



Hindawi raises brand profile and builds new relationships in China with holistic author marketing support from The Charlesworth Group

Customer: Hindawi

Industry: Academic Publishing, STEM, Social Sciences, Education

Challenge: To help Hindawi engage with the local scholarly community in China in order to:

- engage with researchers via local platforms to better understand community needs
- develop journals and services based on market knowledge and research

Customer Use Case: WeChat account management, dedicated landing page, media monitoring

Benefits: Improving automated communication and engagement with authors in China by integrating in-house and third-party systems with specialist support. Improving brand perception and awareness through WeChat account management, market intelligence, dedicated China landing page, brand positioning research and media monitoring.

- 84% growth in WeChat followers from 2020 to 2021
- 480,000 visitors to Hindawi's Chinese blog, ScienceNet.cn, since launch
- Increased authorship and author retention from China

Challenge

One of the world's largest fully open access (OA) publishers, Hindawi strives to increase the impact of research through openness. OA is growing in significance in China, and Hindawi are keen to support authors in China throughout their open access publication journey. They aim to help researchers to publish their research and attract a relevant audience to read, cite, and share new findings within the community.

Hindawi wants to ensure uninterrupted effective communication throughout the entire publishing process for all its authors. The thriving Chinese author community needs swift, efficient and suitable communication for article publishing status updates, plus accessible information surrounding the publishing process, on the local platforms that they regularly use.

Solution

“ We are delighted to be able to increase the brand profile in China with the support of The Charlesworth Group – by working together with authors, editors, reviewers and readers, we can better understand the changing needs of researchers, the challenges they face, and how we can contribute to scholarly communication by providing them with the tools & resources they need. ”



Julie Young
Head of China
Marketing

Social media apps are the most dominant form of communication in China, with WeChat having 1.25 billion monthly active users. Hindawi launched their WeChat account in 2018 to engage with the Chinese research community as part of the Hindawi and the Charlesworth Group partnership. With WeChat account management support, a dedicated China landing page and regular media monitoring from the Charlesworth Group, Hindawi have enhanced their author communications and resources in China and significantly grown their author engagement by 84% from 2020 to 2021.

At the beginning of this project the Charlesworth Group scoped out a bespoke service offering and provided a landscape and perception-based analysis of the Hindawi brand in the market. Hindawi then worked with the Charlesworth Group to build and develop local marketing platforms and researcher engagement activities. This was at a key time for Chinese researchers as institutions were adapting their publication policies in reaction to various new initiatives and research assessment policies and guidelines.

Conclusion

Hindawi has seen an 84% increase in WeChat followers from 2020 to 2021, and 480,000 visitors to their Chinese blog, ScienceNet.cn, since launch.

Investing in a holistic package including WeChat account management, a dedicated landing page, regular media monitoring and more has helped to improve Hindawi author engagement with strategic marketing alignment, including growing article submissions and increasing author retention.

With the guidance of the Charlesworth Group in choosing relevant channels and posting content, Hindawi has been able to listen to – and communicate with – the community through the key media platforms where researchers are most active.

Together, Hindawi and the Charlesworth Group have been able to gain increased exposure of Hindawi journals and articles – this has helped to drive community and societal impact for important research. Through increased market knowledge and awareness, Hindawi are also able to better support authors in their journey to getting published.

24/7 automated
communication to
authors in China

84% increase
in WeChat from
2020 to 2021

The partnership has expanded to include:

- Pre- and post-publication support, including discounted language editing and advice on how to get published.
- Dedicated China microsite (with .cn domain) launched in 2020 to showcase information about the Hindawi journal portfolio and services, and highlight publishing partnership – providing resources for the research community.
- Management of paid search campaigns across Sogou and Baidu – this new marketing channel enables better reach with new users based on their search terms.
- WeChat helpdesk support for authors who have questions for Hindawi.
- Automated media monitoring to expand the number of channels and platforms where Hindawi can listen and engage with their community of researchers.
- Relationship management with media and advertising to promote the Hindawi brand, journals and article content.

To discuss how The Charlesworth Group can support you with advancing your services, do get in touch at info@cwrepresentation.com