

**Applied Spectroscopy**

**August 2017**

**IX-B Sage Update-SciX 2017**

**SAGE Marketing Team**

**Marketing Manager: Lucy Price**

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# 2017 Marketing Objectives

## Promoting the journal

Our marketing activities aim to:

- Ensure *Applied Spectroscopy* is recognised as a major journal in its field and a leading journal on spectroscopy and its many applications.
- Drive international high quality submissions to the journal
- Drive citations of journal articles in order to increase the Impact Factor for 2017
- Increase usage of journal content worldwide
- Enhance the journal brand so that it is highly visible and accessible online

We use a variety of marketing tools to promote *Applied Spectroscopy*, including social media channels, blogs, email, online advertising and free trials to journal content.

To support these objectives in 2017 we had three key strategies to focus on:

### Increasing Contacts

This strategy has been two fold, and has focused both on growing the number of relevant contacts in SAGE's database and on increasing the number of eTOC subscribers for **Applied Spectroscopy**.

### Focal Point Reviews

The focal point reviews are highly cited papers and the promotion of these is to help increase the impact factor. Making these free to access helps significantly with the promotion of these.

### Promoting the Society

The promotion the society helps enhance the brand of the journal.

## 2017 Marketing Activities Planner

Month	Activity	Status
January	Social media promotion: focal point reviews	Ongoing
February	Email campaign: <i>Applied Spectroscopy</i> news	Sent
March	LinkedIn Promotion: PPC advertising Inclusion in Physical & Materials Science Newsletter	Complete Complete
April	eTOC Banner ad: promote society Social media promotion: article usage (Van Gogh painting)	Ongoing
May	Email Campaign: LIBS Collection promotion Social media promotion: LIBS collection	Sent
June	Social media promotion: ICNIRS conference Social media promotion: ICAVS conference	
July	Inclusion in Physical & Materials Science Newsletter	Complete
August	Mid-year marketing review	Complete
September	Email Campaign: SCIX Promotion on new LinkedIn Physical & Materials Science channel	
October	Send print promo material to SCIX Congress Social media promotion: SCIX Email Campaign: SCIX Follow Up	
November	Inclusion in Physical & Materials Science Newsletter	
December	Email Campaign: Focal Point Reviews	

# 2017 Marketing Report

## Building brand and profile

SAGE has several initiatives that build the brand and profile of **Applied Spectroscopy**. Included are:

- Journal content is promoted through social media, including the SAGE Engineering Twitter feed which has
- 3,496 followers to date.

Recent tweets for **Applied Spectroscopy**

Date	Tweet
27-Jul-2017	Read this top read paper from Applied Spectroscopy for free - Inorganic Arsenic Determination in Food <a href="http://ow.ly/XKRp30dOYtG">ow.ly/XKRp30dOYtG</a> @SocAppSpec
27-Jul-2017	Inorganic Arsenic Determination in Food is one of Applied Spectroscopy's most read papers, read for free <a href="http://ow.ly/t2i930dOYpd">ow.ly/t2i930dOYpd</a>
19-Jul-2017	Read all of Applied Spectroscopy's focal point reviews for free! <a href="http://ow.ly/eJwp30dEOL2">ow.ly/eJwp30dEOL2</a> @SocAppSpce
10-Jul-2017	Applied Spectroscopy's focal point reviews are free to read - check them out here <a href="http://ow.ly/qS3330dsasC">ow.ly/qS3330dsasC</a>

- **Altmetric** is becoming an increasingly important alternative metric in scholarly publishing, measuring online mentions of academic journal articles across social media, news outlets, blog sites and reference sites. The score is a helpful measure of online engagement and visibility, but is not directly linked to citations or usage. Below are the top scoring articles on Altmetric.

Total Altmetric Score	Article Title
11	On the Identification of Rayon/Viscose as a Major Fraction of Microplastics in the Marine Environment: Discrimination between Natural and Man-made Cellulosic Fibers by Fourier Transform Infrared Spectroscopy
9	Raman Spectroscopy of Blood and Blood Components
4	"Paintings Fade Like Flowers": Pigment Analysis and Digital Reconstruction of a Faded Pink Lake Pigment in Vincent van Gogh's Undergrowth with Two Figures
4	Deep Ultraviolet Light Emitting Diode (LED)-Based Sensing of Sulfur Dioxide
4	Influence of Sampling Component on Determination of Soluble Solids Content of Fuji Apple by Near-Infrared Spectroscopy

## Free access promotions

In April we ran a free trial campaign across the SAGE Journals platform, providing free access to all journals published by SAGE. As well as increasing visibility and awareness, we also use this campaign to collect registrant data (which can then be used in future marketing campaigns).

We also ran a discipline free trial in June which runs in a similar manner but with more targeted promotion.

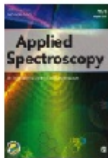
## Email marketing

Email campaigns are one of the channels we use to help achieve our marketing objectives for **Applied Spectroscopy**. Below is an overview of all campaigns **Applied Spectroscopy** has been included in over the past year.

### August 2016: SCiX Promotion

Leading up to SCiX 2016 we deployed an email campaign promoting the journal's presence at the conference alongside the How to Get Published session. We also used this as an opportunity to promote the free access of the focal point reviews.

Will we be seeing you at [SciX 2016](#)?



With SciX 2016 fast approaching, we invite you to stop by the Society of Applied Spectroscopy's booth (#105) to learn more about the journal and to get a month's free access.

Stop by booth #105 to find the Society of Applied Spectroscopy.

#### How to Get Published workshop

Our How to Get Published workshop at SciX will be on Tuesday 20th September 2.00 – 3.30pm and will cover the fundamentals of preparing a manuscript for publication in an academic journal with direct reference to the [Society for Applied Spectroscopy](#)'s own journal *Applied Spectroscopy*.

[Learn more >>](#)

#### Get ready for SciX with Focal Point Reviews

*Applied Spectroscopy* has featured [Focal Point review papers](#) on different aspects of fundamental and applied spectroscopy since 1994. These review papers provide an introduction, overview, and perspective on specific subjects. These review papers are free to access, in keeping with the mandate of the Society to "...advance and disseminate knowledge and information concerning the art and science of spectroscopy and other allied sciences."

The Focal Point review papers are always free to access:\*

[Mobile Spectroscopic Instrumentation in Archaeometry Research](#) by Peter Vandenabeele and Mary Kate Donais

[Exploring the Nanoscale: Fifteen Years of Tip-Enhanced Raman Spectroscopy](#) by Lucas Langelüdecke, Prabha Singh and Volker Deckert

[Development and Integration of Block Operations for Data Invariant Automation of Digital Preprocessing and Analysis of Biological and Biomedical Raman Spectra](#) by H. Georg Schulze and Robin F. B. Turner

\*All articles from *Applied Spectroscopy* are currently available free to access online.

Delivered	Open Rate %	Click Through Rate %
16995	11.34	0.2

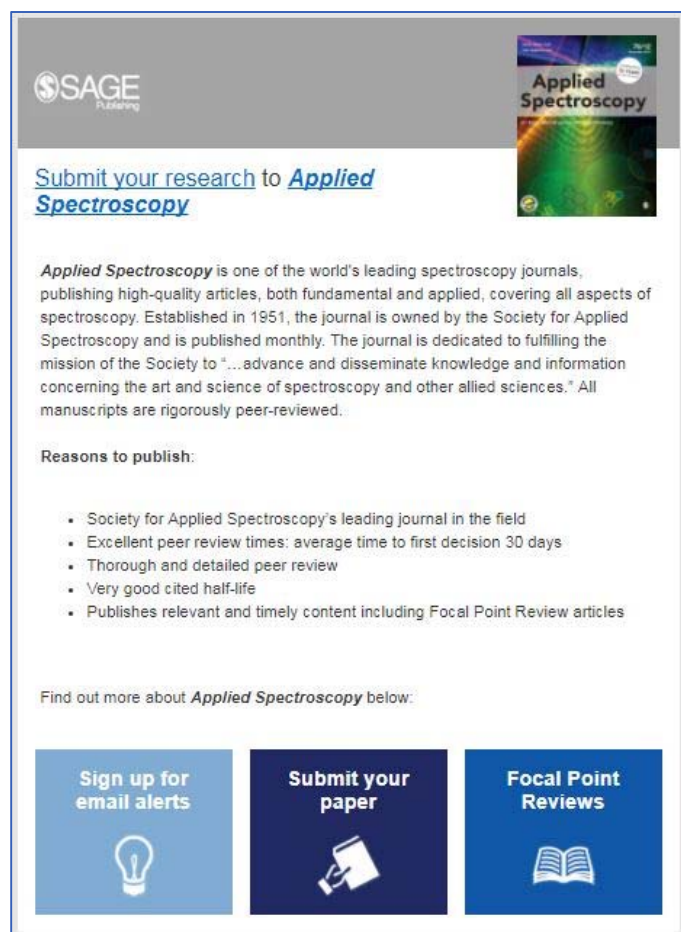
## Benchmarks

Open rate: 21%

Click rate: 1.3%

## December 2016: Call for Papers

At the end of 2016 we sent a general call for papers. As well submissions, we also promoted the focal point reviews and encouraged people to sign up for eTOC alerts.



**SAGE** Publishing

**Applied Spectroscopy**

Submit your research to **Applied Spectroscopy**

*Applied Spectroscopy* is one of the world's leading spectroscopy journals, publishing high-quality articles, both fundamental and applied, covering all aspects of spectroscopy. Established in 1951, the journal is owned by the Society for Applied Spectroscopy and is published monthly. The journal is dedicated to fulfilling the mission of the Society to "...advance and disseminate knowledge and information concerning the art and science of spectroscopy and other allied sciences." All manuscripts are rigorously peer-reviewed.

**Reasons to publish:**

- Society for Applied Spectroscopy's leading journal in the field
- Excellent peer review times: average time to first decision 30 days
- Thorough and detailed peer review
- Very good cited half-life
- Publishes relevant and timely content including Focal Point Review articles

Find out more about **Applied Spectroscopy** below:

**Sign up for email alerts**

**Submit your paper**

**Focal Point Reviews**

Delivered	Open Rate %	Click Through Rate %
15606	19.65	0.46

## Benchmarks

Open rate: 21%

Click rate: 1.3%

## February 2017: Applied Spectroscopy News

At the beginning of 2017 we sent a big email promoting several aspects of the journal (submissions, focal point reviews, society membership and PittConn).

**SAGE Publishing**

**Applied Spectroscopy**

**Check out the latest updates from [Applied Spectroscopy](#)**

Last year was all change for *Applied Spectroscopy* – read down to make sure you didn't miss anything!

Find out more about getting your work published, our free to access Focal Point Reviews and where you can pick up a free copy.

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**Get your work published**

*Applied Spectroscopy* is one of the world's leading spectroscopy journals, publishing high-quality peer-reviewed articles. It aims to be comprehensive in scope, with its primary aim the publication of papers on both the fundamentals and applications of photon-based spectroscopy. These include ultraviolet-visible absorption; fluorescence and phosphorescence; mid-infrared, Raman, near-infrared, terahertz, microwave, and atomic absorption; emission; laser-induced breakdown spectroscopies (and ICP-MS); as well as cutting-edge hyphenated and interdisciplinary techniques.

Read our [full aims and scope](#).

[Find out more](#) about how to get your work published with us.

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**Free access to Focal Point Reviews**

Focal Point Reviews provide a comprehensive oversight of spectroscopic techniques and applications. As an important part of our field we make all these reviews free to access online.

The most recent reviews are [Novel Applications of Laser-Induced Breakdown Spectroscopy](#) and [Advanced Laser-Based Techniques for Gas-Phase Diagnostics in Combustion and Aerospace Engineering](#).

See all our [Focal Point Reviews](#).

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**Become a Member**

*Applied Spectroscopy* is the journal of the [Society of Applied Spectroscopy](#).

As well as getting free online access to all online journal content, society members also receive a [host of other benefits](#).

[Find out more](#) about more benefits of membership and how to join.

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**Say hello at PittCon 2017**

Pick up your free copy of the journal at [Pittcon](#), 5th – 9th March at the SAS booth, the Society of Applied Spectroscopy booth (#2215). You can also find out more about society membership and talk to our editors.

Delivered	Open Rate %	Click Through Rate %
13627	18.38	0.46

### Benchmarks

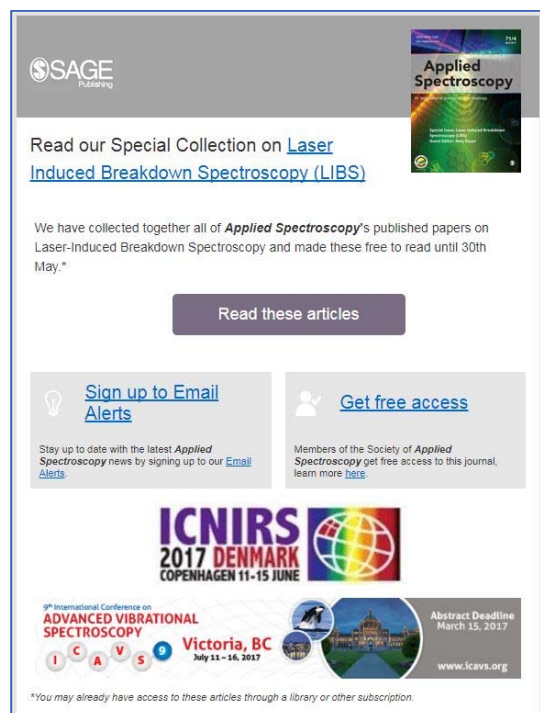
Open rate: 21%

Click rate: 1.3%



## May 2017: LIBS Special Collection

In Q2 2017 we sent an email to promote the new LIBS special collection as well as society membership and eTOC registration.



Delivered	Open Rate %	Click Through Rate %
28908	16.8	0.87

### Benchmarks

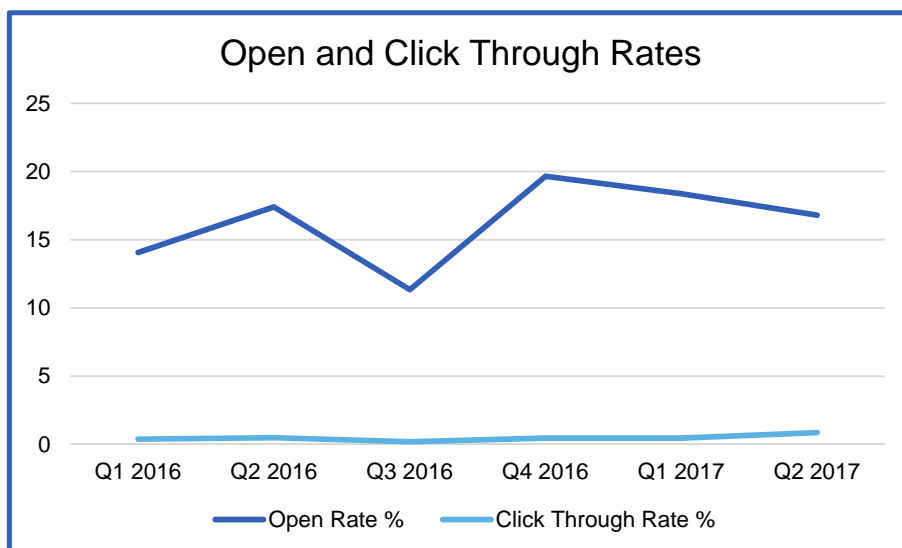
Open rate: 21%

Click rate: 1.3%

To address the issue of low click through rates this email campaign was sent to a much larger audience. Whilst not being so targeted we wanted to see whether there was interest in the journal from elsewhere in our contact list. This could have had the effect of driving down the click through rate (whilst the actual number of clicks was higher) but this wasn't the case here. It was also hoped that for those who aren't usually contacted about Applied Spectroscopy may choose to sign up the eTOC alerts.

### Email Performance

Over the past six quarters we have seen varying performance of email campaigns but as seen these rarely achieve the benchmark. This is something we have addressing in 2017 through various strategies aimed at improving our data. We will continue to focus on this throughout the rest of 2017 and into 2018.



Emails Delivered	Date Sent	Open Rate	Click Through Rate
14625	Q1 2016	14.06%	0.38%
9632	Q2 2016	17.41%	0.49%
16995	Q3 2016	11.34%	0.20%
15606	Q4 2016	19.65%	0.46%
13627	Q1 2017	18.38%	0.46%
28908	Q2 2017	16.80%	0.87%

## Newsletters

**Applied Spectroscopy** is included in our new Physical and Materials Science newsletter. This is sent three times a year to c.35,000 contacts from our database and provides information and updates from individual journals, including calls for papers, editorial changes, special issues as well as broader industry news (events, conferences, developments).

**Journal Special Issues & Article Collections:**



**Applied Spectroscopy: Focal Point reviews**

Read *Applied Spectroscopy's* collection of focal point reviews for free.

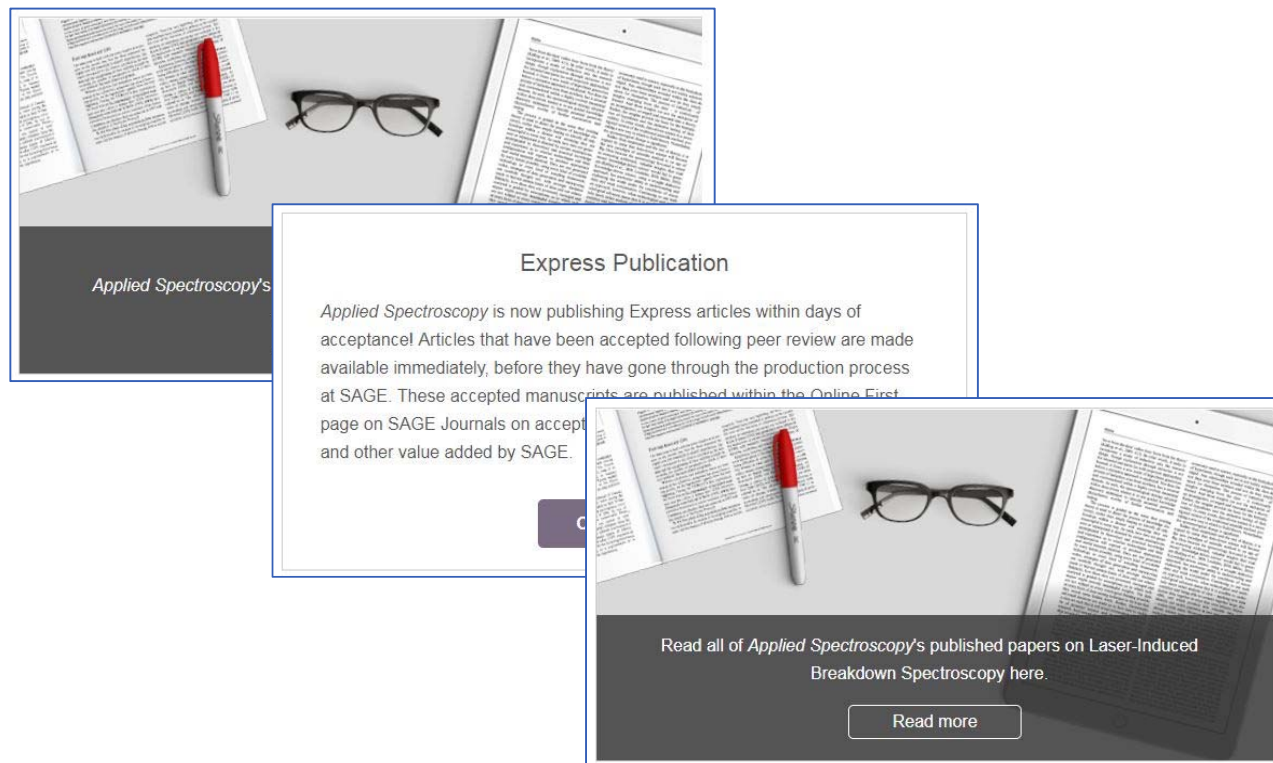
[BROWSE COLLECTION](#)



**"Paintings Fade Like Flowers":  
Pigment Analysis and Digital  
Reconstruction of a Faded Pink  
Lake Pigment in Vincent van  
Gogh's Undergrowth with Two  
Figures** by Jeffrey E. Fieberg, Per  
Knutås, Kurt Hostettler et al

## Marketing on the New SAGE Journals Platform

The new platform for hosting the SAGE Journals website has provided more ways for us to promote the journal and society. The carousel at the top of the homepage has been utilized to promote a variety of **Applied Spectroscopy** features including focal point reviews, the LIBS collection and express publication.



**Express Publication**

*Applied Spectroscopy* is now publishing Express articles within days of acceptance! Articles that have been accepted following peer review are made available immediately, before they have gone through the production process at SAGE. These accepted manuscripts are published within the Online First page on SAGE Journals on acceptance and other value added by SAGE.

Read all of *Applied Spectroscopy*'s published papers on Laser-Induced Breakdown Spectroscopy here.

[Read more](#)

As on the previous platform we are still able to use banner advertisements across the website and eTOC alerts to promote the journal. We are currently running ads promoting the society on the website and the eTOCs.



**Applied Spectroscopy**

**SOCIETY for APPLIED SPECTROSCOPY**

Become a member and get **FREE ACCESS** to the journal

**Join us today >>**

**Join the Society for Applied Spectroscopy**

**Free access >>**

## Conferences

We promote *Applied Spectroscopy* at a number of conferences throughout the year.

### SCIX

The biggest promotion takes place at SCIX. Copies of the journal are displayed on the society stand and we provide the following promotion:

- Table top banner – to promote the journal on the SAS stand
- Postcards – to help increase usage and eTOC registrants
- Pens - stand freebies
- Business cards – general promotion, includes a link to a 30 day free trial
- How to Get Published booklets

### Other Conferences

Other conferences we have sent copies of *Applied Spectroscopy* to this year include:

- Pittcon: 26<sup>th</sup> February – 1<sup>st</sup> March, Orlando, FL, USA
- ICNIRS: International Conference on Near Infrared Spectroscopy, 11<sup>th</sup> – 15<sup>th</sup> June, Copenhagen, Denmark
- ICAVS: International Conference on Advanced Vibrational Spectroscopy, 11<sup>th</sup> – 16<sup>th</sup> June, Victoria, BC, Canada
- BMSS: British Mass Spectrometry Society Conference, 5<sup>th</sup> – 7<sup>th</sup> September, Manchester, UK

*Applied Spectroscopy* is included in our Engineering and Materials Science e-library, which is sent to most engineering and materials science conferences we attend and allows delegates to browse and email themselves a sample copy of the journal.

### Engaging Authors and Reviewers

Authors and reviewers already have an established relationship with the journal and interest in its continued success. We employ several strategies to engage them in the journal and help them promote their work. To engage these groups, we:

- SAGE sends Author Care emails, a series of email campaigns providing tips and resources. **Authors receive one email per quarter over the span of a year.**
- SAGE partners with Kudos, an innovative service that provides authors with tools to enable them to maximize the visibility and impact of their research. On publication of their article, your authors receive a personalized email inviting them to register on Kudos and start using this free service. For more information, see [www.growkudos.com](http://www.growkudos.com)

Actions taken	Total
Articles claimed	356
Explanations added	16
Articles shared	4
Views of article pages on Kudos	3121

*Applied Spectroscopy* is 15<sup>th</sup> on list for Kudos views from SAGE journals.

- SAGE maintains an author portal that gives information on publishing in a SAGE journal, the manuscript submission process and SAGE's publishing policies, as well as ideas to promote their published article.
- As a thank-you for their work and to further engage the reviewers we offer a 60-day reviewer free trial. This benefits the journal by increasing usage among key readers and gives the journal exposure to reviewers of related journals.

## Maximizing Global Dissemination and Reach of Your Content

Your journal benefits from extensive reach and exposure in the global market through various SAGE initiatives and global partnerships.

### Market Reach and Sales Growth

The combination of a global sales team, flexible purchasing models and a high quality portfolio has resulted in impressive market reach and sales growth over the last decade: the total number of customers purchasing our SAGE Premier journals product has increased by 475% during this period.

### Developing World and Emerging Economies

Partnerships with the UN's **Research4Life** initiative, The **International Network for the Availability of Scientific Publications (INASP)**, and The **eIFL Foundation** make your journal available in over 5000 institutions in the developing world.

### Library Marketing

Marketing to librarians allows us to continually show the value of the journal to our customers as well as identify potential sells such as backfile purchases. SAGE's library marketing efforts include:

- A comprehensive on-boarding program for new library customers with email campaigns, webinars, welcome packs and personal follow-up calls to ensure your journal is discoverable and visible to faculty
- Attendance at library conferences and awareness raising events
- Regular reporting on turnaways – unsuccessful attempts by individuals to access our journals at an institution without a subscription. These leads provide strong evidence to enable new sales
- Email campaigns to encourage faculty at institutions trialing our packages to access our journals, actively supporting our sales team with converting trials to sales

## Author Care

### SAGE Journal Author Gateway

SAGE maintains an author portal that gives information on publishing in a SAGE journal, the manuscript submission process and SAGE's publishing policies, as well as ideas to promote their published article. For more information, see <https://sagepub.com/page/journal-author-gateway>.

### Thanking Reviewers

SAGE offers a 60-day free trial as a thank you to reviewers for their work and as an incentive to further engage with the journal. This benefits the journal by increasing usage among key readers and gives the journal exposure to reviewers of related journals.