

Case Study: How To Increase Sales To The Institutional Market

The Wire's editorial team:

- Made contact with **contributors** and **print subscribers**, encouraging them to **contact their librarians** to request an institutional subscriptions.
- Made the availability of the institutional version **clear on the publisher's website**, as this option is highly desired by librarians.
- Offered **Perpetual Access** as a purchasing option, allowing libraries to pay an upfront one-off fee for perpetual access to the archive. Many see this as an attractive alternative to annual subscriptions which are restricted to a tight budget.



Execution - Clear Links

The Wire's website re-directs institutional subscribers with a **simple link** to the digital shop, but its effectiveness is evident.

The Google Analytics data for 2018 shows that **254 referrals** have come from *The Wire's* website; likely interested librarians and academics.

Institutional subscriptions

[Click here for site-wide digital access](#) ▶

[Click here to see a list of current institutional subscriptions](#) ▶

<input type="checkbox"/>	Source ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
<input type="checkbox"/>		4,241 % of Total: 33.41% (12,692)	4,067 % of Total: 32.35% (12,572)	5,395 % of Total: 32.94% (16,380)
<input type="checkbox"/>	1. ██████████	800 (18.56%)	779 (19.15%)	937 (17.37%)
<input type="checkbox"/>	2. ██████████	482 (11.18%)	475 (11.68%)	526 (9.75%)
<input type="checkbox"/>	3. ██████████	403 (9.35%)	396 (9.74%)	439 (8.14%)
<input type="checkbox"/>	4. ██████████	372 (8.63%)	367 (9.02%)	408 (7.56%)
<input type="checkbox"/>	5. thewire.co.uk	254 (5.89%)	238 (5.85%)	297 (5.51%)

Execution - Contributor Engagement



Here's an extract of *The Wire's* email reaching out to academic contacts encouraging them to **contact their librarian** about taking out an institutional subscription:

A quick but important interlude from regular *Wire* business with a message for those of you involved in teaching, research, academia, or your own studies, particularly in the spheres of sound, music, sound art, field recording, music making, popular culture, etc.

We've had lots of interest recently from college libraries and research institutions all over the world taking out institutional subscriptions to *The Wire*. It's something we want to encourage, both for obvious commercial reasons (it helps us to continue doing what we do) and also to get the writing of our great contributors further out there into the world.

If *The Wire* is of use to what you do, or could add a new dimension to your students' reading, it really helps us longterm if you're able to get the magazine in libraries where you work/teach. Perhaps there's scope to put it on reading lists for courses you put together, or you could recommend to your college librarian that a campus-wide institutional subscription to *The Wire* would be a great resource and worthwhile investment.

For many years we've been successfully selling institutional digital subscriptions through Exact Editions, the organisation that hosts our digital edition and complete online archive of back issues. This kind of subscription is especially effective for institutions overseas. Our institutional subscriptions offer campus-wide access via the institution's IP address, and include statistical usage reports, and numerous other bells and whistles your librarians might need - see the bullet points below.

If you want to talk to us about anything in this sphere, just drop us a line, and if you're able to put in a good word for us with your friendly college librarian, it will help your favourite underground music mag immensely.

Results

The results of *The Wire*:

- Proactively monitoring their site
- Contacting potential subscribers
- Redirecting traffic from their site

Bestseller



The title is one of the platform's **bestsellers**.

Strong Leads



The email sent out to contributors generated **3 strong leads** in a week.

High-Value Sales



Promotion of **Perpetual Access** resulted 3 high-value sales.

Conclusions

Publishers wishing to increase institutional sales should:

- Prominently feature the [institutional shop page](#) on their own website.
- Contact **academic contacts** to encourage librarian interest.
- Consider offering a **Perpetual Access** option for high-value sales.



If you would like any specific advice, please get in touch at publisher@exacteditions.com.