

The Wiley logo is rendered in a classic, black, serif typeface. It is positioned in the lower-left quadrant of the slide, set against a background of overlapping, semi-transparent blue circles and a dotted line that curves across the top right.

WILEY

*Transforming your Marketing Organisation in the
Digital Age: A Wiley Approach*

Clay Stobaugh, EVP / Chief Marketing Officer



1807

DIGITAL DISRUPTION

2016

A learning business, helping people & organizations develop the skills & knowledge they need to succeed.

Digital Products & Services over 60% of Revenue

2015 Revenue of \$1.88 billion

The Learning Business

Research Journals



48% revenue

Subscriptions
Funded Access
Content Licensing
Articles Sales
Backfiles and Reprints

Publishing



42% revenue

Research Reference
Professional Practice
Course Material
Databases
Course Workflow
Test Preparation
Other

Solutions



10% revenue

Online Programs
Corporate Learning
Assessment



How did Wiley make the transition?

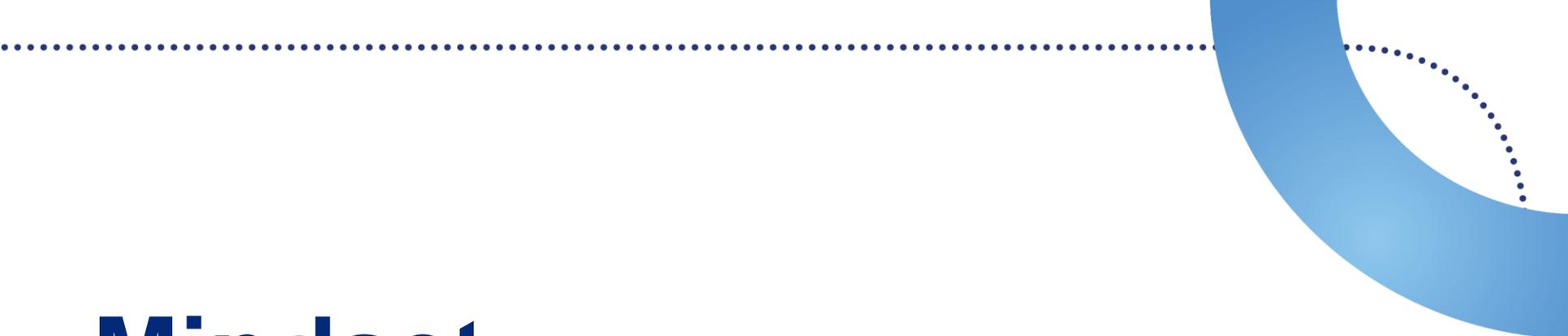
By understanding **Customer** needs



Go digital with platforms, services and capabilities that increased customer understanding

HOW? Because we now have the data

We now understand our customers better than ever before



Mindset to understand customers

Toolset to help reach customers

Skillset to bring these practices to life

To cultivate these sets, a global center of excellence called the Marketing Revenue Center was created

Marketing Revenue Center

Helps colleagues achieve their mindset as modern marketers by empowering them with the necessary skillsets and toolsets

The MRC houses Wiley's award winning certification programs in:

Social Marketing

Digital Analytics

Search Engine Optimization (SEO)

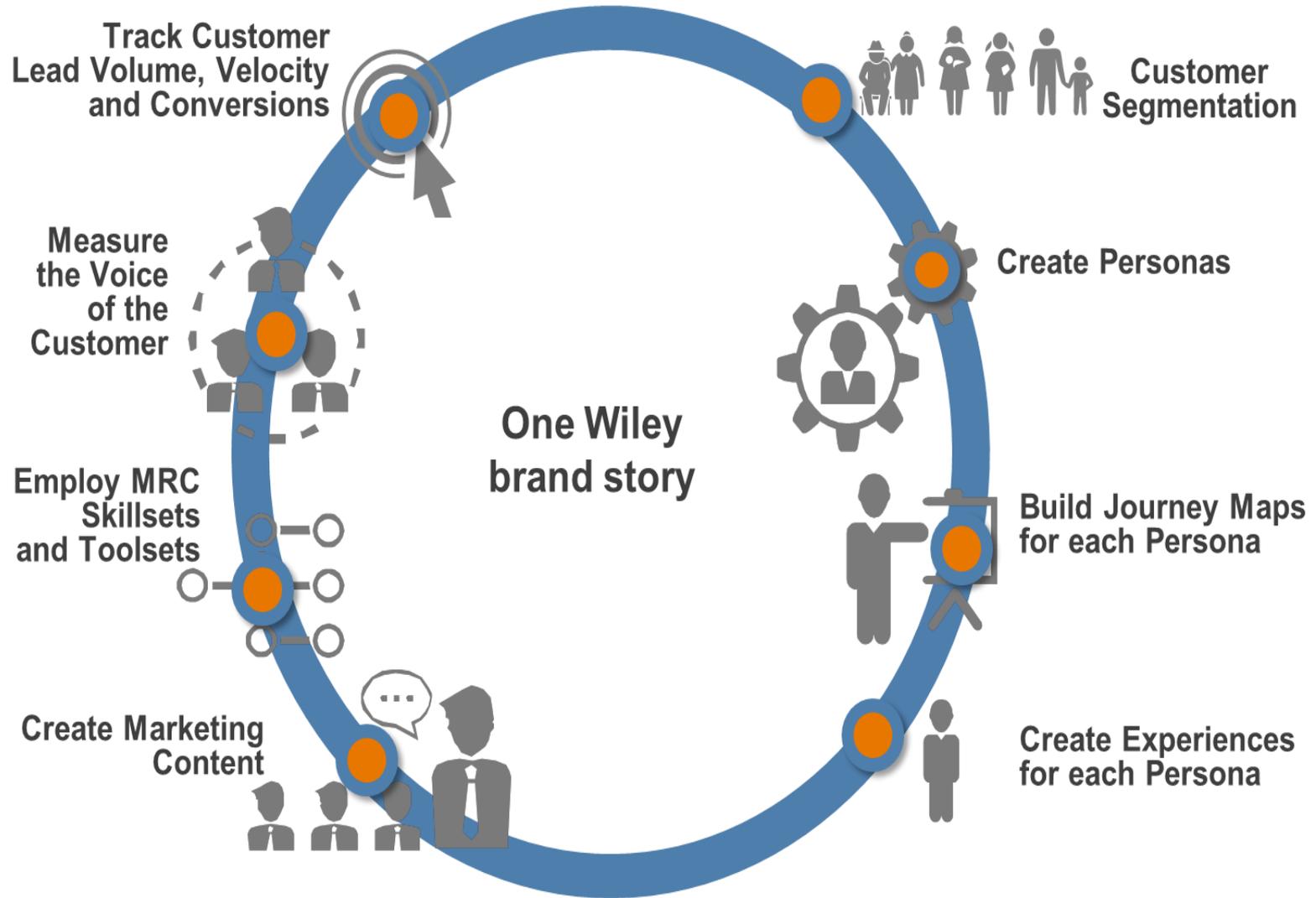
Customer Experience

Marketing & Sales Automation



Over 700
colleagues enrolled
Over 1200 courses
completed

Customer Engagement Framework



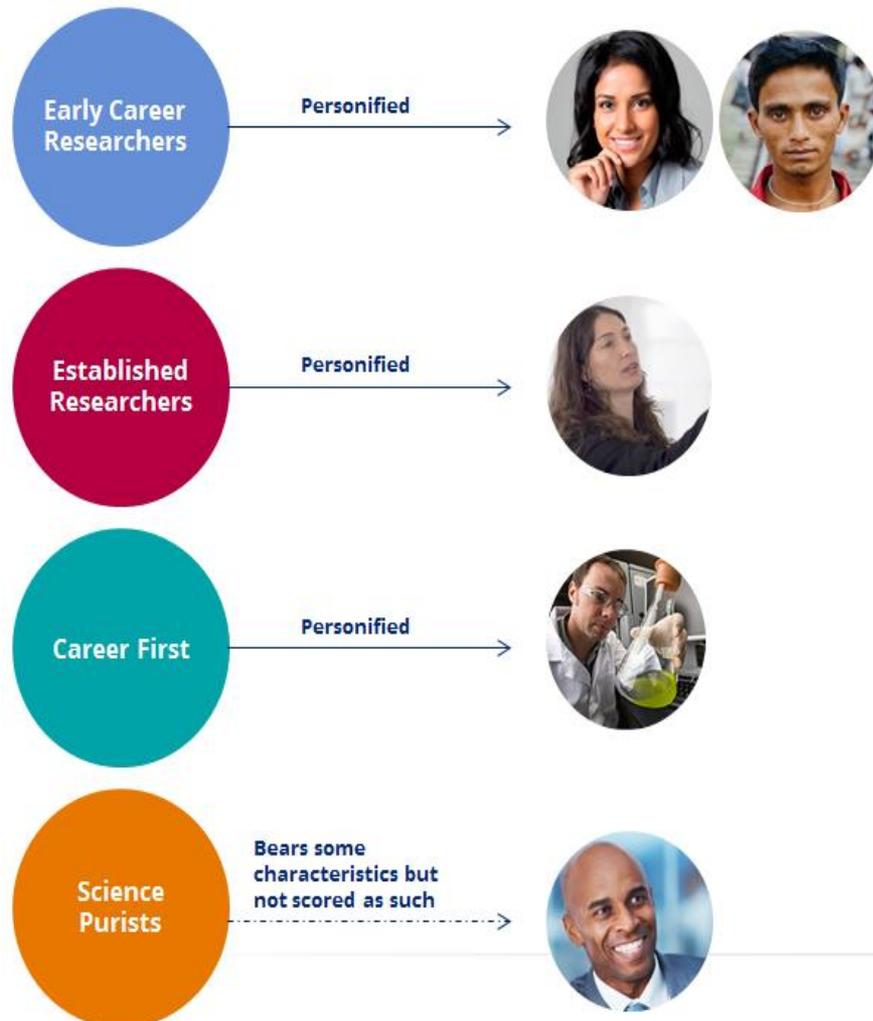
Case Study

Journal Authors | Author Services



Creating Customer Strategy

Bringing segments to life through personification



Creating Customer Strategy

Personas illuminate challenges, needs & motivations



Early Career
Researcher

Jackie

Early career researcher who is seeking guidance in the development of her writing and research skills; values prompt, constructive feedback. She faces many pressures as she builds her career while adapting to new roles.



Early Career
Researcher,
Emerging
Market

Vinay

Researcher from an emerging market country, faces many challenges at all levels in the research and writing processes, including but not limited to finding quality English-translation providers. Reviews challenge him the most.



Established
Researcher

Irene

Mature researcher-teacher with an established, streamlined writing process; wants to strengthen her skills as an editor and be an efficient mentor. She wants to contribute knowledge that will have an impact.



Career First

Peter

Ambitious researcher of a practical or commercial nature and whose writing focuses on the "Discussion" section as he develops new ideas and solutions. He publishes just a small portion of ideas coming out of his career-based research.



The Translator

Akua

Social scientist or applied science role most interested in the promotion and artistry of his writing to persuasively engage and impact his readers and his community.

Jackie

Early Career Researcher

Early career researcher who is seeking guidance in the development of her writing and research skills; values prompt, constructive feedback. She faces many pressures as she builds her career while adapting to new roles.

Jackie is a chemistry professor @ a large university.

She is learning... via many pain points. But it's all good in the end.

Must negotiate multiple, shifting roles.

Faces institutional pressures to publish, which likely exacerbate her pain points—submitting before it/she is ready.

Pain points: destructive reviews; slow reviews; rejections that come after extended time period; rejections without clear reasons; trial-by-fire as a reviewer; copy-editing; re-formatting for 2nd journal; hesitation to promote; not sure if the data about the impact of her articles is trustworthy.

Her supports: Peer reviewers and support from Seniors, her institution, and professional affiliation. And Google and YouTube. Also hazy about where any helpful tutorials might have come from.

Wants? More support for new reviewers and incentivizing review process; high quality copy editing; quicker reviewers and helpful feedback; More targeted early alerts; Editorials; discipline specific writing tutorials.

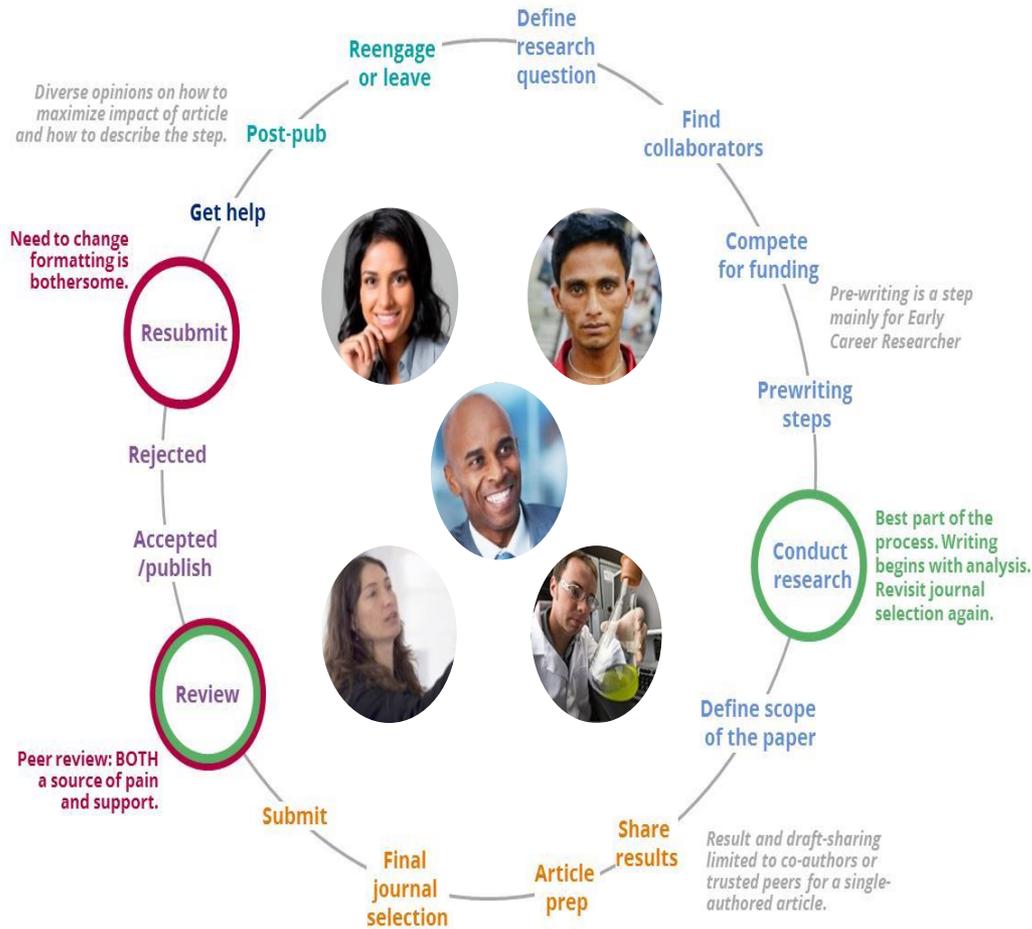
Has academic social profiles, but doesn't actively manage them.



"Have you ever been on a zipline? It's actually a lot of work. You have to climb, hike up a lot of stairs, AND THEN.... You fly. That's like research, finding the question and framing the research are hard, so is the methodology. But then you get to analyze and interpret, and share, and that part is the flying. It's a rush."

Designing Experiences

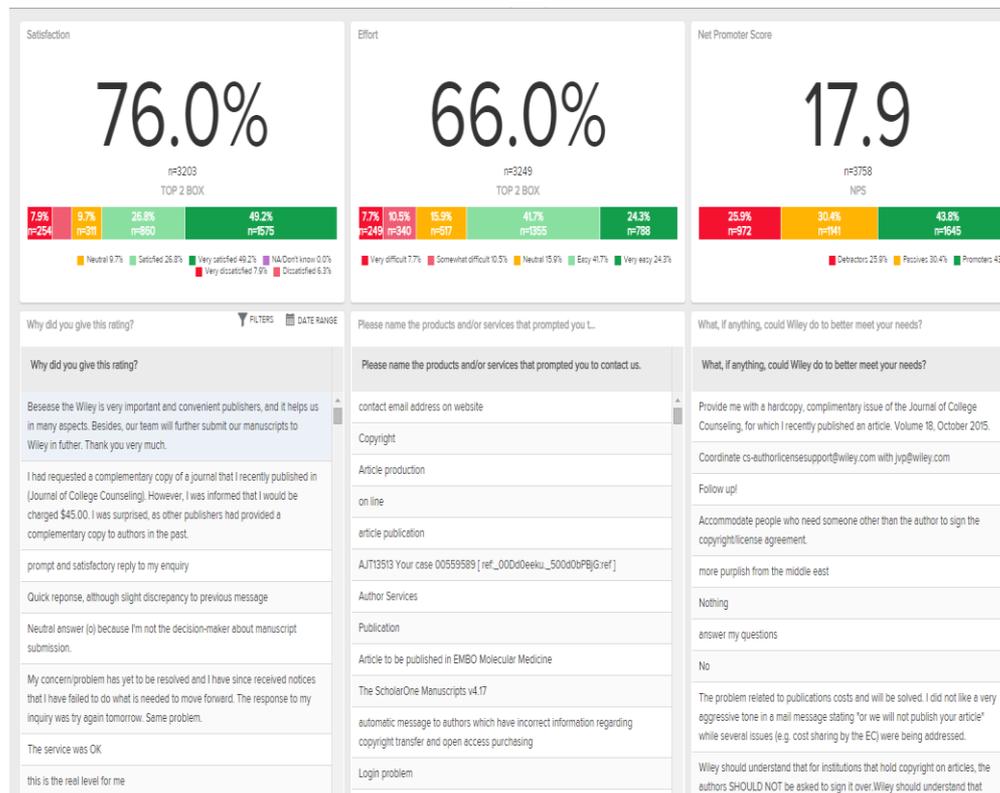
Lifecycle approach provides a holistic customer view





Using Customer Metrics for Change

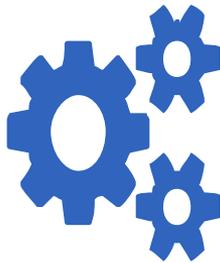
- ❑ Customer Service is addressing author needs
- ❑ One touchpoint can't create "advocates"
- ❑ Authors have many other unmet needs



Key Take-aways



(Positive) customer experience is an outcome that can be assessed and measured;



To achieve it, we must practice “good” customer experience management



Using the “right” toolkit