

Bringing cell biology research

to a more global audience:
an international marketing
collaboration



Customer:

Cell Research - Published by the Center for Excellence in Molecular Cell Science, Chinese Academy of Sciences (CAS)

Industry:

Academic Publishing, STEM

Customer Use Case:

Brand and style guide, social account management, content strategy

Challenge:

Improve the international profile of the Chinese journal Cell Research to:

- > grow international submissions
- > increase global research readership
- > be at the forefront of global research conversations

Challenge:

Cell Research is published in partnership with the Center for Excellence in Molecular Cell Science, and the Chinese Academy of Sciences (CAS) and the Chinese Society for Cell Biology. In Cell Research the Editorial team and Springer Nature provide readers with high quality original articles and sharply focused reviews and research highlights which span broad areas in life sciences. Cell Research is a top-tier journal in the field of molecular cell biology.

The Cell Research team understand the significance of global collaboration. Part of their editorial strategy is to improve the profile of Cell Research further internationally. They want to position Cell Research as an international journal representing the global biological community.

Solution:

Managed through a collaborative approach to build brand awareness, content creation and dissemination, the Cell Research team and The Charlesworth Group are focusing on areas including:

- > **ensuring consistency** – creating a brand and style guide to ensure consistency across all platforms and channels
- > **driving visibility and engagement with global researchers** – connecting with an international community of engaged researchers by becoming more proactive on Twitter
- > **establishing and managing a social media strategy** – improving commitment to Cell Research’s social presence on Twitter to increase brand awareness, community building and content dissemination
- > **developing the content strategy** – ensuring that content is aligned to Cell Research’s mission and values, and actively supports the cell biology community

Benefits:

- > Global promotion.
- > Consistent communications across all channels.
- > Improved opportunities to showcase research.
- > Positioning Cell Research as part of the wider international.



“ *Great research deserves to be accessed and shared globally. Charlesworth have an expert understanding of the international scholarly publishing landscape, and their insight has helped us to build our profile outside of China.* ”

Lei Cheng, Managing Editor, The Chinese Society for Cell Biology

Conclusion:

By partnering with experts The Charlesworth Group, the Cell Research team is building their brand across the world, and creating consistent communications across all channels. Increasing their commitment to social media has opened Cell Research’s voice to a wider audience, with a 654% increase in impressions and 769% increase in engagements YOY on Twitter, helping to improve opportunities to showcase author’s work.

Focusing their content plan to align with the aims of Cell Research more closely, means that they are better positioned as part of the wider international scientific community.

With an increased global community, the Cell Research team have more opportunities for impactful dissemination of their research, as well as increased potential for international submissions.

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