

WILEY

**Using Content
Consumption
Behaviour to Inform
Your Publication
Strategy**

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In the days of print we never knew



Credit: Marine's/Shutterstock



And when digital came along we all made assumptions

Younger generation = digital



Older generation = print



Credit: StockLite/Shutterstock



Where are we now?

Top five activities for Silents

- Reading association publication(s).
- Voting in association elections.
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.

Top five activities for Boomers

- Reading association's publication(s).
- Attending annual meeting/trade show.
- Visiting members-only section of website.
- Voting in association elections.
- Attended regional or sectional event(s).

Top five activities for Generation X

- Reading association publication(s).
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.
- Voting in association elections.

Top five activities for Millennials

- Reading association publication(s).
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.
- Participating in association's public social media network(s).



Source: Society membership:
the generation gap, Wiley

Where are we now?

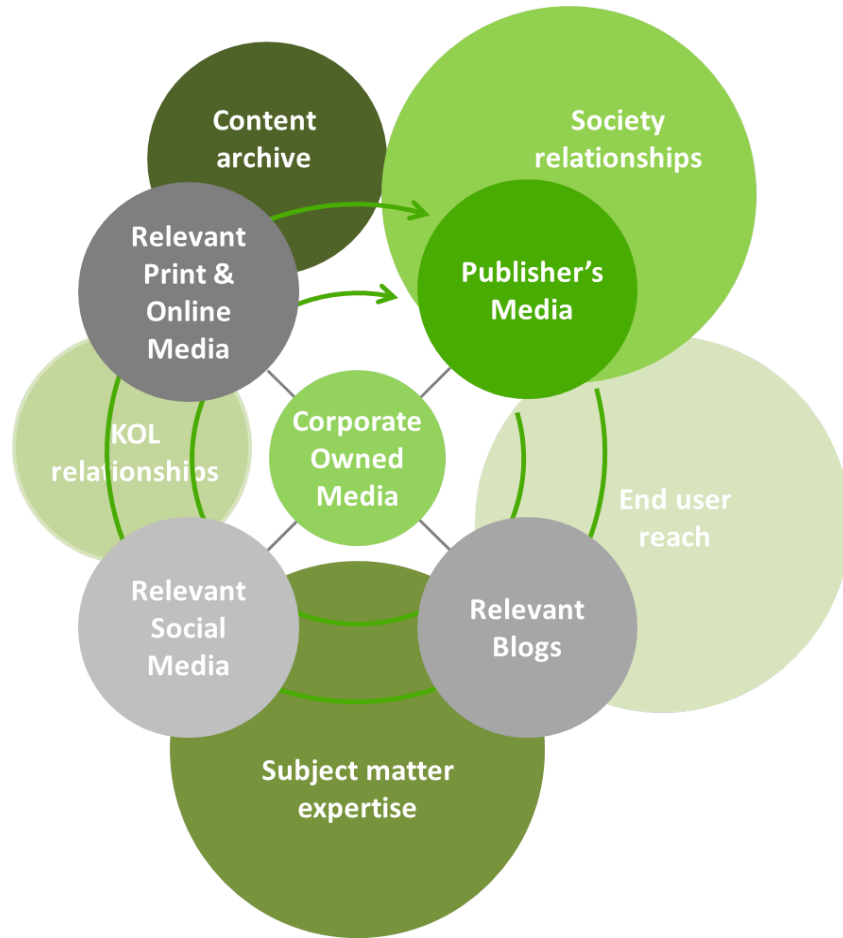
Physicians are moving online

- 99% use a Desktop/Laptop
- 84% use a Smartphone
- 54% use a tablet



Source: Google Manhattan Research Project – Google Physician Channel Adoption Survey, 2012

But it's not that simple...



Credit: Voyagenix/Shutterstock



Credit: Colin Anderson/Getty Images



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Defining Your Audience



Age
Career stage
Qualifications
Gender
Trainee
Researcher
Consultant



Search behaviours
Content consumption behaviours
Social media interaction

Desk Research

A general picture of how a community behaves



Data from existing Wiley studies & surveys



Data from Wiley Online Library content consumption analysis



Data from existing published studies by market research companies



Benchmarking of competitor publications



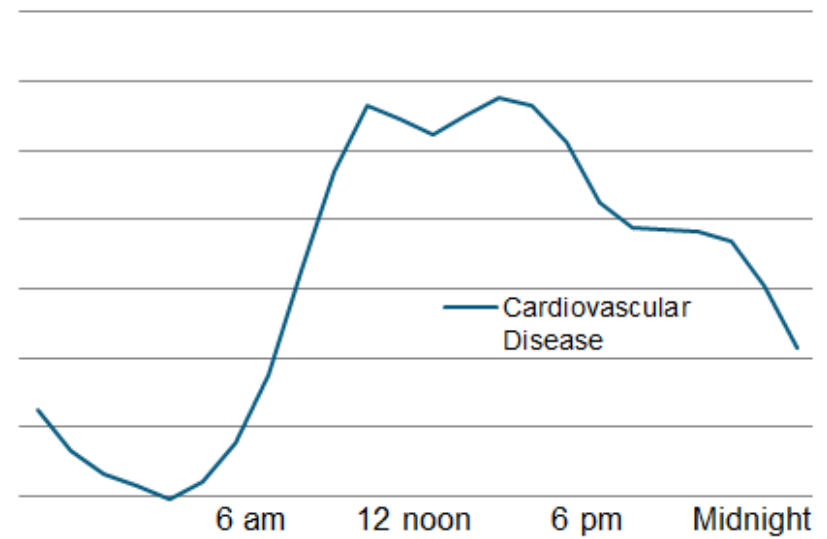
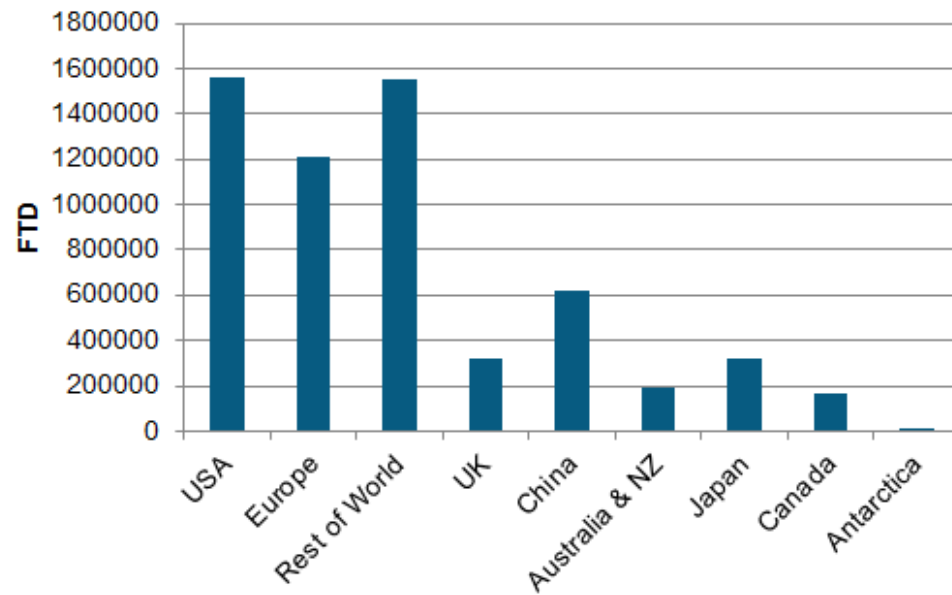
Keyword research



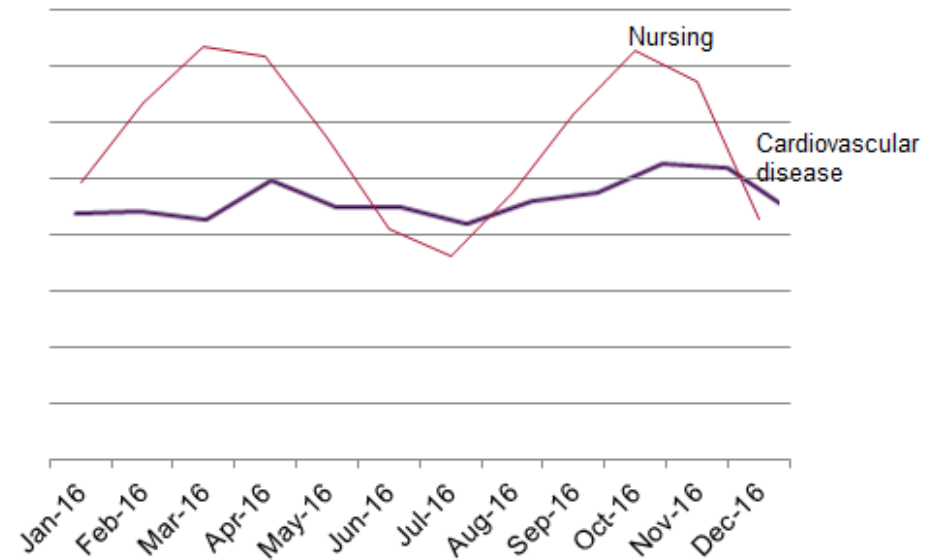
Social listening



Gastroenterology & Hepatology FTD by Region

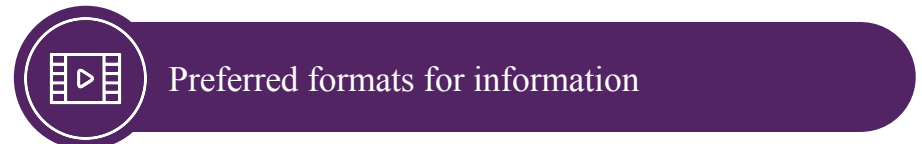
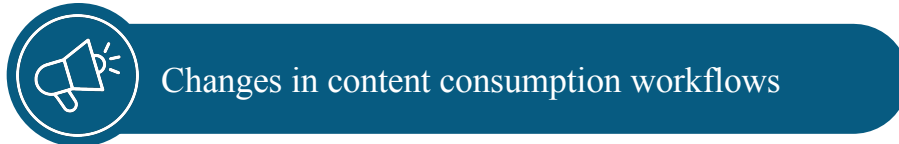


Content consumption behaviour insights



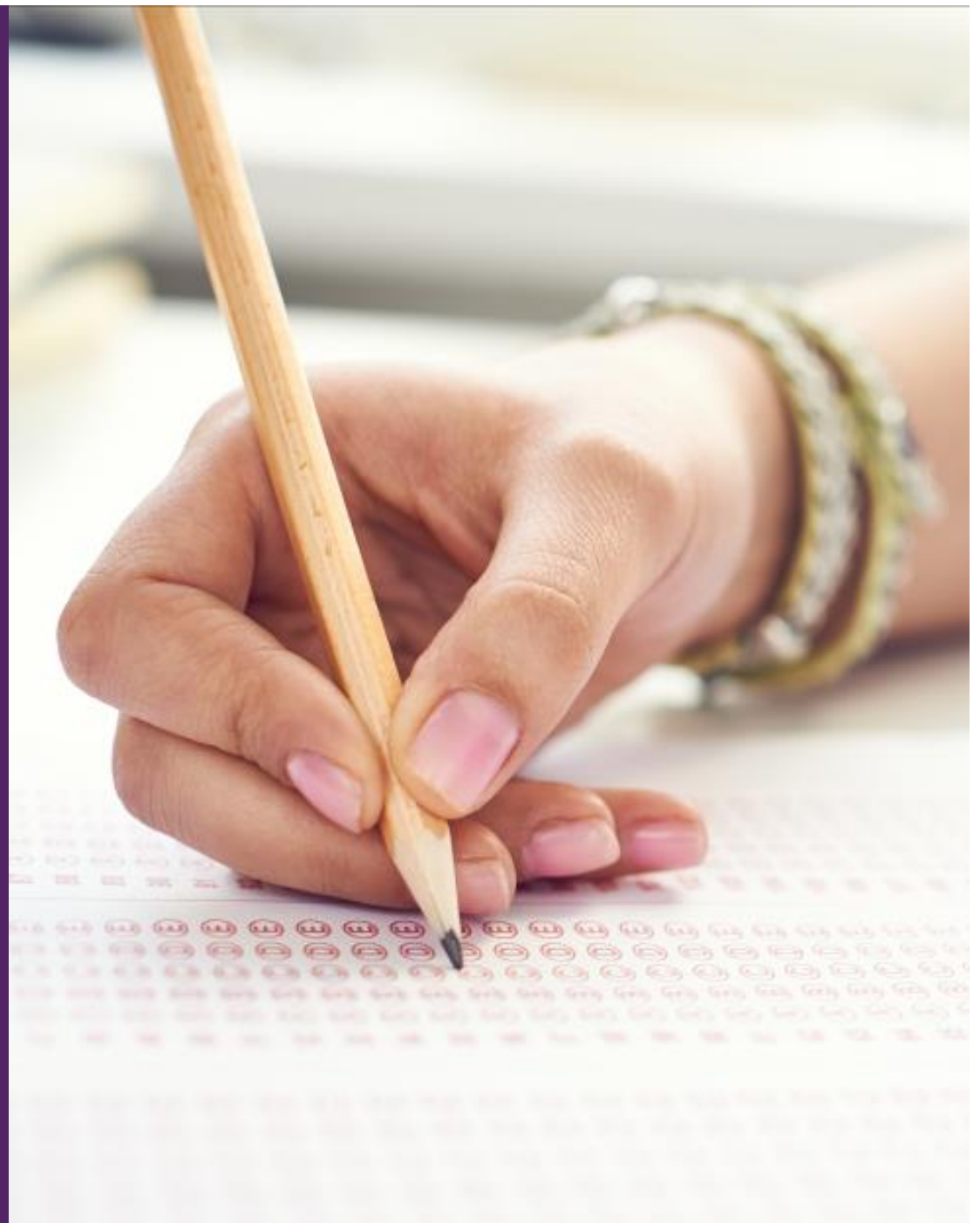
Talking to the Community

Once we have determined the general behaviours based on our research Wiley interviews a select group from the community.



Validating Insights

- Desk research and selected interviews will give an indication of the content consumption trends.
- Wiley would look to validate the findings across its own readers as well as members of the societies for which we publish.



Diabetes Professionals Vs Urological Surgeons

- Search timing
- Search preferences
- Content preferences
- Content quality evaluations
- Social media use



Content Strategy

By understanding how your target audience is engaging with content, we can help deliver your key messages in:



The most engaging format



To an audience who wants to engage



With messages that will change behaviours and help grow your business



At the time of day, week, month, year that they are most receptive

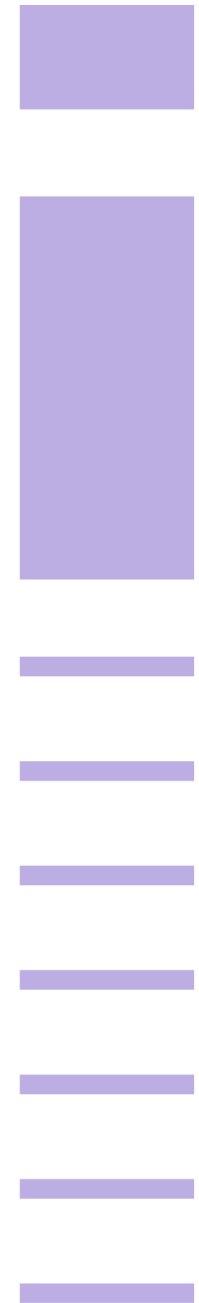
All of our analytics and research will be backed up by consultation with key editors



A content strategy will extend the reach of the original content

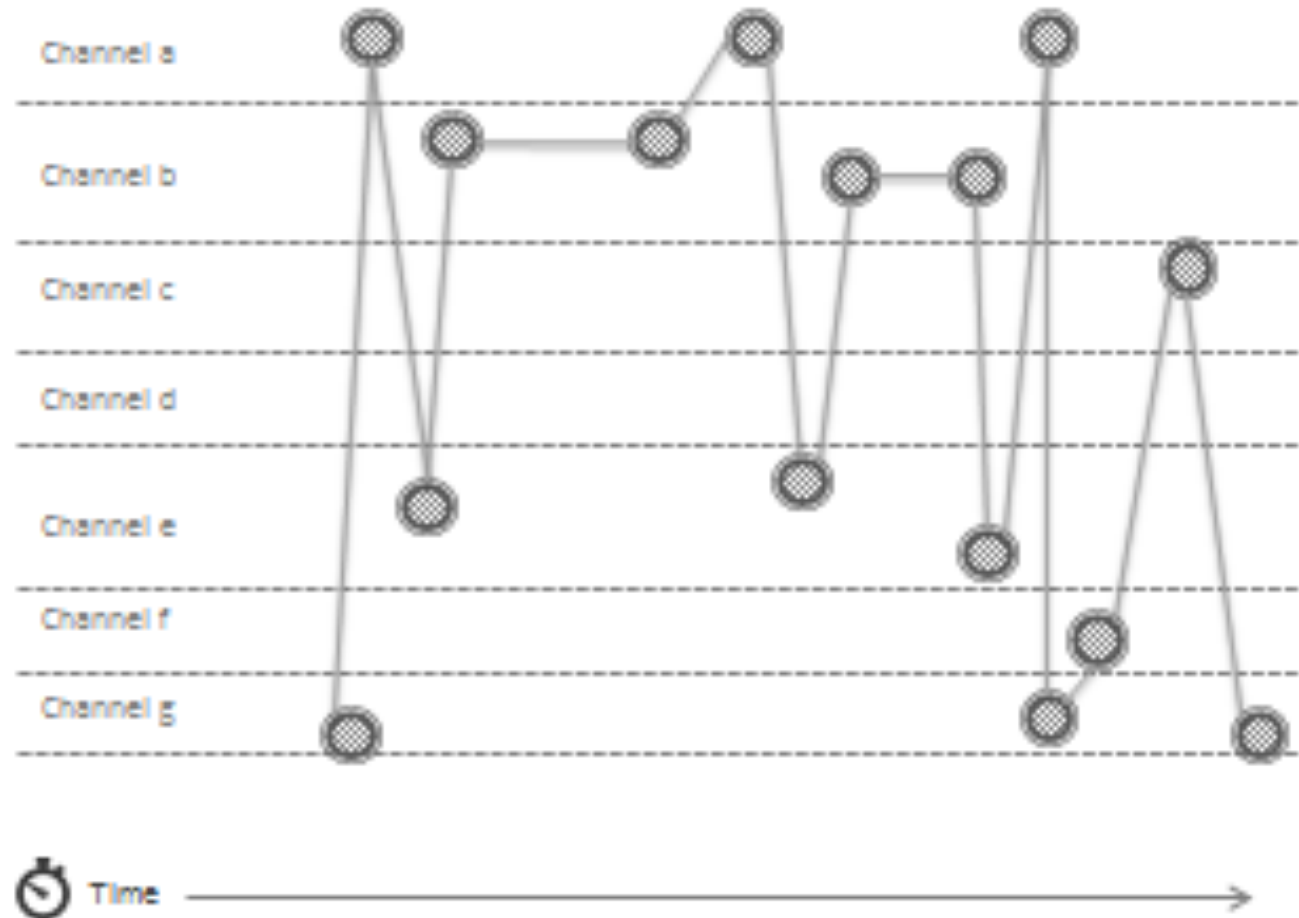
A Content Strategy engages users...

- A **content strategy** can be used to increase engagement with a community
 - Establish readers' needs and match high-quality content
 - Engage with readers to obtain feedback and improve
 - Continually review to evolve and discover unmet needs
 - Focussing on relevance, produce a mix of content types
- A content strategy will **extend the reach of the original content**
- To engage you need to provide value



...and takes them on a journey

Customer Journey





Thank you

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