5 WAYS TO GET MORE FROM THE content that you have purchased

The most effective ways you can improve content discovery and usage within your organization:

1. Measure and benchmark
   - Analyse usage data to increase visibility of underused titles and improve ROI
   - Benchmark usage statistics against peer organizations
   - Ask your publisher to perform a discovery audit

2. Adopt tried and tested marketing activities
   - Use promotional stands and posters to promote new content or boost usage
   - Highlight new content with R&D-targeted emails and digital signage on the internal organizational portals
   - Use social media to promote content and publisher platforms
   - Check out marketing and training resources from your publisher
   - Invite publishers to deliver in-house presentations or webinars to build awareness

3. Maximise accessibility
   - Make collections more discoverable via library and departmental sites as well as Learning Management Systems
   - Ensure researchers can reliably and securely access content remotely
   - Optimise your website and content platforms for mobile

4. Boost discovery
   - Partner with discovery services
   - Create A-Z listings of resources on your homepage/intranet
   - Use Abstract & Indexing Services
   - Link to subject collections via online research guides
   - Enable link resolvers
   - Advance discovery with a Metadata Downloader

5. Optimise training & information
   - Take advantage of training sessions offered by publishers and discovery service providers
   - Include links to researcher training resources and guides on your library page or intranet
   - Train users on publisher platforms and 3rd party apps like BrowZine and ReadCube