Using Content Consumption Behaviour to Inform Your Publication Strategy

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In the days of print we never knew
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…
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 existing published studies by market research companies
- Keyword research
- Data from Wiley Online Library content consumption analysis
- Benchmarking of competitor publications
- Social listening
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.

- Pain points in searching
- Changes in content consumption workflows
- Professional ambition
- Usual information sources
- Preferred formats for information
- Content quality evaluation
- Most common tools for learning/training
- Search behaviour (needs/ reasons)
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
Thank you

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