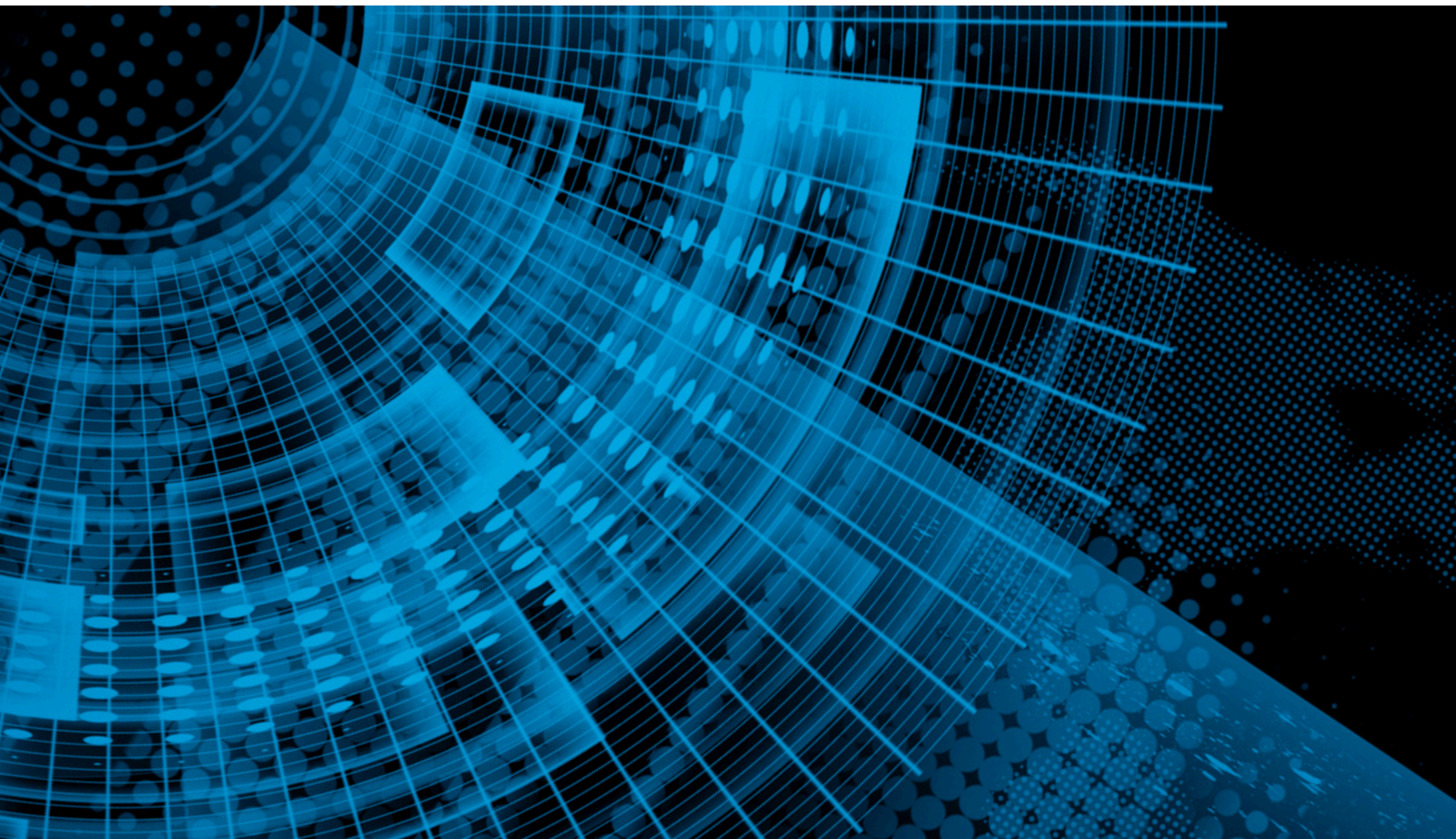


# **Give your Author Outreach a Boost with Accucoms Author Marketing Services**

Maximize Your Reach. Engage with your Authors. Improve Your Impact.



# Why Choose Us?

## 01 Academic Publishing Experience:

**With years of experience in the academic and professional publishing industry, we know how to amplify your message to your current and prospective authors.**

## 02 Tailored Solutions:

**We take time to understand your journal in order to create bespoke marketing campaigns that are tailored to meet your objectives.**

## 03 Global Expertise:

**With our knowledge of local languages and customs we can ensure your marketing is optimized for each of the markets you serve.**

↘ As the publishing landscape evolves, we recognize how important it is for publishers to have a robust, targeted, global marketing strategy which is aligned to their mission, business objectives, and editorial strategy.

Author marketing is a key part of any publisher marketing strategy, whether your goals are to reach new authors, keep existing authors inspired to continue publishing in your journals or to raise awareness about your journals.

With Accucoms unrivalled international presence and specialised local knowledge we can help.

# Our Services Include:

## Digital Marketing Campaigns:

Boost the visibility of your journals with our tailored digital marketing strategies, including social media promotion and email marketing. Utilize data-driven approaches to target the right audience and maximize engagement. We have the capabilities to translate all marketing communications into local languages with the support of our global marketing team.

## Content Creation:

Enhance the discoverability of your authors' work with high-quality, engaging content such as blog posts, infographics, and videos.

## Performance Analytics:

We measure the impact of our marketing campaigns with detailed analytics and reporting. We can provide insights and recommendations to continuously improve marketing efforts.

## Author Webinars:

Equip your authors with the skills they need to effectively submit their research to your journals and promote their work through interactive local language webinars.

**Get started today:**



[accuoms.marketing@kwglobal.com](mailto:accuoms.marketing@kwglobal.com)



[www.accuoms.com](http://www.accuoms.com)



[KGLAccuoms](#)

*Join the ranks of successful publishers who trust Accuoms to boost their author marketing efforts.*



# What our clients say

## ✚ Author Marketing for Lithosphere, published by GeoScienceWorld

Partnering with Accucoms has been transformative for GeoScienceWorld's flagship journal, Lithosphere. By entrusting Accucoms with their author marketing, GeoScienceWorld has significantly increased high-quality submissions from key global regions and expanded their author database.

Jessica Lawrence-Hurt, Director of Marketing at GeoScienceWorld, praises Accucoms for their proactive strategy development, market-specific advice, and seamless integration with her team. She highlights their professionalism, marketing expertise, and ability to manage international campaigns, resulting in a 20% increase in Lithosphere's social media followers and heightened global awareness of the journal's expanded scope.

**Lithosphere**

 **GeoScienceWorld**

## ✚ The Seismic Record Author Webinar

"It was a pleasure working with Accucoms on this webinar. They handled all the operational and promotional aspects with ease - we were very confident we were in safe hands. We had a very strong turn out on the day marking a promising beginning in promoting TSR to a new cohort of authors in LATAM.

Building brand recognition and securing submissions from a new region can be daunting for publishers, but Accucoms' local expertise, supported by their central management team, proved invaluable."

**The Seismic Record**

