consists of your target audience, you can save yourself time and energy that would otherwise have been spent in trying to identify these individuals on your own.	Use of mailing lists might have their greatest impact when used at the time of launch, before you have built up a permission-based list.	Issuing bulk email to recipients who have not specifically expressed an interest in being contacted by your journal can be interpreted as SPAM and in turn can affect how recipients view your journal.	Any mailing list you consider should be heavily scrutinized to assure that you will reach your target audience; look for a high delivery rate (at least 98%). Ask where the list is from and how many others have rented it.
Other marketing in conjunction with conferences	Conferences generally offer a wide range of marketing opportunities and can be open to suggestions you might have.	Carefully selected conferences can help you reach your target audience.	Because marketing at conferences generally costs money unless you are involved in the conference or are able to	Generally hard to track the results of this type of marketing. Costs vary widely depending upon what marketing activity you wish	Your target audience should be a large segment of the conference participants.

			<p>arrange a discounted price, you will likely have to wait until your budget allows you to market through this channel.</p>	<p>to book and the conference itself. There may be costs involved in creating bag inserts, flyers, etc. in addition to the costs the conference will charge for allowing you to market there.</p>	
Search Engine Optimization	<p>Editing and organizing your website to improve the quality of visitors arriving at your site via search engines. Optimization is also associated with improving one's ranking within search lists.</p>	<p>The earlier your journal appears in a search list, the more likely it is you will be found by your target audience when they are conducting searches. By improving the quality of traffic to your site, you increase visitor loyalty.</p>	<p>It is wise to think about optimization at all times.</p>	<p>Google, the most popular search engine, does not reveal the algorithms behind its ranking system. Most optimization is thus based on some known facts and experiences.</p>	<p>Although there are numerous tools available on the internet to instruct users on what to think about, the best optimization results are probably delivered by consultants specialized in this area. As such, this activity can involve some costs.</p>
ADVERTISING					
Google AdWords	<p>Google advertising through Google AdWords allows</p>	<p>Depending upon the key words associated with your journal,, and the key words you purchase Google</p>	<p>May be useful at any time, but be certain that you have particularly</p>	<p>Because you do not have control over which sites and in conjunction</p>	<p>You should have a goal with the visits you will generate to your site from the ads. Your</p>

	<p>you to advertise to people who are conducting Google searches and on those websites using Google AdSense. You only pay when people actually click on your ad, hence you can control costs.</p>	<p>advertising could be a way to target your key audience.</p>	<p>interesting content at the time you are running the ad to capture your audience. Combine running Google AdWords with E-ALERT sign-up, for example.</p>	<p>with which searchers your advert will be shown, you may well be advertising to audiences that are not in your target group.</p>	<p>website design and structure, and the information on your website should work together with the ad to convert visitors to regular readers and contributors.</p>
Exchange ads	<p>Some journals or other entities (e.g. conferences) may be willing to enter into a barter agreement whereby you each host an advertisement on behalf of the other at no cost.</p>	<p>Exchange ads are a very low cost (or no cost) way to generate awareness of your journal. Depending upon the ad hosting service used, campaigns can be tracked to discern their effectiveness.</p>	<p>Your journal has electronic advertising possibilities and you in turn are capable of creating electronic ads for your own journal. Open X is a good program for OJS users.</p>	<p>Most scholarly journals limit their advertising to companies only and refrain from advertising for specific products. Particularly in the area of pharmaceuticals and similar, your website advertising may be subject to legal regulations.</p>	<p>Consider the placement of advertisements, a reliable advertising management software, other software that might be necessary to help you create advertisements to be placed on other websites.</p>
PRESS AND MEDIA					
Press Release	<p>A low cost (or no cost other than</p>	<p>Any press is good press. If your story is picked up this</p>	<p>Particularly at time of launch</p>	<p>To be effective press releases</p>	<p>Be sure that any press release you distribute</p>

	<p>time) way to generate attention for your journal. Press releases can be distributed by a member of your team who has researched appropriate press contacts, by a university press office, or through agencies that can both write and distribute your press release for a fee.</p>	<p>can provide you with advertising that otherwise would have cost a great deal of money.</p>	<p>and when important research has been published in the journal.</p>	<p>must be well-written and conform with expected standards. A number of websites and even books provide guidelines for writing press releases.</p>	<p>covers something newsworthy – press releases must not appear to be advertising propaganda.</p>
<p>Submit Articles online</p>	<p>A number of websites provide writers a place to deposit articles they have written on their subject and those with websites can subscribe to RSS feeds on various topics to fuel their own</p>	<p>Services for submitting articles online are free and can generate additional traffic to your site if your articles are picked up by other popular sites that link through the article to you. These services can be effective for reaching audiences beyond research, if this is of interest.</p>	<p>May be most useful when you are able to summarize a critical piece of research that is published in your journal, or if you are able to write about a debate in your field with reference to</p>	<p>You do not have control over which sites may pick up your article, if any. Most editorial guidelines state a limited number of URLs that can be included in the article you write.</p>	<p>Each service offers a slightly different range of subject areas and applies different editorial guidelines. Be sure to select the service carefully to match your field and to read the editorial guidelines carefully to avoid rejections.</p>

	websites.		articles in your journal.		
WEB 2.0 FORUMS					
Blogging	A blog can either be an entire website or a section of a website where regular commentary on events or issues is posted. Blogs typically refer to other blogs and websites.	By maintaining a blog on your journal website you can achieve several things: improve your Google rating, other bloggers will refer to your blog or subscribe with an RSS feed and likely their readers will find their way to your website, and be posting regular content you establish regular visitors to your site; finally, you can use the blog to generate debate around articles you have published.	Blogging is an ongoing activity that can take place at any time.	Blogs are most effective when they are regularly updated and the need to commit time to the blog can be a limitation for some.	Blogs should be regularly updated to maintain reader interest. Be sure you have the time to spend on writing the blog.
Web-based social networking	An example of web-based social marketing is the numerous groups one can join on LinkedIn or Facebook.	By joining relevant groups and posting discussion items regularly, you can generate interest in yourself and your journal through virtual networking.	Use to announce the launch of the new journal, to initiate debates around articles you have published, etc.	You may work in a field within which these tools have not yet been adopted.	Posing actual discussions items for debate may bring more attention than simply announcing new articles. Groups should be chosen carefully to assure that you are meeting the right target group.
RSS Feeds to	RSS feeds are a	RSS feeds allow interested	RSS feeds are	It may be difficult	Because RSS feeds are

your site	way of delivering changing web content to those who are interested in keeping updated on that information.	parties to save time because they are automatically alerted and provided with the updated information through the electronic feed. Feeds offer a lower threshold than newsletters, since recipients do not need to join with their name. See: http://www.whatiss.com/	easy to establish on your website and cost-free. Consider adding as soon as possible.	to monitor what those who receive your feeds do with the information. As such, it can be difficult to measure the impact of this channel.	generally combined with regularly updated content such as a news section or blog you will need to ensure that you have information to regularly update your website with.
Twittering	A micro-blogging service that allows users to send 'tweets' (short text bites), users can choose to limit access to known contacts (friends) or allow open access.	Twittering could allow editors to reach large numbers with a short message quickly.	Within academia twittering is being used in conjunction with conferences, in particular. It could potentially be used to update users of a journal, or to replace/augment e-alerts.	Because Twittering is a micro blog, the number of characters in a tweet is limited to 140 characters; your message must be concise and quickly generate interest.	Twittering is still a new phenomenon, and as yet is not established as a regular forum within many parts of academia. Any use of this medium should be considered a bit experimental.
OTHER					
Listservs	Posting announcements regarding your journal on relevant listservs offers a very direct way of	Listservs can be a direct line to your target audience if used wisely.	Use to announce the launch of the new journal or to announce particularly interesting articles upon	Information posted on a Listserv must be information-oriented and cannot be sales-oriented. You can	Try to avoid cross-posting.

their publication. create debate (for
better or for
worse) on the
listserv.