

Transforming Open Access

A Major Publisher's Journey
with **Editage Digital Media Solutions**

A prominent player in the scientific publishing industry is recognized for its commitment to advancing knowledge and supporting research across various disciplines. With a strong focus on Open Access publishing, the company aims to make research accessible to a wider audience, thereby contributing to scientific innovation and discovery. To further this mission, the organization sought to engage a global author base by showcasing the vision, initiatives, and impressive statistics of their Open Access programs.



The Problem

Facing the challenge of effectively communicating the benefits and successes of their Open Access publishing, the publisher needed a strategic partner to amplify their message. The primary challenges included:

- Increasing awareness and understanding of publisher's Open Access initiatives among a diverse global author base.
- Encouraging active participation and engagement from authors in promoting Open Access.
- Enhancing registration and attendance rates for publisher's webinars on Open Access for authors.
- Generating organic conversations and positive discourse around the brand and Open Access during key industry events such as Open Access Week.



The Solution

Editage Digital Media Solutions stepped in to address these challenges by crafting a comprehensive multichannel content marketing plan. The strategic approach was meticulously designed to align with the publisher's goals and was launched a week before Open Access Week 2022, continuing until the first week of November.

Key components of the solution included:

- **Targeted Content Creation:**

Developing engaging and informative content that highlighted the benefits, vision, and success stories of the publisher's Open Access publishing, tailored to resonate with a global audience of researchers and authors.

- **Social Media Engagement:**

Leveraging social media platforms to drive organic engagement among authors, encouraging them to share the publisher's Open Access initiatives on their personal Twitter handles, amplifying the message's reach.

- **Webinar Promotion and Registration:**

Deploying targeted marketing strategies to boost registrations for the webinars on Open Access, including personalized invitations and reminders to ensure maximum attendance.

- **Monitoring and Analysis:**

Using advanced analytics tools to track campaign performance in real time, allowing Editage to make informed adjustments and optimizations throughout its duration.



Results

The collaborative efforts between the publisher and Editage Digital Media Solutions yielded impressive results:

- Over 80 authors shared the Open Access campaign on their Twitter handles organically, significantly expanding the campaign's reach and visibility.
- A 300% increase in registrations for the publisher's webinars on Open Access, indicating heightened interest and engagement from the target audience.
- Extensive positive conversations surrounding the publisher's brand and Open Access during the peak of Open Access Week, reinforcing their position as a leader in the industry.



Conclusion

The partnership between the academic publisher and Editage Digital Media Solutions exemplifies the power of strategic collaboration in achieving business goals. By leveraging the expertise and insights of Editage, the publisher successfully navigated the challenges of engaging a global author base and elevating the visibility of their Open Access initiatives.

Connect with us at connect@cactusglobal.com to schedule a consultation and explore how we can elevate your brand's communication strategies.