



Publishers
Communication Group

pcgplus.com

PCG

Sales and marketing strategies for
publishers, driven by experience,
connections and credibility

An Ingenta Company

Content knows no boundaries

As a publisher, your objective is to expand usage and extend your influence, but where to start? How do you understand and serve diverse users and decision makers in emerging countries around the world? How do you even know who to reach out to?

PCG can simplify your global sales strategy

For 25 years, PCG has been connecting academic and professional publishers to the worldwide library community, with a comprehensive range of specialized sales, marketing and research services.

Whether it's focus groups with microbiologists, analysis of China's academic market or library visits at remote universities in Ecuador, PCG has been there. Our blended and customizable programs will help you navigate your target market, increase your sales and globalize your audience.

PCG Services



Research

- Gap analysis
- Focus groups
- Surveys
- Strategic consulting



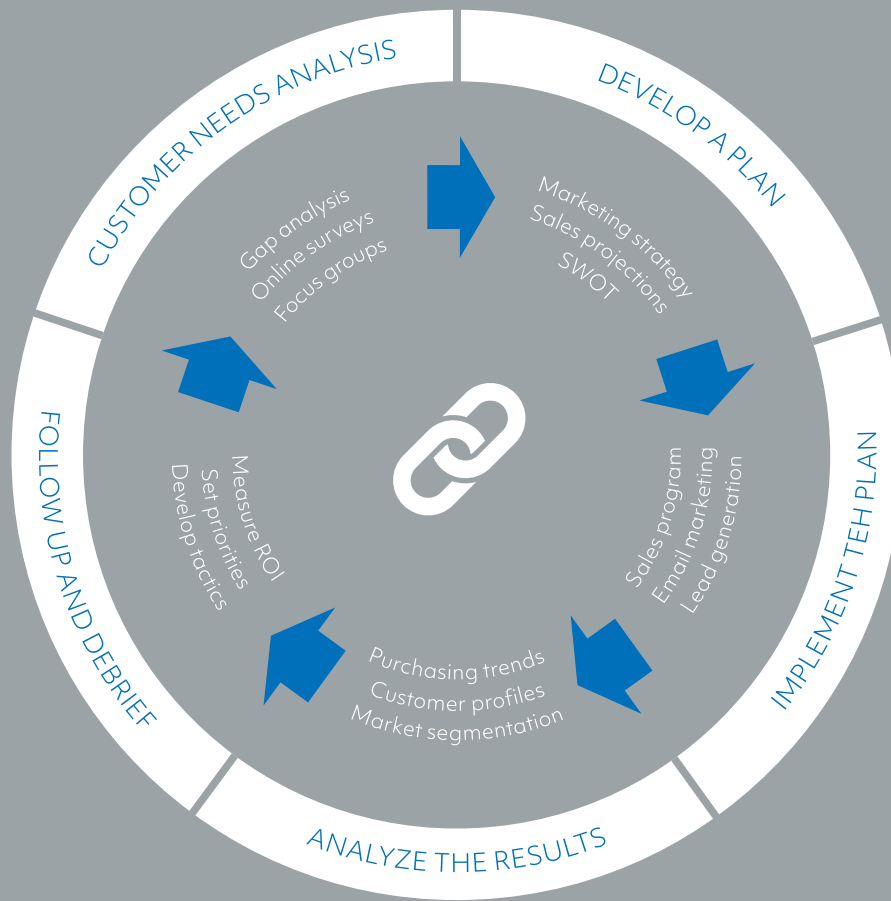
Sales

- Local representation
- Multilingual telesales
- Lead generation
- Customer service



Marketing

- Promotional campaigns
- Collateral materials
- Library relations



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- Open Access Library Survey
- Annual Library Budget Survey
- Open Access Books Slowly on the Rise
- A Survey of Global Library Trends
- Digital Books and the New Subscription Economy

Research

Build your sales strategy on reliable data and insight into your customers

Before you can devise any editorial, marketing, pricing or content delivery strategies, you need useful market intelligence. Our industry veterans, drawn from the ranks of librarians, scholarly publishers and researchers, know which questions to ask, who to ask and how the answers can help you.



Strategic Business Development

PCG works with clients to develop new marketing and sales strategies (such as open access), recommend supporting market research initiatives, and help publishers review the effectiveness of their websites through usability studies and conduct financial reviews. Publishers gain a better understanding of what actually works, what they could do to supplement their efforts, and how to avoid potentially disastrous or expensive mistakes.

Online Surveys

Our online surveys provide insight into specific, targeted demographics and help publishers better understand the needs and wants of their consumers and end users. Our in-depth analysis of the results along with tailored strategic recommendations will put you on the right path forward.

Customized Market Research Interviews

PCG's experienced market research professionals conduct in-depth

conversations with a subset of end-users to supplement survey results. We collect and analyze information garnered from segments of your subscriber base and provide you with further analysis, from testing new concepts in different countries, to identifying potential gaps in your target markets.

Focus Groups

Focus Groups use group dynamics and a carefully developed agenda and moderation to tease out more information on what your end users or customers are seeking in your products and what holds them back from your content. PCG recruits the participants, facilitates the discussion, reports on the findings and provides recommendations.

PCG can answer:

- What are end users looking for?
- How can you address their most pressing concerns?
- How is your collection perceived in the market?
- What is the correct price point?



Market Opportunity Analysis

Through extensive analysis of your current subscribers, lapsed subscribers, usage metrics and specialized research into niche markets, PCG can help you decide where the best opportunities for growth are and provide you with a target list for your sales activities.

Gap Analysis

With our first-hand knowledge of the institutional and research markets, we can identify your potential performance by highlighting accounts and key consortia not currently subscribing to your content.

Pricing Analysis

By analyzing pricing information and tier definitions, PCG is able to identify discrepancies in size, usage and profile of each tier. PCG will provide you with recommendations on how to maximize revenue and customer retention rates, while optimizing your pricing and product delineation strategies in diverse markets.

Competitor Analysis

By comparing competing publishers and their products, PCG will help you build an understanding of your position in the market. We can help you objectively identify your unique value proposition and uncover new marketing and sales opportunities.

Web Analytics

Since the web is now ubiquitous in every aspect of publishing, the need for meaningful analytics grows stronger every day. PCG can help you go beyond basic clicks, unique visits and page views by identifying and interpreting useful metrics and data specific to your company. Ingenta's long history of online hosting paired with PCG's business acumen makes us the ideal partner to help you move your website forward.

Sales

Reinforce your existing sales programs or partner with PCG for long-term representation

You want to grow your business and create ongoing relationships with key decision-makers, but staff limitations, management time and overhead costs stand in the way. PCG can be your dedicated sales force. Our experienced library-facing sales staff have negotiated millions of dollars in new revenues for our publishing clients.



Global Representation

Our team will develop a sales plan to meet your objectives in key territories, conduct prospecting activities, visit decision-makers, negotiate terms, secure sales and manage orders.

Content Sales

PCG's local representation services in Latin America, India and China offer programs that can minimize costs, uncover new sales and provide customers easy, direct contact with your organization.

We are well positioned in emerging countries to generate leads and sell to academic libraries, government agencies, corporations and library consortia.

Customer Service

Our local office serves as your continental address, creating a nearby presence for your company. You can build closer relationships with your overseas customers by establishing communication in their native language. We will answer incoming inquiries regarding pricing, product content, access, article submission and claims.

Textbook Support

We know how to reach final decision-makers for textbook adoption. PCG enhances publishers' marketing efforts by directly contacting targeted lists of instructors, via email and phone campaigns, who teach in the same fields in which you publish.

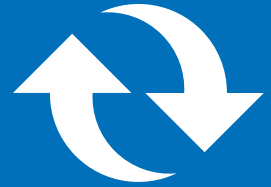
PCG will:

- Sell to libraries, consortia and end-users
- Upsell existing subscribers
- Negotiate with regional consortia
- Visit your current and potential institutional customers
- Speak to your prospects in their language during their work day
- Attend regional conferences

Marketing

Test new markets and strengthen your reputation

We will identify the most appropriate institutions and organizations to target and coordinate every aspect of your promotion to generate new sales. Because we conduct business in twelve languages across five continents, we can tailor your plan to match local needs, from email and telemarketing to collateral, social media and PR.



Lead Generation Telemarketing

Whether you already have a list of prospects or need us to identify institutions potentially interested in your publications, we will locate the decision-maker within each library, introduce the unique benefits of your publication and handle all the follow up necessary to secure new sales.

Free Trials Promotion

Based on your current customers, we develop prospect lists of institutions, library selectors or faculty members and invite them to review your titles. Influencers at targeted institutions will have the opportunity to evaluate your content, increasing the likelihood of a new subscription.

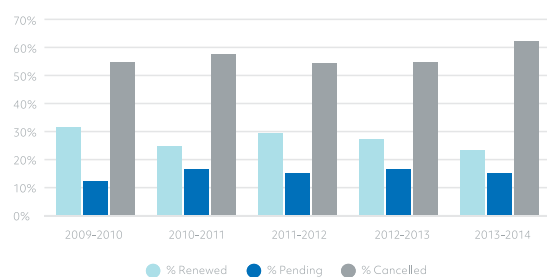
We solicit submissions for your publications among respected researchers in their field while generating greater awareness for your product. We also collect input from these high profile researchers which can be integrated in your editorial strategy.

Lapsed Subscriber Campaigns

PCG directly contacts your list of lapsed subscribers around the world in their native language to collect extensive feedback to increase the likelihood of recapturing their subscriptions. We also gather detailed information about libraries' selection process, so you can better address their concerns.

PCG will:

- Expand the awareness of your publications.
- Encourage librarians, academics, and researchers to initiate subscriptions



Lapsed Journal Subscriptions
Renewal Trends 2009-2014



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Publishers around the world have partnered with PCG for 25 years to increase their sales, promote scholarly content and connect with new subscribers.

Established in 1990, PCG (Publishers Communication Group) is an internationally recognized sales and marketing consulting firm providing a range of services designed to support and drive your sales strategy. With local staff in the US and Europe, as well as in growth markets such as India, China and Latin America, PCG combines 25 years of research, marketing, and sales experience with a depth of knowledge in scholarly publishing and the global library community. PCG is an Ingenta company.

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- ACCESS
- Adam Matthew Digital
- Alexander Street Press
- Allen Press
- American Association for Cancer Research
- American College of Physicians
- American Institute of Aeronautics and Astronautics
- American Institute of Physics
- American Medical Association
- American Physical Society
- American Physiological Society
- American Psychiatric Publishing
- American Psychological Association
- American Public Health Association
- American Society for Biochemistry and Molecular Biology
- American Society for Microbiology
- American Society for Nutrition
- American Society of Civil Engineers
- American Society of Clinical Oncology
- Association for Computing Machinery
- Berghahn Books
- BioData
- BioMed Central
- BioOne
- BioScientifica
- Blood
- Bloomsbury
- Book Industry Study Group
- Botanical Society of America
- Brill
- British Medical Journal
- CABI
- Cambridge University Press
- Cengage Learning
- Christian Science Monitor
- Cold Spring Harbor Laboratory Press
- Credo Reference
- Decker Intellectual Properties
- Duke University Press
- EAGE
- East View Publications
- Edward Elgar Publishing
- Elsevier
- Emerald
- Endocrine Society
- European Association of Geoscientists & Engineers
- European Respiratory Society
- Focus Economics
- Geological Society of London
- GSE Research
- Guilford Press
- Harvard University Press
- Hogrefe
- Human Kinetics
- IFIS
- Inderscience
- INFORMS
- Institution of Civil Engineers - Telford
- Institution of Engineering and Technology
- Intellect
- International Monetary Fund
- IOS Press
- Publishers Group
- Johnson Center for Philanthropy
- Journal of Bone & Joint Surgery
- JoVE
- Kudos
- LexisNexis
- Lippincott Williams & Wilkins
- Microform Academic
- MIT Press
- MIT Sloan Management Review
- National Research Council
- New England Journal of Medicine
- OECD
- Optical Society of America
- Oxford University Press
- Palgrave
- PEP
- PNAS
- Policy Press
- Portland Press
- ProQuest
- Radiological Society of North America
- Ringgold
- Rockefeller University Press
- Royal College of Nursing
- Royal Society
- Sage
- Science Reviews 2000
- ShiplIndex
- Society of Exploration Geophysicists
- Springer
- Taylor & Francis
- University of Toronto Press
- Wiley-Blackwell
- World Bank

38 Chauncy Street, Suite 1002,
Boston, MA 02111, USA
T +1 617 497 6514

8100 Alec Issigonis Way, Oxford,
OX4 2HU, UK
T +44 (0) 1865 397800

Boston | Oxford | São Paulo |
New Delhi | Beijing

inquire@pcgplus.com | pcgplus.com