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## ABOUT CLARKE PUBLISHING GROUP

Publishers are faced with complex challenges brought about by new technologies and changes in the information needs of customers. Clarke Publishing Group was founded to help scholarly, professional, and society publishers navigate today's rapidly changing information landscape.

We bring a depth of experience in scholarly and professional publishing to bear on each project. Smaller projects are usually handled by Clarke Publishing Group principal, Michael Clarke. For larger projects, we will assemble a team of professionals with the appropriate skill sets and experience. In all cases, Clarke Publishing Group will manage the project, applying our strategy-oriented and data-driven approach:

- 1.** Identify the right problem. As simple as this sounds, this is the hardest part of any project. Your organization will spend less time, less money, and less energy in the long run with Clarke Publishing Group. By starting with the right problems we deliver solutions that will last.
- 2.** Collect the right data. Separating the signal from the noise is critical to developing the right solution. Our experience and depth of industry knowledge are brought to bear to ensure the right data are measured and reported.
- 3.** Develop practical solutions. A solution your organization is not able to implement, or one that is too complicated to adjust to changing market needs, is worthless. Clarke Publishing Group delivers solutions designed specifically for the capabilities of your organization and the needs of your customers.



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## ELECTRONIC PUBLISHING SYSTEMS & STRATEGY

Publishers are on the front lines of the most significant shift in communication technology in history. The implications of this shift are far-reaching, transforming the way publishers produce, design, and deliver content. These transformations have necessitated new business models with profound implications for publishers.

Clarke Publishing Group will help your organization navigate today's rapidly changing communication landscape, through:

- Development of—and transition to—new business models for online products and services
- Managing the transition to online-only publication
- Evaluation and selection of publishing systems, including electronic submission and peer-review systems, production systems, and publishing platforms.
- Optimization of production and editorial workflows for online publication



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## PRODUCT & BUSINESS DEVELOPMENT

Developing new opportunities and introducing new products to market are more critical than ever in today's economic climate. Clarke Publishing Group's can help your organization develop innovative products and services that answer the needs of your market.

Our product and business development services encompass market research, concept development and testing, pricing, technology selection, competitive analysis, product design, and usability testing. We employ rapid prototyping and beta testing techniques to bring your organization's product to market quickly and cost-effectively.

Clarke Publishing Group can help your organization develop a range of products and services, including:

- Electronics books and journals
- Live events
- Journal backfiles/archives
- Job/career sites
- Electronic reference products
- Mobile applications
- Online communities and other social media initiatives



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## STRATEGIC ASSESSMENT & PLANNING

Does your organization have the right strategy for today's information landscape? Do you know where your biggest opportunities are and how to reach them? Are your initiatives working together to move your organization in the right direction?

Effective strategy provides a roadmap for success, focusing your activities and mobilizing your staff. Clarke Publishing Group can help develop strategy for your organization, addressing questions such as:

- Are we actively managing our portfolio to ensure we are getting the most out of our assets?
- Are we focused on the right international markets?
- Is our growth strategy optimized for market conditions?
- Should we self-publish or contract with an outside organization?
- What to do we do in-house and what do we outsource?
- Is our organizational structure hindering or helping us reach our goals?
- Should we transition to online-only publishing? Will our business model support that transition?
- Is our resource allocation moving us towards our goals or protecting the status quo?
- How do we bring our different content formats (journals, books, educational materials) together in a cohesive product offering?
- Is our business model still the right one for today's marketplace?

Clarke Publishing Group will provide a roadmap for your long-term objectives while at the same time helping you navigate short-term challenges.



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## MARKETING & SALES

Whether you are launching a new product or service, making significant changes to existing products, expanding into a new market, introducing a new pricing model, or rethinking your portfolio strategy, Clarke Publishing Group can help. Our services are designed to help you better understand your customers, your competitors, and your current position in the market. We will then help your organization effectively communicate with your customers, taking advantage of both traditional mechanisms and emerging social media.

Our services include:

- Branding and brand strategy
- Market research (surveys, focus groups, phone interviews)
- Marketing plans
- Competitive analysis
- Social media strategy
- Pricing
- Establishing international sales networks
- Sales plans
- Transitioning to site licensing and tiered pricing models

Clarke Publishing Group will help your organization leverage its unique brand and content portfolio to increase your sales.



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## SOCIAL MEDIA STRATEGY & SUPPORT

Social Media has emerged as one of the most effective modes of communication available today. More than a marketing tool, social media is fundamentally reshaping the way organizations communicate with members, readers, authors, subscribers, patrons, and the public. While using social media effectively can be challenging, it can also create new opportunities for engaging with your stakeholders and furthering your organization's mission.

Does your organization have a social media strategy? Do you know if it is working? Do you have measurable objectives? Is your staff effectively using social media? How do you know?

Clarke Publishing Group can assist your organization with a variety of social media services including:

- Helping your organization develop an integrated social media strategy that furthers your organization's mission and objectives
- Assessing your current social media presence
- Selecting and implementing appropriate social media channels and platforms
- Delivering presentations at board—and editorial board—meetings that provide an overview of the social media landscape and why it is important for scientific communication.
- Developing organizational guidelines for social media use.
- Coaching staff, editors, authors, or volunteer leadership on the effective use of social media.
- Presenting social media workshops for your staff or editors.
- Developing a social media strategy around particular events (e.g. your annual meeting) and managing the implementation of that strategy.



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## MICHAEL T. CLARKE

Michael Clarke is a long-time veteran of the scholarly publishing industry. During the course of his career he has worked to further improve 6 journals on the Special Library Association's list of top 100 journals in biology and medicine. Most recently, he was director of marketing and product development and director of international business at the American Medical Association (AMA), where he was responsible for numerous projects related to the AMA's publishing activities. While at the AMA he developed the *JAMA & Archives Backfiles*, a digital collection consisting of over 1.5 million pages of content spanning over a century.

Prior to joining the AMA, Michael held positions at the American Academy of Pediatrics (AAP), where he was senior managing editor of scholarly journals and executive editor of the journal *Pediatrics*, and at the University of Chicago Press, where he was senior production editor. He currently serves as vice-chair of the American Heart Association's (AHA) Scientific Publications Committee, which oversees the AHA's journal publishing program.

Michael holds a master's degree from the University of Chicago and a bachelor's degree from the University of Colorado, where he was elected to the Phi Beta Kappa Society.

He is an active member of the Society for Scholarly Publishing, the Council of Science Editors, and the Association of Learned and Professional Society Publishers.



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