

Outreach (Sale) Enablement Guide	Intended to help Outreach (Sales) effectively lever Marketing resources to achieve Outreach goals
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February 4, 2022 Introduction to Hosting Your Collections on JSTOR	
Live Webinar, 15 minutes + 15 min Q&A	
Background	
Goals	• Peak interest in contributing to CC • Explore more • Opt in to receiving more information &/or request follow up
Presenter	JP
Webinar host	KG
Q/A	KM
Emails/Messaging	KF
Reports & Analytics	KM/GH
Contact lists	LS
Slides/Presentation Materials	JP & KM
Targeted Audience	Email (2X all, 1X open/no registers) • 405 contacts in Outreach pipeline @70% or below • 589 contacts who have title of special collections or digital initiatives List-serv posts Social Media promotion Outreach invites (e.g. to individual institutions, as supported/shared by consortia e.g. CAUL)
Key Messages	• Unlock your special collections -

	mission-driven, escalating importance of access • Overview & benefits/solutions • Momentum/Progress • Contributor Stories: What value are contributors seeing? • It's easy: 3 steps to Contributing • Now is time: gather data +free try it period
Visual look/feel	Contributor quotes used to tell the story through words, visuals of collections
Analysis	
Registrants/Attendees/% attends of Registrants	Registrants: 132 (not including staff) Attendees: 27 (not including staff) % Attendees of Registrants: 20.45%
Analysis of who registered	Domestic: 32 International: 100
Analysis of who attended	Domestic: 19 International: 8
Registrants by Source	Email: 99 Social (includes social media and list-servs): 10 LibDigest: 18 Outreach invite: Cannot be tracked Staff: 15
Resources and tactics used	
Marketing Content & Links Used	Share Handout (includes overview, links to collections browse, marketing website) Explore marketing website Explore collections via Collections Browse
Recording Google Slides Handout - Introduction to Hosting your Collections on JSTOR (PDF)	

Marketing email follow ups (Tues 2/8)	Recording with links to marketing page, Collection browse - and link to request follow up. - Attendees - Registers/no attends
Outreach Actions	
Use Post Event Registration report to develop personalized follow up plan using survey data provided, Questions asked, Post event survey - Attendees - Registrants - No Action taken	Report includes - Registrants, including why interested, current solutions - conversation starter - Attends - Questions asked during webinar - Post-event survey - desired follow up - Marketing Qualified "leads" will be in Sugar and include all registrants
To be supplied: View report (report of contacts who view the recording)	Views of recorded webinar report To be supplied 1 week & 2 weeks after
Additional Outreach to do next:	For prospects who did not register or who registered and would like to attend live, we are hosting another Intro to Hosting your Collections on JSTOR webinar March 10, 11a-11:15a ET {Registration link for Outreach to use in invites}
Additional Data (for Marketing Use)	
Other relevant success metrics	Email 1, sent Friday, January 21 at 2:30 PM Open rates: - Small/Medium accounts: 30.8% - Large accounts: 28% Email 2, sent Tuesday, February 1 at 10 AM Open rates: - Small/Medium accounts: 28.5% - Large accounts: 26% Email 3, sent Thursday, February 3 at 2 PM Open rates (open/no registers only) - Small/Medium accounts: 28.9% - Large accounts: 27%

Sample email for Outreach to send:

To those who registered, but didn't attend:

I understand you registered for the webinar, Hosting your Special Collections on JSTOR held last Friday February 4. I know you will be getting a copy of the recording sent to you, but I wanted to reach out and set up time to discuss too.

When you registered for the webinar, you indicated that...{fill in the blank from the registration report on what they were hoping to learn and the solutions they are using today}

With almost 800 collections from over 190 contributors, I am anxious to share how you might be a part of this initiative. I would love to set up time to share feedback and data showing:

- How easy it is to contribute - taking minutes, not months of effort on your part
- Increase usage and discovery - including from Google
- A free pilot period that runs through December 2022 - so you get the opportunity to assess and also guide our efforts

When might we meet?

Strategies for post-event conversation (Provided by Outreach leadership):

- Account owners should take a consultative, solutions-based approach:
 - Ask the contact what resonated with them from the webinar
 - Talk with them to understand their current digital collections strategy, their pain points, and goals for the future ([use HOT questions](#))
 - Share use cases and examples from pilot participants that address the institution's needs and goals