

# Market your library

Tools & Services

Saskia Hoving

Manager Marketing & Account Development

**SPRINGER NATURE**

Raise your hand if you know:



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**SPRINGER NATURE**

# Springer Nature session on Thursday

More about the new force in publishing :

Discover how we arm health professionals with research content

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**Session: "Content for Hospitals & Health" - Alyssia Sebes**

Listen to how we make research content (like the Hospitals & Health Collection) available to all types and sizes of organizations from small hospitals, medical and biomedical research institutions to consortia with multiple users across locations.

**Thursday, June 9th | 15.45-16.00 | Room "Descubrimiento"**

# This session is all about your needs

- Introduction
- Current tools & services
- Your wishes & needs
- Summery
- Thank you & receive your white paper



# For those who don't know me...



## Saskia Hoving

Manager Marketing & Account Development

- Working closely with our customers globally
- Based in the Netherlands, Dordrecht office

Working at Springer Nature  
for 8 years



@Adisas



Springer Nature Soccer Tournament



Allen the Owl

Organizational positions held:

- **Springer (Nature)** – 3,5 years  
Content Acquisition Marketing,  
Human & Behavioral Sciences
- **BSL (Springer Media)** – 2 years  
Direct Marketing, Mental Health


# Tools & Services already there for you

**Hospitals & Health**

- » Request a trial
- » Tools & Services
- » Contact
- » Customer Experiences
- » Conferences and Events
- » News
- » Alerts


## Make Full Use of Our Tools & Services

Become more visible within your organization and showcase your Springer content with the help of our Tools & Services. Let us help you increase awareness and get the best return on investment.



If you require any assistance, have any questions/feedback, or would like any additional support/tools, please email the Springer team [RD@springer.com](mailto:RD@springer.com).

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**Contact Us Today!**

If you have any questions or remarks [» read more](#)

## Tools to Help You Promote Springer Content

**Hospitals & Health**

[More details](#)

Find an overview of existing marketing and communication tools to help you promoting your Springer eBooks and journals content in the medical area.

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**SpringerProtocols**

[More details](#)

Find the right marketing tool to promote SpringerProtocols at your institution.

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## How to Raise Awareness of Information Resources within Your Organization

- ▶ 10 Steps to Promote Information Resources at Your Organization
- ▶ Extract Data Reports for Your Budgetary Meetings
- ▶ Springer Content on Topics of Interest to Information Managers

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## Services That Can Help You and Your Users

- ▶ Request a live training
- ▶ Watch the platform video tutorials
- ▶ Sign up for alerts and RSS feeds
- ▶ Free Products & Innovative Tools
- ▶ Social media channels to follow
- ▶ Request trial access to additional content

## Tools to promote Springer content

- Email templates
- Text for newsletters
- Website banners

## How to raise awareness of Information Resources within your organization

- 10 steps to promote Information Resources at your organization
- Extract data reports for your budgetary meetings
- Springer content on topics of interest to Information Managers

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# 10 steps to promote Information Resources at your organization

Springer for Research & Development



## 10 Steps to Promote Information Resources at Your Organization

The key goal for information management teams is to provide company staff with the best available content.

- How will they know they have access to the content you procure?
- Was it your team who provided them the access?
- How do you prove the business value of this content to management during budget reviews?

Increase Visibility

springer.com/librarians



Key way to raise **the profile and visibility** of information resources at your organization.

The tips and tools are a result of comprehensive interviews, summits, LABs, and feedback collected from you and your peers.

1. Meet and Learn Your Audience
2. Target Your Audience
3. Partner With HR
4. Create an Intranet or Internet page
5. Brand Databases with your organization's logo and/or name
6. Sign Up for Email Alerts and follow RSS feeds
7. Support Internal Advocates and Users of Content Databases
8. Showcase Authors at Your Company
9. Training Programs
10. Monitor Indicators and Prepare Reports

# Discovery Services & MARC records Implementation


## Services for Librarians

- » Springer @ Your Library
- » MARC records
- » Discovery
- » Journal price list
- » The Library Life
- » Exhibits
- » DocuSign
- » Training
- » Contact us

### Tweets by @library\_zone


**Springer LibraryZone**  
@library\_zone

Librarians still play vital role in discovery because it goes beyond just finding content: [ow.ly/ZPUN300IET5](http://ow.ly/ZPUN300IET5)



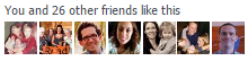
Embed [View on Twitter](#)

**Springer LibraryZone**  
6,165 likes



Liked [Share](#)

You and 26 other friends like this



## Discovery @ Springer

Springer is committed to the dissemination of information to discovery services for simple integration into library systems. The following provides further information on Springer's involvement with various system vendors.

### Discovery Services

A discovery service is a service that enables agents to retrieve Web services-related resource description. Discovery services provide our customers another finding aid for Springer content. The most frequently used discovery services are Primo (ExLibris), Summon (ProQuest) and EDS (EBSCO). Customers are able to turn on the licensed packages to integrate them into their catalog.

The discovery service vendors are given complete metadata and full text of our journals, including archives, as well as our contemporary and archives eBook collections. This allows these vendors to fully index our content to make it more discoverable. Springer works with vendors to make the naming conventions and packages easy to find.

- » EBSCO discovery service
- » ExLibris Primo

### Link Resolvers

Link resolvers provide customized lists of titles to libraries for ease of discoverability. Since most library online public access catalogs (OPAC) do not search database content, subscribing to a link resolving service makes the journals more discoverable.

- » EBSCO A-Z
- » ExLibris SFX
- » Serial solutions 360 Knowledge Base
- » OCLS WorldCat Local

### Documents:

[Discovery service implementation guide: Best practices](#)

Library e-content is facing a data quality problem, which directly affects users' ability to find and to use library resources.

By implementing some basic improvements you can improve users' experiences.

Springer springer.com



## Discovery Service Implementation Guide

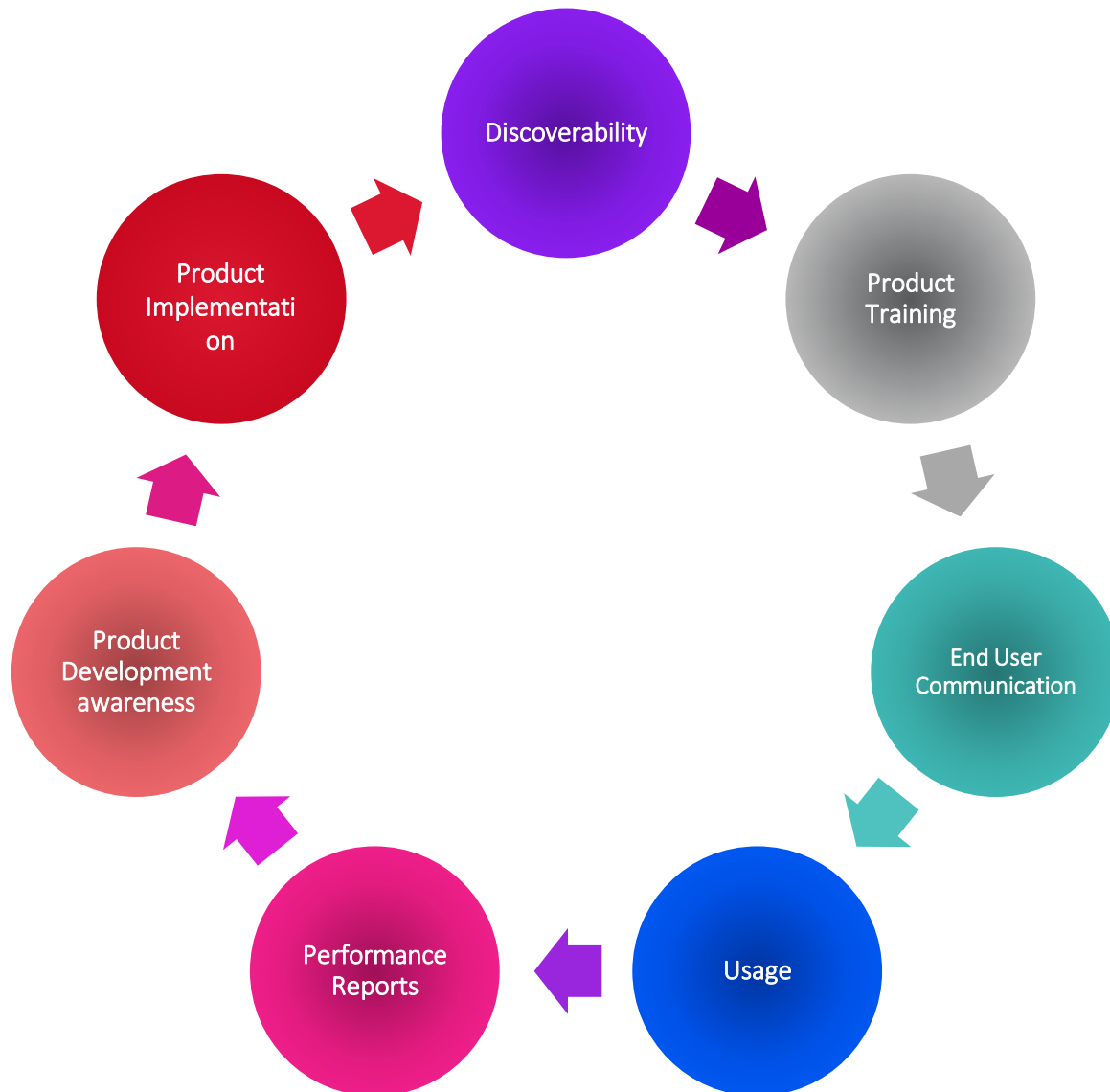
Best practices

Discover Today!

[www.springer.com/discovery](http://www.springer.com/discovery)



## How can we help you with...?



1. Write down your wishes & needs on the sticky notes
2. Stick them to the suitable topic bubble



# Summery of sticky notes

What were the hot topics?

# Thank you!

*Before you leave....*

1. Leave your contact details
2. Receive the white paper “**Success Strategies for Electronic Content Discovery and Access**” and “**10 steps to promote Information Resources at your organization**” in your inbox and...
3. ...take “Doug the Dog” home 😊

