Marketing Overview 2015

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Entertainment Computing

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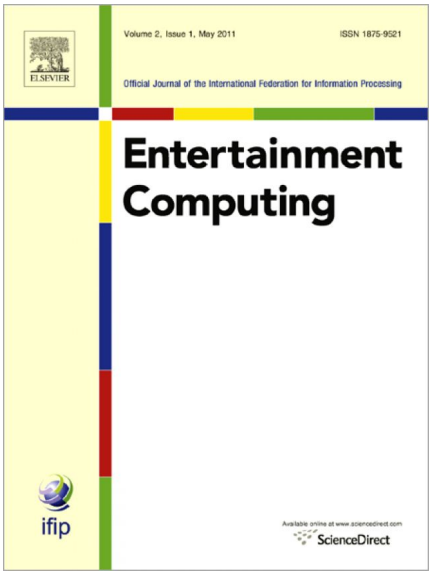


www.elsevier.com/locate/entcom

Marketing Communications Strategy

Our marketing communications strategy is designed to promote *Entertainment Computing* and its benefits, attracting more readers and more contributors of high quality content.

We use a comprehensive range of online, digital and print channels to increase the visibility of *Entertainment Computing*; and to help simplify and speed up decisions around content and submissions, benefitting you and your potential contributors.

Online marketing in particular can deliver great results. Our strategy uses online marketing techniques to:

- Demonstrate the strength of the journal on online platforms – by far the most wide-reaching communications channels
- Improve customer interaction, building an active community of readers and contributors
- Provide digestible, results-focused communications – digital ads, social media, search engine optimization (SEO) and email
- Deliver comprehensive marketing campaigns
- Provide greater flexibility, with tailored options for different marketing needs

You can find more information, and a range of downloadable resources for editors, on the Editors' Home www.elsevier.com/editors/marketing.

Latest developments

Journal Insights

The Journal Insights pod gives a powerful visual representation of the journal's performance. Displayed on the journal's homepage, the pod uses eight metrics within three key groups (impact, speed, authors). It helps researchers and authors to make better and easier decisions about submitting their work, increasing the chances of relevant, high-quality contributions.

Spotlighting Elsevier's awards and their recipients

Awards play a vital role in the research community, helping to set standards and acknowledge researchers' contributions to the world of discovery. Elsevier's support for awards – often made possible by societies and other partner organizations – means that outstanding academics from around the world get the recognition they deserve.

Today, we present around 300 awards each year, with grants ranging from $100 to $25,000. The portal www.elsevier.com/awards showcases the awards we support, and gives information on how to participate and nominate.

Article Usage Alerts

This free service, offered by *Entertainment Computing* , enables authors to measure the impact of their article via its activity on ScienceDirect. As well as showcasing monthly and cumulative post-publication data, Article Usage Alerts give authors great options for sharing and promoting articles via social media, increasing their visibility and usage.

Online marketing

Journal homepage on Elsevier.com

www.elsevier.com/locate/entcom

Entertainment Computing has a homepage on Elsevier.com. Next to ScienceDirect, the page further increases your visibility, with a fresh and dynamic approach.

The Elsevier.com homepage has two key focuses. It offers clarity for authors on how to understand and use submission and publication processes; and it gives an attractive overview of the journal's qualities and attributes.

Email campaigns

Our email campaigns for *Entertainment Computing* typically include Impact Factor results, calls for papers, and most popular articles and issues. Here's an overview of previous campaigns:

Campaign Description	Date	Sent	Open Rate	Click Rate
Publication Speed Campaign	25 Apr 2014	193456	43.3%	3.3%
Most Popular Articles on Mendeley Global Campaign	11 Dec 2014	307831	36.4%	1.5%

Campaign Description	Date	Sent	Open Rate	Click Rate
Geographic focus campaigns to drive awareness of high impact authors and usage of their content in their national communities	20 Dec 2014	44438	28.9%	12.2%

Journals Preference Center

https://communications.elsevier.com/webApp/els_signUpPreferenceCenter

The Journals Preference Center lets researchers streamline the information they receive about *Entertainment Computing* and other journals. It avoids unnecessary contact; they only get the information they want and need to know. It also helps editors, giving insight into each journal's performance and positioning, and enabling direct communication with key audiences and contributors.

Banner advertising

Online banner adverts promote the latest developments from *Entertainment Computing*, including new services, activities and special events that will appeal to readers.

Social media

Today, one-way communication from brand to audience is of limited value: using social media is essential for promoting *Entertainment Computing*, and building its community of readers and contributors. The resulting dialogue and interaction can significantly boost the journal's reach, and secure valuable new content.

Computer Science has a lively presence on our social media channels, with an engaged audience of 27,160 individual users.

Facebook: www.facebook.com/ElsevierComputerScience
11,262 Likes on Facebook.

Twitter: twitter.com/comp_science
8,990 follow us on Twitter.

LinkedIn: www.linkedin.com/groups?home=&gid=3384863&trk=anet_ug_hm
8,052 members have joined our LinkedIn group.

Search engine optimization

Search engine optimization (SEO) brings more readers to your webpages and ensures they're highly ranked by Google, Bing, Yahoo and other major search engines.

We work continually on SEO to make sure that *Entertainment Computing* is easy to discover and engage with, including by:

- Emphasizing key words and key topics
- Adding target audiences
- Promoting affiliations with societies
- Highlighting groundbreaking research and unique selling points

Customized marketing

We've used a number of specific marketing initiatives to promote *Entertainment Computing*.

Activity Description	Completion Date
Community Appreciation Reception for Authors and Reviewers during CHI and INFOCOM - email invite to authors, reviewers and edito	30 Apr 2014
2014 Computer Science Journals – A5 to A2 foldout reference	31 Sept 2014
Computer Science Journals 2014 - A5 to A2 foldout for exhibit/conference use	31 Dec 2014

Exhibitions

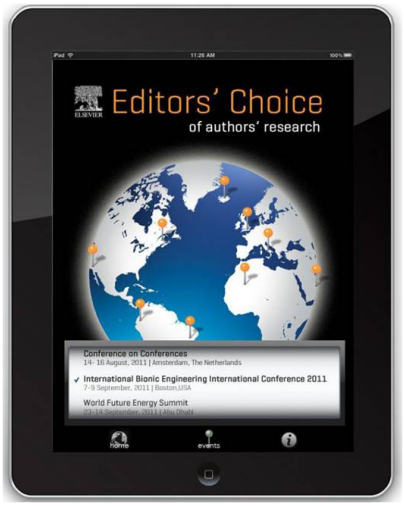
Exhibitions are a great opportunity to meet face-to-face with editors, authors, reviewers and readers.

Our presence can range from a physical stand, or displaying and sharing exhibition materials, through to sponsoring an event; offering digital solutions for attendees and organizers; and hosting sessions and workshops.

Entertainment Computing was promoted at:

Exhibition Name	Place and Date	Activity Description
Human Factors in Computing Systems	Seoul 18 Apr 2015	Journal Sample Copies
ACM CHI Conference on Human Factors in Computing Systems (CHI)	Seoul 18 Apr 2015	Booth at CHI with journal promotion - sample copies, journal flyers/catalogues with call for papers, banners and posters
ACM CHI Conference on Human Factors in Computing Systems (CHI)	Toronto 26 Apr 2014	Booth at CHI with journal promotion - sample copies, banners and journal flyers/catalogues

Editors' Choice mobile website



The Editors' Choice mobile website lets journal editors give users a hand-picked selection of key journal content along with their personal motivation for selecting the articles. The benefits of the Editors' Choice website include:

- Highlighting strategically-important articles from journals for up to a year
- Editors' written recommendations about the articles chosen
- Congratulations to the selected authors
- Offering targeted, personalized reading recommendations to delegates before, during and after an event
- Increased recognition for the journal, its editors and contributors

CiteAlert

CiteAlert notifies authors when their work is cited in articles published on ScienceDirect. This rapid email notification gives authors:

- An overview of all journals in which their work has been cited
- Insight into their article's influence
- Opportunities for networking and professional collaboration with other researchers

Top-Cited award campaigns

We want to reward those authors whose papers have achieved the top citation rates in our journals. We do this with the annual Top-Cited award campaigns which show recognition for the efforts of influential authors. *Entertainment Computing* was featured in the 2013 campaign. Authors of top-cited articles receive a congratulatory email with a unique link to their downloadable certificate, enhancing their relationship with each journal and with Elsevier.

Excellence in Reviewing award campaigns

It's important to recognize the dedication of reviewers, and their contribution to advances in science and clinical practice.

Excellence in Reviewing award campaigns acknowledge reviewers' crucial work for selected journals each year.

Ethics in research and publication

http://www.elsevier.com/ethics

To get off to the best career start, it's vital that authors and researchers understand the ethics of scientific research and publishing.

Our materials and tools are a strong resource for promoting best practice and preventing misconduct, benefitting authors and the scientific community alike.

ScienceDirect

www.sciencedirect.com

Entertainment Computing is available on ScienceDirect: the host of 12.6 million content pieces and the source of nearly 2,500 journals and more than 26,000 book titles.

Each year, ScienceDirect offers the first issue of most journals free to all users, including guests, previewing the journal and its qualities for potential readers and contributors.

As well as new volume and issue alerts, ScienceDirect offers a range of other email alerts, including:

- **Search alerts** when a stored search retrieves new results; these are sent to users daily, weekly or monthly, as requested
- **Citation alerts** when new articles on ScienceDirect cite a *Entertainment Computing* article
- **Topic alerts** when new articles cover a particular subject
- **Top 25 Hottest Articles alerts**, which give users the most-downloaded articles and subjects for every journal, every quarter: http://top25.sciencedirect.com

Scopus

www.scopus.com

Entertainment Computing is featured on Scopus, the world's largest abstract and citation database of peer-reviewed literature; enabling editors to analyze citations, and to identify and manage trends.

Corporate Responsibility

www.elsevier.com/responsibility

We want to help communities around the world to improve scientific practice and health care: Research4Life, Sense about Science, The Elsevier Foundation, and RE Cares are just some of our more recent initiatives.

All of our initiatives reflect and further our commitment to pursue high standards of ethical behavior; develop world-leading products; inspire our employees and audiences; and reduce our environmental footprint.

Quick Links to Quality Resources

Our range of resources for editors, authors and reviewers help to make professional life more efficient, more effective, and better informed.

For editors

Editors' homepage
All the latest developments in journal publishing and practices, including crucial tips and intelligence from industry peers.
www.elsevier.com/editors

Editors' Update
A one-stop resource for all the latest news, debate and discussion that affects you as an editor; plus a comprehensive range of supporting services.
www.editorsupdate.elsevier.com

Journal editors' webcasts and webinars library
Webcasts and webinar series that offer practical support to editors in a digestible and user-focused form.
http://editorsupdate.elsevier.com/digital-library

Journal Editors' Conferences
Our major forum for dialogue, interaction and knowledge sharing among editor communities.
http://www.elsevier.com/editors/home#stay-connected

For authors

Authors' homepage
All the latest developments in research, authoring and publishing – including best practice for publishing in Elsevier journals.
www.elsevier.com/authors

Authors' Update
The latest insights, news and resources for authors, in a one-stop online platform.
www.elsevier.com/authorsupdate

Understanding the Publishing Process - in scientific and medical journals
A free online booklet that helps new authors get their work published in scientific and medical journals. Packed with essential information, the booklet is also used in author workshops that are held regularly throughout the year.
www.elsevier.com/journal-authors/publishing-process

Training webcasts for early career researchers
A series of free, bite-sized training webcasts with useful tips and tricks on a range of topics – including how to get papers published and noticed.
www.elsevier.com/trainingwebcasts

Webshop for authors
A range of 'boutique' products and services for authors, from translation and illustration services to customized printing.
www.webshop.elsevier.com

Open access publishing
Access to quality research is vital. We encourage engagement and dialogue about access; we are also developing our policies and initiatives, and offer a number of options for open access publishing.
www.elsevier.com/openaccess

Journal performance metrics
An online service, offering the key indicators and metrics to capture the journal's performance, reach, and influence.
www.elsevier.com/journalperformance

Elsevier Publishing Campus
A free and open online training platform for all researchers or training partners in academia. Offering online lectures, interactive training courses and professional advice from experts within the industry through to a broad range of useful resources and networks, we are proud to support you in your publishing career.
www.publishingcampus.elsevier.com

Content innovation
An initiative that enables scientists to use the latest digital tools – like 3D modeling and Glossary apps – in their published research. These technologies are an increasing feature of research methods; they can now add similar value to the resulting articles.
www.elsevier.com/about/content-innovation

For reviewers

Reviewers' homepage
Essential information on reviewing, and our submission and peer review system; plus support for reviewers, including how to get started and gain recognition.
www.elsevier.com/reviewers

Reviewer Information Pack
An online brochure with detailed information on the reviewing process and our publishing policy and procedures; and professional advice from senior reviewers and editors.
www.elsevier.com/reviewersinfopack

Reviewers' Update
An online, magazine-style round-up of important developments in peer reviewing. Senior editors and reviewers share up-to-date information on best practice, helping reviewers safeguard the scientific quality of journals.
www.elsevier.com/reviewersupdate

Monthly research selection for journalists
An online platform that spotlights topical articles for health and science journalists, attracting them to significant and newsworthy research.
www.elsevier.com/wps/find/newsroom.newsroom/research