

ICE Publishing partners

with the Charlesworth Group to integrate WeChat into its marketing strategy to increase brand awareness, usage, and engagement among the academic community in China.

Customer:

ICE Publishing

Industry:

Academic Publishing, Civil Engineering, Construction, Environmental Engineering, Materials Science.

Customer Use Case:

Sales representation and WeChat account management.

Challenge:

To improve brand awareness, journal subscriptions and authorship.

Customer Use Case:

ICE Publishing, a leading provider of information for researchers and practitioners worldwide in the fields of civil and environmental engineering and materials science, has partnered with China market experts, The Charlesworth Group, to create and deliver a sales representation and marketing strategy with a focus on WeChat account management to increase the exposure of ICE content within the Chinese academic community.

Benefits:

- › Increased brand awareness throughout China
- › Increased authorship
- › New Chief Editor appointed

Solution:

Social media is the most dominant form of communication within China, with WeChat being the most popular social-media and messaging platform with more than 1 billion monthly users. In support of sales representation services, Charlesworth also provides ICE with WeChat account management services to enable them to increase brand awareness, improve stakeholder engagement and boost usage of ICE resources by offering a familiar user experience to Chinese academics.

Using their expertise and knowledge of the Chinese academic market and the WeChat platform, Charlesworth has created a multi-phase WeChat marketing strategy, supported by email marketing, tailored to the needs and interests of the various stakeholder groups.

To improve the brand awareness of ICE and increase content usage within the librarian community, Charlesworth hosts a regular quiz on the ICE WeChat account which encourages librarians to take part and share the quiz with their WeChat communities and institution networks. This approach has encouraged returning users and follower growth, resulting in an opportunity to strengthen faculty engagement and increase usage of ICE content.

As part of the author engagement approach, Charlesworth has worked with key stakeholders to develop a content strategy focused on sharing key journal content targeted to new and low-usage institutions, leading to increased WeChat engagement, content usage and author submissions.

Conclusion:

ICE Publishing has seen a 30% increase in WeChat followers and a 100% increase in post views since integrating the quiz and implementing the targeted content strategy. By integrating the sales representation and WeChat account management services, Charlesworth continues to support ICE Publishing with their 'China footprint', increasing their online presence, growing article submissions and content usage and improving the stakeholder experience and communication.

Contact Details:

Andrew Smith, Product & Marketing Director asmith@charlesworth-group.com
www.cwrepresentation.com

