



MARKETING IN CHINA

REALISE THE POTENTIAL OF YOUR PUBLICATION IN THE CHINESE MARKETPLACE...

OVERVIEW

China is the fastest growing market in the world, with a constantly evolving demand for academic publications.

Publishers who actively promote their publications in China have found a wealth of opportunities available.

The Charlesworth Group offers specialist services developing the Chinese market for academic Publishers and Societies through Charlesworth China, our wholly owned subsidiary based in Beijing.

Having over six years experience in the Chinese market we have developed an in-depth understanding of how it operates and have close working relationships with many key organisations including the vast majority of Chinese Universities and Libraries.

Located in prestigious offices in central Beijing, our staff are all English speaking graduates with many years of experience in the academic publications field.

OUR APPROACH

Charlesworth provides more than just a subscription agency service. We aim to maximise the potential of your publications in this

emerging market, focusing our approach on marketing to develop awareness of your organisation and to increase the value of your publications in China.

Our services are tailored to meet the needs of each individual Publisher and the objectives for their publications.

From an analysis of your publications and existing sales in China, taking objectives into account, Charlesworth will provide a proposal detailing the actions we believe would best achieve these aims. The proposal may be based on any of the following options:

📌 Agency Service

Developing a presence in China
Aims to increase Publisher sales and revenue from China

📌 China Office Service

A complete yet tailored service acting as the Publisher's agent in China offering the full range of services typically expected from an overseas Publisher's office
Aims to increase memberships as well as developing a presence and increasing sales

📌 Pick & Mix Service

Select one or more services to suit requirements - 'pick & mix' from the services we offer
Allows Publishers to select specific service requirements to meet their present needs in China

Following consultation on the proposal, Charlesworth will formulate a comprehensive marketing plan detailing how you can develop sales further in China.

MARKETING ACTIVITIES

Charlesworth China offers a range of integrated marketing services that can be included within our full service agency package or simply provided as a one off service.

✎ Market Research

Important in understanding how client publications and services fit the Chinese market, both at the outset and as the market evolves. Charlesworth is ideally placed to provide information and carry out detailed research.

✎ Mailing Campaigns

To promote awareness of publications combined email marketing with postal mail shots enclosing posters (in Chinese) for display in Libraries and Institutions.

✎ Telemarketing

Follow up on mailing campaigns, contacting appropriate individuals directly.

✎ Development of Chinese Web Sites

Availability of online Publisher information (in Chinese) is vital to increase awareness and market penetration.

✎ Attending Meetings and Conferences

The Charlesworth China team provides a face-to-face presence in China for Publishers.

Relationships are key to successful business in China. Through Charlesworth's combined marketing expertise and extensive network of connections or 'guanxi', no one is better placed to successfully promote your publications in China!

Contact us to find the way forward for your organisation in this rapidly growing market...



Neil Charlesworth
CHAIRMAN
The Charlesworth Group

AREAS OF EXPERTISE

Charlesworth has a wealth of knowledge and expertise marketing Publishers' services in China, these include the following:

✦ Renewals of Full Price Subscriptions

Proactive service for renewals, sending timely mail shots, contacting existing subscribers to confirm renewals and answer any queries.

✦ Full Price New Subscriptions

A two pronged approach to increase full price subscriptions for Publishers.

✦ Low Cost Reprints

Reduced priced copies sold to Libraries that can not afford full price, with a time delay to separate them from full priced sales.

✦ Book Sales and Translations

Developing relationships with import agents, promoting titles to relevant Societies and Universities. Negotiation of translation agreements and joint publishing ventures for appropriate titles to include managing translation, production and distribution.

✦ Online Sales

Charlesworth has so far exclusively negotiated and managed national agreements for online sales in China. Achieved success for many Publishers over the last 4 years.

✦ Emerging Commercial Market

Charlesworth constantly monitors the potential for academic publications in the commercial sector and carries out specific market research to suit areas of interest. For example, Charlesworth has good contacts in the developing market for article reprints sponsored by the Pharmaceutical industry.

“With established marketing operations in China, Charlesworth has already proven its expertise in this complex market. NRC Research Press is pleased that through a collaborative agreement with Charlesworth, we have been able to provide our Journals online to researchers in universities throughout China.”

- Jason Charron
Business Manager,
NRC Research Press on their
successful relationship with
Charlesworth China

Services designed to assist Publishers develop a market for their publications in China are constantly developing with the market.

Other services which academic Publishers and Societies may wish to use to increase their overall presence within China include...

- ✦ Promotion of organisations and improving the status of publications
- ✦ Increasing memberships levels
- ✦ Implementing specific marketing campaigns, e.g. Scholarship programmes
- ✦ Improving author submissions
- ✦ Promotion of Annual Meetings to encourage attendance and submissions
- ✦ Assisting with joint meetings with other organisations
- ✦ Developing contacts to introduce suitable Editorial Board Members
- ✦ Assisting visiting members of Editorial Boards

If you are interested in any area of publishing in China that is not mentioned, please ask us...

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