

Digital Publishing is Publishing



eMarketing

Helping promote, distribute and engage with both channel and direct sales opportunities

View Inside Widgets - are digital marketing renditions of a title that enable the consumer to sample the book pages, search the total text, see the table of contents and get a better experience of the book before buying. They are used to promote both the physical as well as the digital copy and ensure that the publisher can control their representation in the market.

The consumer can also copy the widgets and forward them to friends, post them on web sites and blogs.

Digital Inspection Copies - are used to promote a title to specific people or groups. In all levels of education the inspection copy is sent to known interested buyers and intermediaries who influence buying with a view to the review leading to the title's adoption. The purpose of the digital inspection copy is not to just remove this waste but also inform the publisher who opened the book, what pages they visited, how long they spent reviewing what, what they bookmarked, even what they annotated. Importantly it will also inform the publisher what they didn't read and even if they opened the book. The response can be linked to online feedback assessments, automatic ordering and adoption processes and field sales force teams.

View Outside Widgets - this turns the widgets and inspection copy into an information container capable of holding anything and further enriching the review of the title. The extensions could contain; website links to compendium websites, author sites, fan sites; details of related and other titles within a series or genre; links to reviews; extended bibliographic or metadata; video or podcasts. The widget becomes an effective way to distribute information both virally and to targeted audiences.

eCatalogues - offer an effective way to distribute digital catalogues which themselves contain active widgets. The catalogues can be templates into which the publisher merely pours his titles and distributes them. They may look like the physical catalogue or be purely designed for digital distribution and reading.

Administration - Our eMarketing framework and options has been built using the same technology throughout so providing a consistency of representation to the users and publisher. We have also built a single administration application which enables publishers to manage their marketing materials in a consistent manner.

VCIL's Marketing solutions all are built on the same architecture and administration facility and offer publishers the ability

We Deliver Value and Choice to Publishers

In this fast-changing digital world, we help the Publisher maximize opportunities as they arise through a number of proven and leading edge offerings:

Publishing Solutions that:

- Create, develop, manage and publish your Intellectual Property
- Transform your content to leverage digital opportunities
- Protect, diversify and increase your revenue streams

"The strategy we adopted has enabled us to now offer one of the most comprehensive digital collections and make it available through all the appropriate digital channels. Whichever way the market evolves Taylor & Francis is now able to not only respond at speed but also offer both quality content and supporting digital marketing materials. The relationship we have with VCIL has been and continues to be pivotal to the digital development of our collection and leveraging its value in the market."

Christoph Chesher
Group Sales Director
Taylor & Francis Group

"Our aim is to ensure all our high street retailers can participate in selling eBooks, audio downloads alongside physical books, and utilise the newly developing extended bibliographic information and internet trading experiences which are increasingly available to support more traditional selling opportunities"

Bob Jackson
Commercial Director
Gardners Books

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Inspection Copy and Widget Benefits:

Inspection Copies

Widgets

Maximizes Sales Opportunities

- Enables reviewers to review their own individual copy of the book online making annotations, bookmarks etc
- Enables user to share review copies
- Tracks individuals feedback including adoption recommendations
- Enables individual reviewers to name adoptions, course, relevance etc
- Enables reviewers to recommend others
- Enables physical copy requests
- Alerts reviewer to related tiles and articles
- Can be used to sell backlist
- Enables consumers to look inside the book and sample contents before buying
- Anyone can promote their digital content (retailers, channels, 3rd parties, direct – fast set up and go)
- Provides viral tool for mass and target marketing
- Can promote both physical and digital renditions
- Individual widgets can be emailed

Publisher Administration and Control

- API interfaces into list feeds and CRM systems
- Publisher (exclusively) controls what is displayed inside the book and length of the review period
- All access withdrawn at the end of the review period
- Publisher branding
- Table of Contents and linking
- Full text search and resolution
- Can be distributed quickly and securely via Internet to specific individuals
- Publisher (exclusively) controls what pages are displayed inside the book
- Page branding
- Table of Contents and linking
- Full text search and resolution
- Control of Buy Now resolution
- Enables others such as wholesalers to control the same widget but create different branding, buy now resolution

Information and feedback

- All actions taken by reviewer are logged and can be reported and analysis by title, individual or groups of
- Feedback forms can be fed into back office systems via APIs.
- Analysis of activity can be fed back to Editorial
- Analysis of activity can be fed to Field Sale Force
- Activity Tracking

Cost Saving

- Can reduce volume of units given away, plus associated admin, P&P (as high as 15-20% of academic initial print runs)

“Working with Value Chain has been a pleasure. The development process has been well managed, on time and on budget. Response to corrections in testing has been swift and to the point.”

We have a number of development projects still under way and Value Chain is a good partner to work with as they bring to the process not only technical expertise but also an understanding of the business opportunities connected with different solutions.”

Jesper Holm
Managing Director
Ebog.dk

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