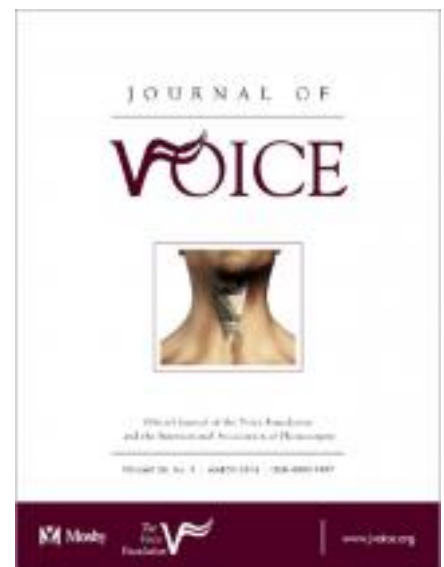


## Journal of Voice

### Contents

Marketing Communications Strategy	2
Latest developments	2
Online marketing	3
Exhibitions	4
Editors' Choice mobile website	5
CiteAlert	6
Top-Cited award campaigns	6
Excellence in Reviewing award campaigns	6
Ethics in research and publication	6
HealthAdvance	7
ScienceDirect	7
Scopus	7
Quick Links to Quality Resources	8



## Marketing Communications Strategy

Our marketing communications strategy is designed to promote *Journal of Voice* and its benefits, attracting more readers and more contributors of high quality content.

We use a comprehensive range of online, digital and print channels to increase the visibility of *Journal of Voice*; and to help simplify and speed up decisions around content and submissions, benefitting you and your potential contributors.

Online marketing in particular can deliver great results. Our strategy uses online marketing techniques to:

- Demonstrate the strength of the journal on online platforms – by far the most wide-reaching communications channels
- Improve customer interaction, building an active community of readers and contributors
- Provide digestible, results-focused communications – digital ads, social media, search engine optimization (SEO) and email
- Deliver comprehensive marketing campaigns
- Provide greater flexibility, with tailored options for different marketing needs

You can find more information, and a range of downloadable resources for editors, on the Editors' Home [www.elsevier.com/editors/marketing](http://www.elsevier.com/editors/marketing).

## Latest developments

### Journal homepage on Elsevier.com

[www.jvoice.org](http://www.jvoice.org)

*Journal of Voice* has a homepage on Elsevier.com. HealthAdvance and ScienceDirect are still the official journal platforms; the additional Elsevier page further increases your visibility, with a fresh and dynamic approach.

The Elsevier.com homepage has two key focuses. It offers clarity for authors on how to understand and use submission and publication processes; and it gives an attractive overview of the journal's qualities and attributes.

It also reinforces your association with The Voice Foundation, with branding and a link to the society's homepage.

The Elsevier.com homepage features:

- A flexible and dynamic format, with excellent usability – a ‘pod’ system lets us fully customize the information we present
- Clear and intuitive navigation for authors to assess *Journal of Voice* and submit their work
- Eye-catching information about the journal – such as its Impact Factor, most downloaded and cited articles, news, and special issues



The screenshot shows the Journal of Voice homepage. At the top, there's a header with the journal title 'JOURNAL OF VOICE' and a navigation bar with links like 'Articles and Issues', 'For Authors', 'Journal Info', 'Subscribe', 'Society Info', and 'More Periodicals'. Below the header is a search bar and a 'Go' button. The main content area is divided into several sections: 'On the Cover' with a thumbnail of the journal cover, 'Current Issue' for March 2014 (Vol. 28, No. 2), 'Articles in Press' with a list of recent articles, 'Society Information' with details about The Voice Foundation, 'Best Papers 2012' award, 'About the Journal of Voice' description, 'Journal Access' information, and a 'Meeting Events Calendar' button at the bottom right.

## Online marketing

### Email campaigns

Our email campaigns for *Journal of Voice* typically include Impact Factor results, calls for papers, and most popular articles and issues. Here's an overview of previous campaigns:

Campaign Description	Date	Sent	Open Rate	Click Rate
2012 Otolaryngology Impact Factor Campaign	1 Jul 2013	3678	25.7%	2%
Sample Issue Campaign	1 Aug 2013	8658	26.9%	9.5%
Top 25 Most downloaded articles by Subject Area - Global email campaign	6 Sep 2013	10529	37%	15.4%
Free access to the Top 5 most downloaded articles in the journal this year, society affiliation	22 Oct 2013	9864	34.6%	11.5%

### Search engine optimization

Search engine optimization (SEO) brings more readers to your webpages and ensures they're highly ranked by Google, Bing, Yahoo and other major search engines.

We work continually on SEO to make sure that *Journal of Voice* is easy to discover and engage with, including by:

- Emphasizing key words and key topics
- Adding target audiences
- Promoting the affiliation with The Voice Foundation
- Highlighting groundbreaking research and unique selling points

## Exhibitions

Exhibitions are a great opportunity to meet face-to-face with editors, authors, reviewers and readers.

Our presence can range from a physical stand, or displaying and sharing exhibition materials, through to sponsoring an event; offering digital solutions for attendees and organizers; and hosting sessions and workshops.

*Journal of Voice* was promoted at:

Exhibition Name	Place and Date	Activity Description
Combined Otolaryngology Meeting, COSM	Orlando 10 Apr 2013	Journal Sample Copies
The Voice Foundation	Philadelphia 29 May 2013	Journal Sample Copies
American Academy of Otolaryngology-Head and Neck Surgery	Vancouver 29 Sep 2013	Journal Sample Copies

## Editors' Choice mobile website

The Editors' Choice mobile website lets journal editors give users a hand-picked selection of key journal content along with their personal motivation for selecting the articles. The benefits of the Editors' Choice website include:

- Highlighting strategically-important articles from journals for up to a year
- Editors' written recommendations about the articles chosen
- Congratulations to the selected authors
- Offering targeted, personalized reading recommendations to delegates before, during and after an event
- Increased recognition for the journal, its editors and contributors

The Editors' Choice website was launched in 2013 and is a potential tool to get more awareness for the journal.



## Ethics in research and publication

<http://www.elsevier.com/ethics>

To get off to the best career start, it's vital that authors and researchers understand the ethics of scientific research and publishing.

Our materials and tools are a strong resource for promoting best practice and preventing misconduct, benefitting authors and the scientific community alike.

## HealthAdvance



HealthAdvance is the main online platform for *Journal of Voice* and its official website at [www.jvoice.org](http://www.jvoice.org).

HealthAdvance is where subscribers and society members access the electronic version of *Journal of Voice*. The platform offers a high level of customization, while branding and links to the The Voice Foundation website reinforce *Journal of Voice* as a member benefit, and attract prospective society members.

## ScienceDirect



[www.sciencedirect.com](http://www.sciencedirect.com)

*Journal of Voice* is available on ScienceDirect: the host of nearly 12 million articles from more than 12,000 peer-reviewed journals and books.

Each year, ScienceDirect offers the first issue of most journals free to all users, including guests, previewing the journal and its qualities for potential readers and contributors.

As well as new volume and issue alerts, ScienceDirect offers a range of other email alerts, including:

- **Search alerts** when a stored search retrieves new results; these are sent to users daily, weekly or monthly, as requested
- **Citation alerts** when new articles on ScienceDirect cite a *Journal of Voice* article
- **Topic alerts** when new articles cover a particular subject
- **Top 25 Hottest Articles alerts**, which give users the most-downloaded articles and subjects for every journal, every quarter: <http://top25.sciencedirect.com>

## Scopus

[www.scopus.com](http://www.scopus.com)



*Journal of Voice* is featured on Scopus, the world's largest abstract and citation database of peer-reviewed literature; enabling editors to analyze citations, and to identify and manage trends.

## Quick Links to Quality Resources

Our range of resources for editors, authors and reviewers help to make professional life more efficient, more effective, and better informed.

### For editors

#### Editors' homepage

All the latest developments in journal publishing and practices, including crucial tips and intelligence from industry peers.

[www.elsevier.com/editors](http://www.elsevier.com/editors)

#### Editors' Update

A one-stop resource for all the latest news, debate and discussion that affects you as an editor; plus a comprehensive range of supporting services.

[www.editorsupdate.elsevier.com](http://www.editorsupdate.elsevier.com)

#### Journal editors' webcasts and webinars library

Webcasts and webinar series that offer practical support to editors in a digestible and user-focused form.

<http://editorsupdate.elsevier.com/digital-library>

#### Journal Editors' Conferences

Our major forum for dialogue, interaction and knowledge sharing among editor communities.

<http://www.elsevier.com/editors/home#stay-connected>

### For authors

#### Authors' homepage

All the latest developments in research, authoring and publishing – including best practice for publishing in Elsevier journals.

[www.elsevier.com/authors](http://www.elsevier.com/authors)

#### Authors' Update

The latest insights, news and resources for authors, in a one-stop online platform.

[www.elsevier.com/authorsupdate](http://www.elsevier.com/authorsupdate)

#### Understanding the Publishing Process - in scientific and medical journals



A free online booklet that helps new authors get their work published in scientific and medical journals. Packed with essential information, the booklet is also used in author workshops that are held regularly throughout the year.

[www.elsevier.com/journal-authors/publishing-process](http://www.elsevier.com/journal-authors/publishing-process)

### **Training webcasts for early career researchers**

A series of free, bite-sized training webcasts with useful tips and tricks on a range of topics – including how to get papers published and noticed.

[www.elsevier.com/trainingwebcasts](http://www.elsevier.com/trainingwebcasts)

### **Webshop for authors**

A range of ‘boutique’ products and services for authors, from translation and illustration services to customized printing.

[www.webshop.elsevier.com](http://www.webshop.elsevier.com)

### **Open access publishing**

Access to quality research is vital. We encourage engagement and dialogue about access; we are also developing our policies and initiatives, and offer a number of options for open access publishing.

[www.elsevier.com/openaccess](http://www.elsevier.com/openaccess)

### **Journal performance metrics**

An online service, offering the key indicators and metrics to capture the journal’s performance, reach, and influence.

[www.elsevier.com/journalperformance](http://www.elsevier.com/journalperformance)

### **Early career researcher center**

Comprehensive webpages with guidance and advice for early career researchers – including on funding, publishing, and networking.

[www.elsevier.com/earlycareer](http://www.elsevier.com/earlycareer)

### **Content innovation**

An initiative that enables scientists to use the latest digital tools – like 3D modeling and Glossary apps – in their published research. These technologies are an increasing feature of research methods; they can now add similar value to the resulting articles.

[www.elsevier.com/about/content-innovation](http://www.elsevier.com/about/content-innovation)

## **For reviewers**

### **Reviewers' homepage**

Essential information on reviewing, and our submission and peer review system; plus support for reviewers, including how to get started and gain recognition.

[www.elsevier.com/reviewers](http://www.elsevier.com/reviewers)

### **Reviewer Information Pack**

An online brochure with detailed information on the reviewing process and our publishing policy and procedures; and professional advice from senior reviewers and editors.

[www.elsevier.com/reviewersinfopack](http://www.elsevier.com/reviewersinfopack)

### **Reviewers' Update**

An online, magazine-style round-up of important developments in peer reviewing. Senior editors and reviewers share up-to-date information on best practice, helping reviewers safeguard the scientific quality of journals.

[www.elsevier.com/reviewersupdate](http://www.elsevier.com/reviewersupdate)

### **Monthly research selection for journalists**

An online platform that spotlights topical articles for health and science journalists, attracting them to significant and newsworthy research.

[www.elsevier.com/wps/find/newsroom.newsroom/research](http://www.elsevier.com/wps/find/newsroom.newsroom/research)