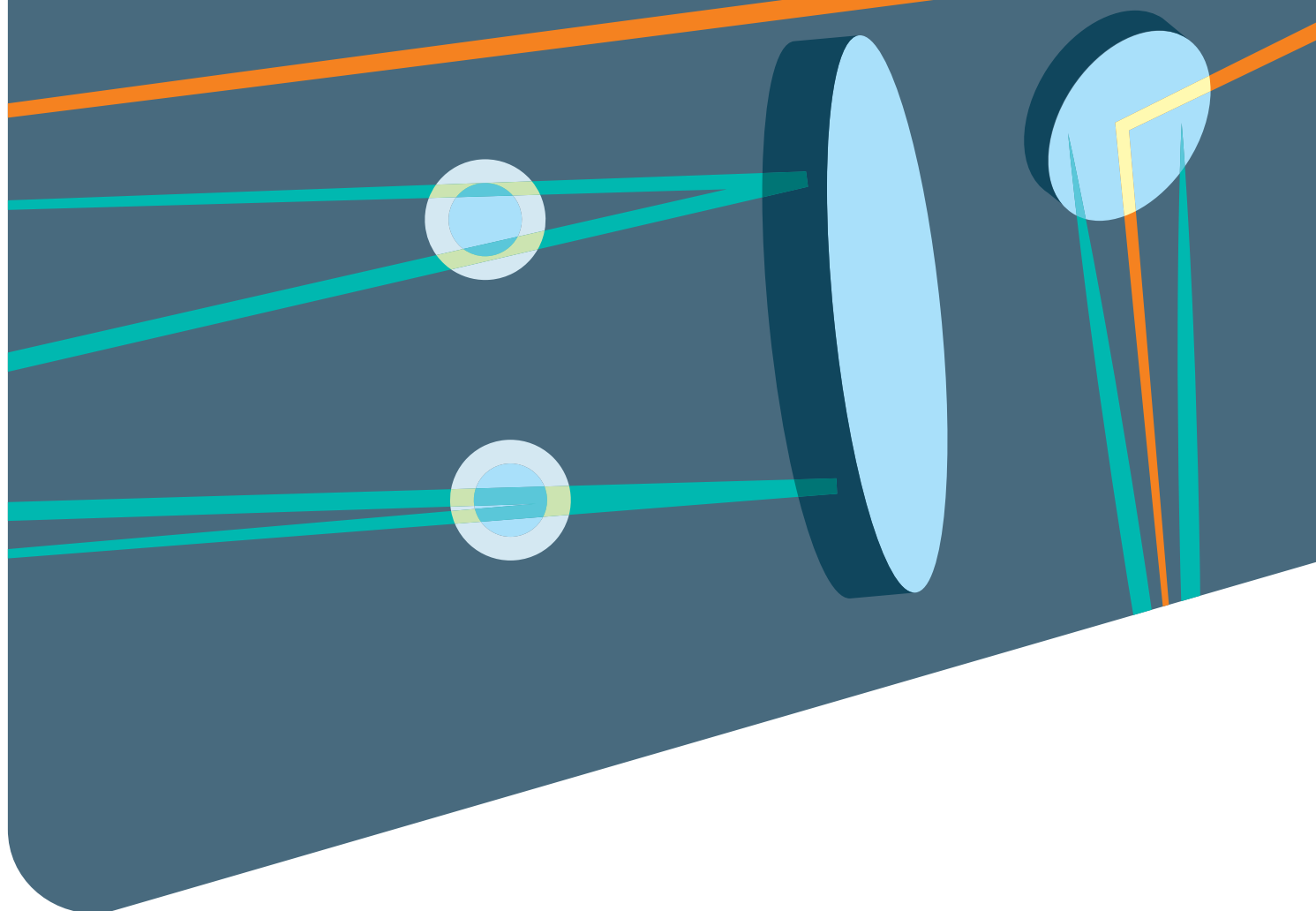


Illustration inspired by the work of Albert A. Michelson

A. Michelson



A GUIDE TO PROMOTING YOUR CONTENT

Effective marketing techniques and tools to raise awareness and usage of your Springer Nature holdings

ADVANCING
DISCOVERY

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Getting Started

Before rushing off to put up posters and finding cool things to share on the social media feed, it is a good idea to make sure the foundations have been laid for your marketing initiatives. Here are a few things to bear in mind before you start.



Discoverability

The first step in promoting your content is to ensure that users can find it. One of the most effective ways to do this is by loading your eBook and eJournal MARC records for Springer Nature titles into your catalogues.

With our new [Metadata Downloader](#) you can download Springer Nature contemporary and archive eBooks title lists, SpringerProtocols title lists, Springer Journal title lists and MARC records specific to your current library holdings.

We have a [eNewsletter](#) for metadata downloader users intended to advise catalogers and librarians of the latest resources and updates on metadata from Springer Nature.

You can also ask your [Account Development](#) contact to work with you on a Discovery Audit, a test to check the ability of the default finding tools provided by a library to retrieve licensed online content. Tests can often provide an indication as to why usage has taken a downturn or is chronically low in comparison to peer institutions.

Did you know?

Libraries using MARC records find their Springer Nature eBook and eJournal usage may **increase by as much as 50%!**



Make promoting your holdings part of your strategy

Putting pen to paper and setting objectives is always an important part of the process. Linking any work, you plan to do back to the library strategic plan will give focus and make it a priority. Usage statistics can be helpful to identify and set goals and evaluating successes.

Promoting your holdings will increase usage which will help the library demonstrate its value to users and management.

Example objectives which would support discovery and increase usage:

- Cultivate an engaged library community through marketing and outreach.
- Implement an outreach and marketing strategy for <<insert specific resource or collection.
- Collaborate with faculty to integrate existing licensed resources into the curricula.
- Offer workshops and trainings to support users in content discovery to facilitate their studies and research.
- Follow best practices for description, discovery, and preservation to improve access to our collections.
- Develop a communication plan that promotes collections and services to stakeholders and increases awareness of the value of the Library.

Collaborate

University campuses are full of interesting and talented people, reach out to them and use their skills to forge new ideas and help implement dynamic marketing initiatives. Whether it's asking the AV department to help you create a promotional video, enlisting the help of a student graphic designer to create campaign imagery or having a marketing student volunteer in the library there are many ways to make use of the expertise on campus.

For example, you could consider setting up a Library Champions Scheme. Champions are students that volunteer to be an advocate for the library to students and staff and collate feedback and suggestions from fellow students on how the library services can be improved. Recruiting a 'champion' from every university department can help spread the word about the content and services the library provides while simultaneously providing insightful feedback on the needs of students from across the institution.

Think multi-channel

Had a great poster designed? Make sure to have the same design adjusted so it will fit correctly on social media feed(s), screen savers, emails and across all the channels you use to reach users. Repeating a consistent message across all channels will help raise awareness and encourage users to respond to the call to action.

Did you know?

A basic marketing principle is that it takes **7 'touches'** before someone internalizes and/or acts upon your call to action.

[Learn more.](#)



Marketing Tactic Ideas

Marketing is a fun and creative discipline and there are endless possibilities when it comes to promoting your content and services. Here are a few suggestions and tools which you could adopt to reach your objectives.



Print advertising

While the newer technologies get a lot of attention it is good to remember that print is by no means dead and can be very effective.

Posters

Putting up posters can be a quick, easy and effective way to start to raise awareness of your Springer Nature content. You could enlist the help of you in-house design department to help create an eye-catching poster or you can use our ready-to-use [poster](#).

When putting up posters think carefully about location:

- Consider where your audience like to hang-out
- Choose high-traffic areas and busy thoroughfares
- Go beyond the library and investigate using busy common areas
- Put up subject specific materials in relevant departments

Ask your Account Development Specialist about bespoke poster design for your library.

Postcards

The small size and fun nature of postcards make them a great print format for campaigns.

One idea is creating a postcard for orientation or finals week which students can send back to their families.

You can also use our Springer Nature [postcard](#), why not send an old fashioned snail mail to faculty to help raise awareness of collections that maybe of interest to them.

Roll-up banners

These large format posters are useful for events like fresher's /orientation week, open days and workshops and / or used as an extra touch point in the library.

We have a ready-designed roll-up banner available [here](#).



Springer Nature [poster](#).

Social Media

Marketing via social media is now the norm across all industries targeting nearly every audience and is a perfect way to promote and re-promote your content to your users.

Choosing your platform

There are numerous social media platforms to choose from, each with their own characteristics and attracting a different demographic. If you are considering starting a new social media handle, it is a good idea to check whether your target audience are using the platform. Here are a few top level stats for the most popular social media platforms:

Facebook

- Used to post comments, share photos, videos and interesting links
- 2.32 billion monthly users
- Most common demographics: Women aged 18-24 and men aged 25-34

Instagram

- Photo and video sharing site
- 500 million daily users
- 71% of users are under 35

Twitter

- Micro blogging site
- 330 million monthly users
- 63% of users are aged between 35-65

Post and repost again

Don't be afraid to repost the same or similar messages over and over as the half-life (median lifespan) of posts can be very short. For example, the half-life of a tweet is just 18-24 minutes!

#Hashtags

Hashtags are used to link posts to a specific event, story or organization. Using hashtags can help your posts appear in newsfeeds. Try to include 1 or 2 (no more) relevant hashtags to give your post a better chance of being seen.

Piggy back on world events

There are lots of International Days throughout the year that have their own hashtag and trend for the day. Everything from Polar Bear Swim Day (January 1) to Pi Day (March 14) to World Poetry Day (March 21) is celebrated and what better excuse to dig out some relevant content or even tenuous links to the library to remind your users about what you have to offer.

Similarly, topics which are making the news also trend on social media and could be used to highlight your content that covers the subject in detail.

A few examples:

Darwin Day	February 12
International Women's Day	March 8
International Special Librarian's Day	April 17
World Book Day	April 23
World Press Freedom Day	May 3
World Environment Day	June 5
World Population Day	July 11
International Chocolate Day	September 13
World Teacher's Day	October 5
World Philosophy Day	November 14
Human Rights Day	December 10

Images

It is recommended that all your social media posts have a picture as they perform better than those without an image. In fact, people are 10 times more likely to engage with a post with an image. But not any old picture will do. They need to be eye-catching, varied and you must have permission to use them or be [copyright free](#).

Try adding a GIF

Looking for ways to make your social media posts more eye-catching. Try adding a GIF, a GIF is a 3-5 second video that plays on a loop. Some social media platforms provide a choice of GIFs you can choose from, or you can find them online or you can even make your own.

You can also source GIFs from sites such as [GIPHY](#), [Tenor](#) and [Gfycat](#).

Engage

The key to running a successful social media channel is engaging with your users. Repost their successes, answer their questions, ask them for their opinion and have fun with them.

One way to get your users opinion is to create a poll on your social media handle. These are easy to set-up and can provide you with some valuable (albeit quite limited) feedback or it could just a fun way to engage with users. Why not set up your own #Fun #Friday #Poll?



Promote your researchers work

Give your researchers publication or paper a download boast by shouting about their work, give them a retweet or write an original post, they will really appreciate the support.

Example social media posts:

- We have acquired an exciting new <<insert subject area>> eBook collection with over <<insert number of titles>> and you can access them all here <<add link>>
- Do you know how to access our eBook collections off site? Check out our handy guide <<insert link>> here.
- It's #worldchocolateday so, we are sharing chocolate with all our visitors! We also have a surprising amount of research on chocolate which you can check out here <<insert link>>
- We are very proud to share this <<type of content>> written by our very own <<insert researcher's name>> <<insert link>>

More on social media...

- We post regular tips and tricks for on social media usage on our [blog](#).

Web banners

We have some readymade web-banners that can be added to webpages to help direct users to Springer Nature journals see link below. Alternatively, you can approach your Account Development contact and request some bespoke banners.

- Download ready-made journal banners [here](#).
- Download ready-made eBook collection banners [here](#).

For examples of bespoke banners, speak to your Account Development Specialist to find out more.



Make the library the hub of the campus

Encourage people to come and use the library, not just as a place to hunt for books and study but a place to meet and hang-out. Getting people into the library will help them to become familiar with the services you provide and the content on offer.

Ideas could include; workshops and talks, Makerspace and other events. You can also partner with Publishers to arrange in-house talks and workshops that help your researchers develop their scientific writing and peer review skills, or talk on a particular hot topic in the community.

Video

If a picture is worth a thousand words, then a video is worth a million! Marketers love video, they are eye catching, can communicate even complicated messages or demonstrations clearly, can be used on various marketing channels and people are more likely to recall and engage.

So, why not do a short video with one the subject librarians, demonstrating all the great content that is available and post it to your social media channels and on your library website.

Encouraging usage of eBooks for inclusion in the syllabus

Our eBook collections include a rich mix of book types including textbooks. As with all eBooks from Springer Nature textbooks, have unlimited simultaneous users and can be printed for just 24.99 through [MyCopy](#). With this in mind it provides the perfect opportunity to help facilitate an affordable curriculum for students while increasing usage. So, how do encourage this?

Reach out to course leaders

Start a conversation with the faculty that are responsible for setting the curriculum, finding out when they start looking for new titles and what they are specifically looking for in course materials. You can request a list of textbooks [here](#).

Run a workshop

Organize a training session or workshop for faculty who are involved in choosing books for the syllabus. Include a refresher course on how to search for content and provide them with information about textbooks you currently have available and the benefits of [MyCopy](#).

Email campaigns

Email campaigns are a tried and tested method of promotion and with 90% of adults using email regularly it is easy to see why. But how do you create an effective email campaign?

Create a targeted list

Your campaign will only be as successful as your email list. Creating a list of opted in recipients with some basic information about their interests (i.e: course of study) is vital. Try to capture this information during orientation / freshers' week so you can contact learners throughout their course.

When devising the campaign carefully choose the recipients for your campaign for example, matching the students of a particular subject to a new eBook collection. This will help ensure a good click through rate (how many people click on links in the email) and in turn, increase usage..

Choose an intriguing subject line

The subject line of the email is the first thing the recipient is going to see so it needs to grab their attention and promise to be useful otherwise it will be deleted straight away. Asking a question or making reference to something specific to their work is a good way to do this.

Add a link

Be sure to include the link to the content you are promoting and other useful links on how to find content.

"No restrictions on copy, paste and printing it really reduces the barrier to access and often this level of access is enough. But some students do prefer print, particularly if the title includes learning resources like study questions, so access to print copies from Springer Nature for \$24.99 is great."

**Cheryl Cuillier, Associate Librarian,
The University of Arizona**

Example subject lines:

- Need some help with your dissertation? Access the greatest minds in history through our book archive!
- Looking for research in the field of xxxx? We've got over xxxx entries!
- Feed up of studying? Come to our <<event>> instead!
- You've got access to 000's of <subject area> articles / ebooks

Case Studies

Have you partnered with publisher, other institutional librarians, or faculty to talk at a conference, present at a poster session, or develop an innovative way of working? Why not explore these retrospectively with a case study, interviewing those involved and presenting any data available to show your users what you're doing to ensure discovery and learning?

Springer Nature have partnered with librarians in the past to do just that. Here's [one example](#) to inspire you!

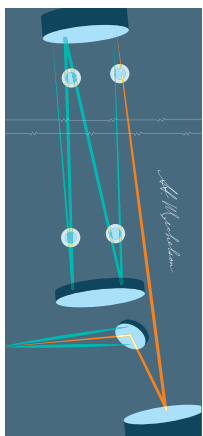
Useful Resources

There are lot of different marketing resources and information ready to help you in your efforts to promote your content. You can find everything you need [here](#).

Product specific tools

- [eBook collection promotional tools](#)
- [Journal products promotional tools](#)
- [Databases & Solutions product promotional tools](#)

Do come back regularly as, it is being updated all the time.



Springer Nature advances discovery by publishing robust and insightful research, supporting the development of new areas of knowledge and making ideas and information accessible around the world.

Albert A. Michelson (1852–1931)

Albert A. Michelson was an American physicist who was awarded the Nobel prize for Physics in 1907 for the invention of the Michelson Interferometer – an optical tool which uses a semi-transparent mirror to divide up a beam of uniform light waves and is used to measure lengths as well as velocities of light with great precision. It was this invention that enabled Michelson and the chemist Edward William Morley to undertake the famous Michelson-Morley ether drift experiment in 1887, which disproved the existence of luminiferous ether in empty space and led eventually to the special theory of relativity. The specific interferometer designed by Michelson has become a mainstay in today's scientific laboratories.

For more information about marketing your holdings please contact your Account Development Specialist.

 Follow twitter.com/SN_LibraryLink