ACCOUNT DEVELOPMENT SERVICES FOR SPRINGER NATURE LIBRARY CUSTOMERS

ADVANCING DISCOVERY

Your dedicated post-purchase support to secure high return on investment. Services include:

- Implementation & Discoverability Assistance
- Trainings & Events
- Usage Statistics & Assessment
- Promotion & Awareness

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Account Development

Account Development Managers can collaborate with your library to optimize the use of licensed electronic resources.

Contact your Account Development Specialist to increase visibility of licensed e-resources

Services Include:

Implementation & Discoverability Assistance

- Welcome e-mails for new purchases and renewals with implementation and discovery recommendations including MARC records, discovery targets, resolver services, and EZ Proxy setup
- Review library's web-scale discovery services including search tools, speed, and user experience

Trainings & Events

- Organize demonstrations and trainings for librarians and end users
- Participate in conferences, vendor days, and other locally hosted events including exhibits, presentations, and panels
- Distribute videos, multi-media, and self-paced instructions
- Sponsor surveys on awareness and use of library services

Usage Statistics & Assessment

- Analyze longitudinal usage, web analytics, and institutional authorship data
- Monitor client usage trends and offer customized reports

Promotion & Awareness

- Supply customizable templates to support campaigns
- Provide posters, datasheets, and collateral specific to licensed resources
- Collaborate on custom platform banner ads, social media campaigns, and advertising in local media
- Promote Table of Contents Alerts announcing upcoming books, journal issues, and special offers

On our Librarian pages, we have gathered together all the information, resources, tools and services you might need, including effective marketing resources and tools to implement and increase visibility of your content.

**Visit and bookmark
springernature.com/librarians today!**