



**PCG**  Publishers Communication Group

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

# Content knows no boundaries

As a publisher, a major goal is to expand your readership 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 over 20 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, conference exhibits in the Ukraine 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, no matter how treacherous the journey.

### PCG SERVICES



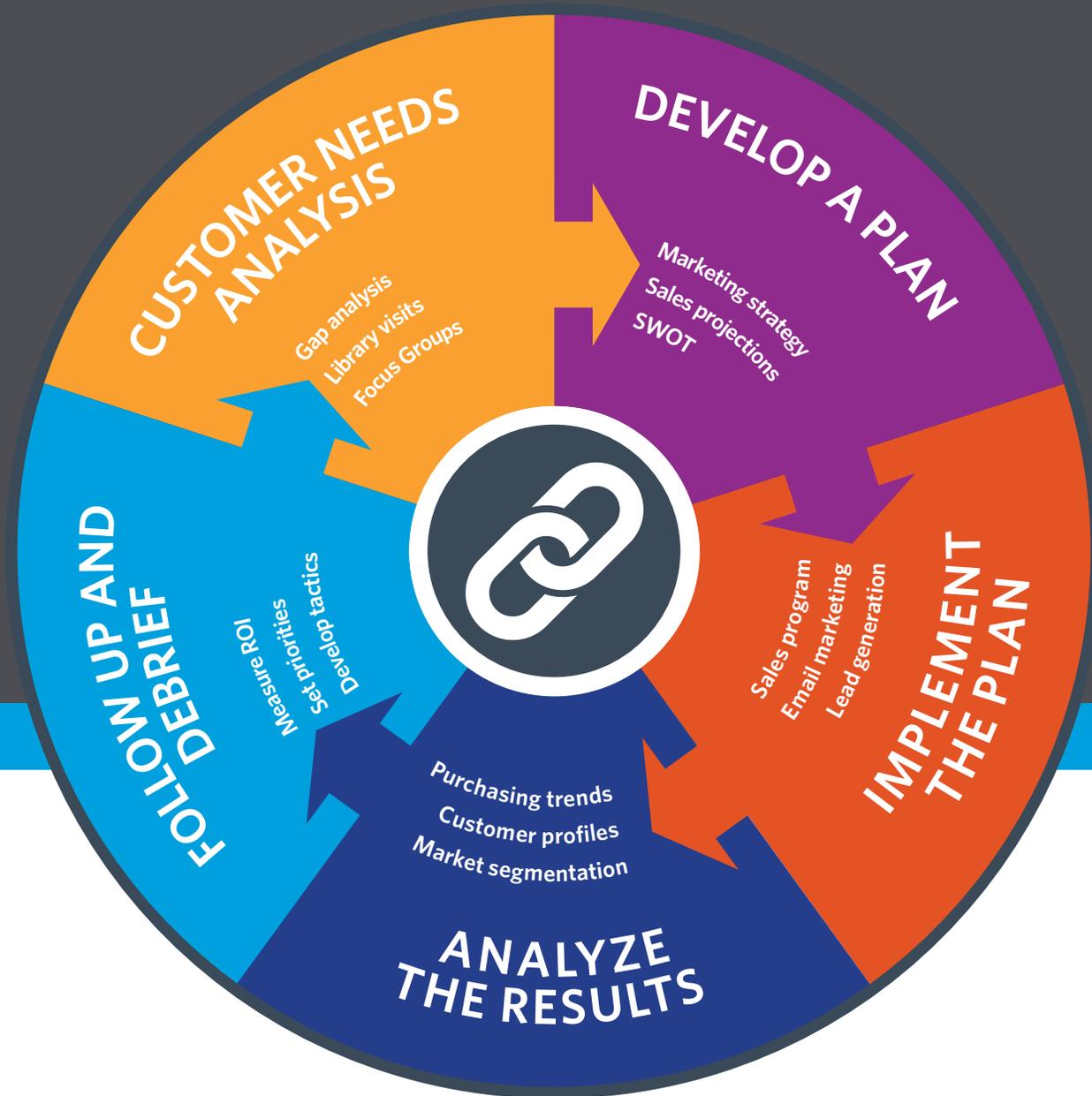
- **Sales**
  - Local representation
  - Multilingual outreach
  - Lead generation
  - Customer service



- **Marketing**
  - Promotional campaigns
  - Collateral materials
  - Conference exhibits
  - Library relations



- **Research**
  - Gap analysis
  - Focus groups
  - Surveys
  - Strategic consulting



Visit [pcgplus.com](http://pcgplus.com) to download our free industry white papers and research reports:

- Trends in Journal Subscription Renewals and Cancellations Over the Last Five Years
- Annual Library Budget Survey
- Scholarly eBooks: Best Practices to Encourage High Usage
- Scholarly eBooks: Understanding the Return on Investment for Libraries



## SALES > Deploy a Global Sales Force

### Global 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 has negotiated millions of dollars in new revenues for our publishing clients.

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.

### Regional Account Management

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.

#### PCG will:

- Sell to libraries, consortia and end-users
- Upsell existing subscribers
- Grow your customer base
- Promote special offers and trials

#### PCG will:

- Speak to your prospects in their language during their workday
- Visit your current and potential institutional customers
- Work with local third party vendors
- Negotiate with regional consortia
- Report on market trends
- Attend regional conferences





## MARKETING > Motivate your target audience

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

### 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.

### Faculty Marketing

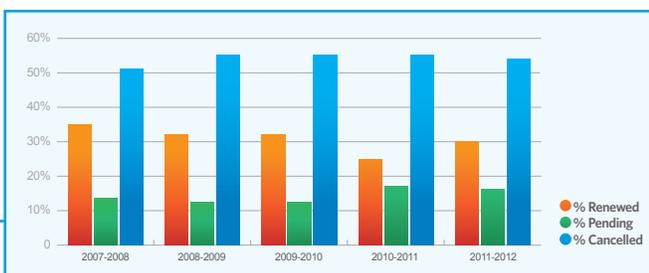
We solicit submissions for your publications among respected researchers in their field while generating greater awareness for your product. We also collect input from these high profile researchers which can be integrated in your editorial strategy.

### Lapsed Subscriber Campaigns

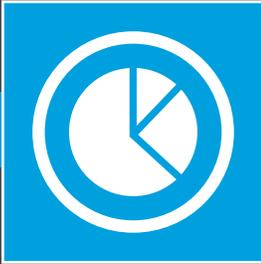
PCG directly contacts your list of lapsed subscribers around the world in their native language to collect extensive feedback to increase the likelihood of recapturing their subscriptions. We also gather detailed information about libraries' selection process, so you can better address their concerns..

#### PCG will:

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



**Lapsed Journal Subscriptions**  
*Renewal Trends 2007-2012*



## RESEARCH > Identify long-term opportunities

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.

### Library Advisory Board and Focus Groups

Publishers come away with a better understanding of which ideas and plans need to be strengthened, changed or canceled. Potentially disastrous and expensive mistakes can be avoided, and stronger, more appealing offerings can be developed to broaden your audience and enhance your image.

### Customized Market Research Campaigns

We can collect feedback from different segments of your subscriber base or test new concepts in different countries. Then we analyze the data and make practical recommendations which you can integrate with your overall editorial or marketing strategy.

### Market Overview Report/Gap Analysis

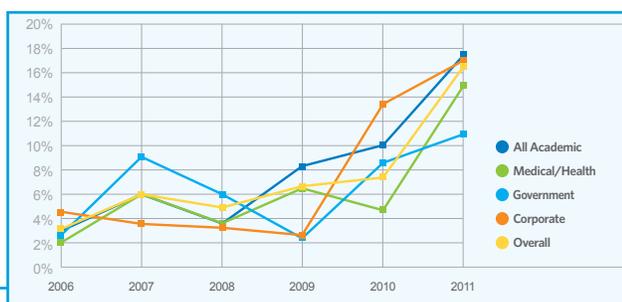
Let us analyze your subscriber data to identify potential gaps in your target markets. By researching key institutions with programs most relevant to your publications, we can measure the level of penetration of your journals and identify opportunities for growth.

### Library and Publishing Market Reports

Based on our first-hand experience visiting and surveying librarians around the world, we will examine factors unique to each country and culture and make recommendations to integrate in your communication plan.

#### 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?

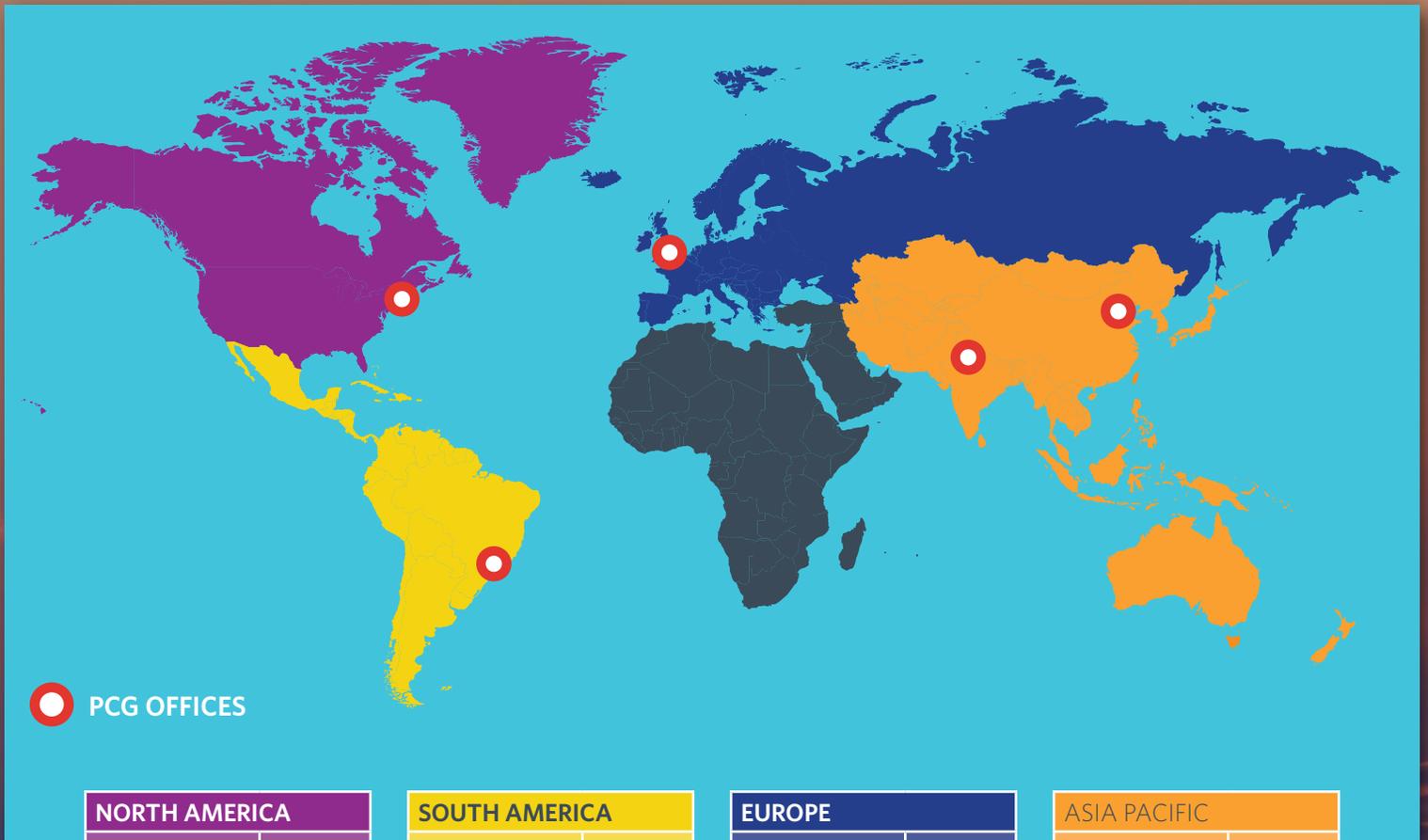


#### eBook Trends

Percentage of eBook spending in libraries as part of the overall book budget from 2006-2011. From the PCG 2012 Library Budget Report

# Key Trends from the 2013 Library Budget Survey

Global Predictions



 PCG OFFICES

NORTH AMERICA	
Materials	0.1%
Serials	0.7%
Books	-0.4%
Overall	0.3%

SOUTH AMERICA	
Materials	-3.4%
Serials	-3.3%
Books	-3.6%
Overall	-3.4%

EUROPE	
Materials	0.9%
Serials	-1.1%
Books	-0.6%
Overall	-1.4%

ASIA PACIFIC	
Materials	4.5%
Serials	2.4%
Books	4.8%
Overall	4.9%



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 a breadth of over 20 years of sales, marketing and research experience with a depth of knowledge in scholarly publishing and the global library community. PCG is a Division of Publishing Technology.

**Publishers around the world have partnered with PCG for over 20 years to increase their sales, promote scholarly content and connect with new subscribers.**

- |   |   |
|---|---|
| 1DegreeBio  | Hogrefe                                       |
| Adam Matthew Digital                                    | Human Kinetics                                |
| Allen Press   | IFIS  |
| American Association for Cancer Research                | Inderscience                                  |
| American College of Physicians                          | INFORMS                                       |
| American Institute of Aeronautics and Astronautics      | Institution of Civil Engineers - Telford      |
| American Institute of Physics                           | Intellect                                     |
| American Medical Association                            | International Monetary Fund                   |
| American Physical Society                               | IOS Press                                     |
| American Physical Therapy Association                   | ISPG - Independent Scholarly Publishers Group |
| American Physiological Society                          | Johnson Center for Philanthropy               |
| American Psychiatric Publishing                         | Journal of Bone & Joint Surgery               |
| American Psychological Association                      | JOVE  |
| American Public Health Association                      | LexisNexis                                    |
| American Society for Biochemistry and Molecular Biology | Lippincott Williams & Wilkins                 |
| American Society for Microbiology                       | Maney Publishing                              |
| American Society for Nutrition                          | Microform Academic                            |
| American Society of Civil Engineers                     | MIT Press                                     |
| American Society of Clinical Oncology                   | National Research Council                     |
| AMSUS   | Nature  |
| Association for Computing Machinery                     | New England Journal of Medicine               |
| BioData   | OECD  |
| BioMed Central  | Optical Society of America                    |
| BioOne  | Oxford University Press                       |
| BioScientifica  | Palgrave                                      |
| Blood   | Paratext                                      |
| Bloomsbury  | PEP   |
| Brill   | PNAS  |
| British Medical Journal                                 | Policy Press                                  |
| CABI  | Portland Press                                |
| Cambridge University Press                              | ProQuest                                      |
| Chronicle of Higher Education                           | Radiological Society of North America         |
| Cold Spring Harbor Laboratory Press                     | Royal College of Nursing                      |
| Credo Reference   | Royal Society                                 |
| Decker Intellectual Properties                          | Sage  |
| Duke University Press                                   | ShiplIndex                                    |
| Elsevier  | Society of Exploration Geophysicists          |
| Emerald   | Springer                                      |
| Endocrine Society                                       | Taylor & Francis                              |
| European Association of Geoscientists & Engineers       | University of Toronto Press                   |
| European Respiratory Society                            | Water Environment Federation                  |
| Focus Economics   | Wiley-Blackwell                               |
| Geological Society of London                            | World Bank                                    |
| Geological Society of America                           |   |
| GSE Research  |   |
| Guilford  |   |