

Botanical Society of America

2019 Marketing Activity Update for

American Journal of Botany

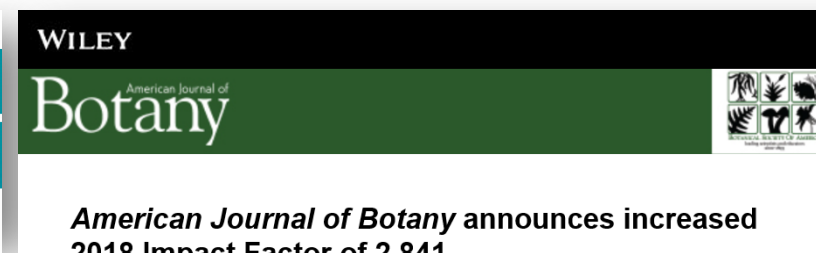
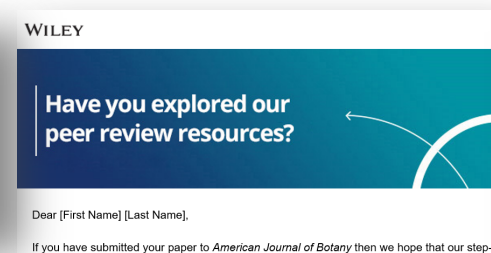
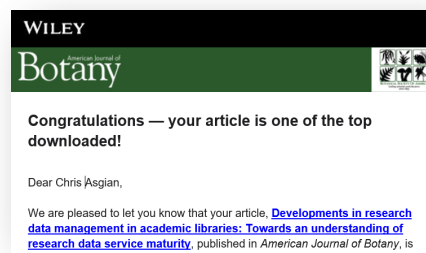
Applications in Plant Sciences



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Marketing update

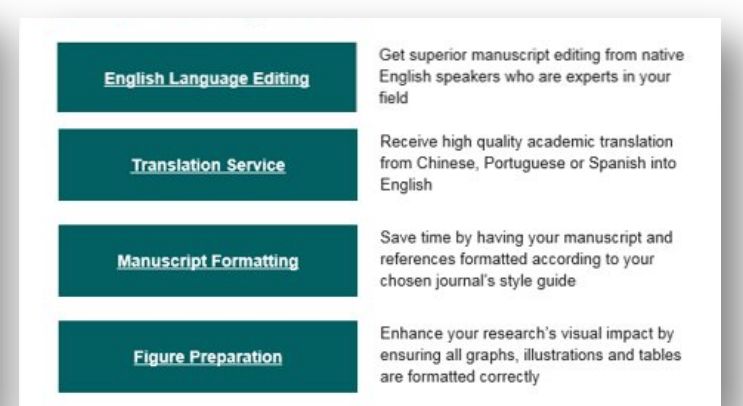
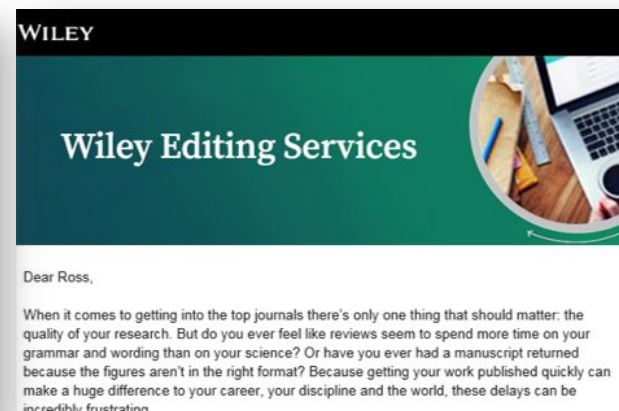
Marketing objective	Campaign	Details	Status
Submissions and author retention	#top20article campaign	Authors of Botanical Society of America's publications 20 most-downloaded papers, from the previous two years, are championed. This campaign celebrates the authors impact and achievements, generates an online buzz and builds a long term relationship with your authors. Targeted emails and social media posts, using the hashtag #top20author, are being sent out.	In progress Early social media results: #top20article hashtag generated more than 13 million impressions from 3,593 mentions by 2,943 users on Twitter. Authors, societies and institutions embraced this campaign and were overwhelmingly supportive in celebrating this achievement.
	Publish With Us Again Home for Your Next Paper	These personalised campaigns use marketing automation technology to create a highly customised journey for authors, tailored to their publishing needs and journal preferences. Home for Your Next Paper: introduces new authors in Plant Sciences to your journal and provides compelling reasons to publish. Publish With Us Again: encourages existing authors to continue to publish in the journals.	In progress
	Impact Factor	A journal-branded email sent to recently published authors, notifying them of both of your journals' increased Impact Factors and thanking them for their contribution.	In progress
	Rejected author	This campaign is sent to authors who have previously been rejected and opted in to receive marketing communications. It is designed to help authors to discover alternate journals while also featuring resources and guidance to support them in rewriting and resubmitting their paper.	In progress



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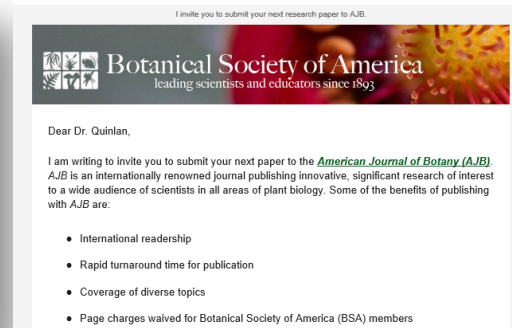
Marketing update

Marketing objective	Campaign	Details	Status
Submissions, author retention and visibility	Top cited campaign - author	A targeted email and social media campaign aimed at congratulating authors of top cited articles. Aimed to generate interest around top-cited articles and nurture author relationships to encourage them to publish in your journal again.	Email campaign resulted in 392% open rate (due to authors forwarding the message on) and 47% Unique Click Rate. 118 tweets, with a total reach of 135,700 and 145,100 impressions
	Top cited campaign - readers	A targeted and customized email campaign to previous authors thanking them for their contribution. Offers free access to the top 5 cited articles in your journal.	Email campaign resulted in 54.2% Open Rate and 28.5% Unique Open rate.
Quality of submissions	Wiley Editing Services	A multi-touch nurture email campaign targeted at authors who have demonstrated an interest in Wiley Editing Services or requested more information about article writing. Promotes Wiley Editing Services with the goal of improving the quality of submissions.	Email campaign resulted in 19% unique open rate and 5% unique click to open rate
Submissions from Germany	Engaging with author communities	Communication about the Projekt DEAL agreement to drive new submissions from authors at eligible institutions in Germany. Past and potential new authors reached through email campaigns, social media posts and online advertising targeted to contacts in Germany.	In progress



Marketing update

Marketing objective	Campaign	Details	Status
Readership and visibility	Awareness Day campaigns	World Environment Day To engage with researchers on World Environment Day, June 5 th , a special collection of over 100 articles, highlighting articles from Biology to Conservation to the Social Sciences, was created. 2 articles were included and set to be freely accessible through August 31 st . This campaign was promoted through banner ads on participating journal pages, email, social media posts on relevant high-traffic Wiley social accounts, and through paid social media advertising to researchers on Twitter that use the hashtag #worldenvironmentday.	Results to follow.
	Bespoke campaigns	Personal submission email from Dr. Pamela Diggle Editor-in-Chief, inviting papers for American Journal of Botany. Multi-touch email campaign, 2 sends of the email invitation responding to recipients interaction	Performed well against benchmarks with unique open rate of 26.13%, and unique clickthrough rate of 3.43%.
	Social Media	Botanical Society of America journal articles are periodically promoted on Wiley's subject area Twitter accounts throughout the year, mainly on @WileyEcology with potential reach of 43.7k	Ongoing
Visibility and authors	Conferences	Botany 2019 – Sponsorship of student mixer; Joint Virtual Issue with Scandinavian Plant Physiology Society and the Nordic Society Oikos; 2 flyer designs highlighting featured collections provided by our in house design studio, to be printed; Large Pull up banner featuring the journal; banner ad placement on hub Evolution 2019 – Joint Virtual Issue with organic social media promotion on Wiley Evolution	In progress



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Thank you

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