Publication’s e-mail marketing procedure

Nader Ale Ebrahim
Publication’s e-mail marketing procedure

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13th July 2016
3rd SERIES OF INTRODUCTORY WORKSHOP ON:

**Strategies to Enhance Research Visibility, Impact & Citations**

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====================================
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All of my presentations are available online at: https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation: https://dx.doi.org/10.6084/m9.figshare.3479069.v1 (New version)
Abstract: Your research findings and publications have to reach thousands of your peers and colleagues by sending an email. If you have recently published a study that would be of interest to others in your field, market it through email. “E-mail marketing” allow the researchers to increase the research impact and citations for their publications. This workshop will provide various techniques to increase the visibility and enhance the impact of researcher’s output by employing the publications E-mail marketing procedure.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, E-mail marketing, Research Visibility
How do we improve citations?

• Attempt to publish in top journals
• Don’t take the comfortable option of submitting articles *first* to middle ranking journals
• Be prepared to face rejection
• Achieve maximum publicity for your research
• Ensure that the correct address is used.

Source: The Role of Citations in Warwick’s Strategy and Improving Them
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Research Tools Mind Map

- Links
- h-index
- Survey

Virtual Teams will become as important as (1) Searching the literature

- (2) Writing a paper
- (3) Targeting suitable journals
- (4) Enhancing visibility and impact

Keeping up-to-date Alert services

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Research Tools
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Research Tools Mind Map -> (4) Enhancing visibility and impact -> NetWorking -> Email Extractor
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Advantages of E-Mail

- Cost-Effective
- Global
- Fast
- Interactive
- Reliable
- Flexible


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Building Contact Lists

Even if you only have few e-mail addresses, you need to add those to your database. You may acquire e-mail from following resources:

- Manually from face-to-face meeting
- Manually from cited & relevant papers
- Manually from your contact list
- Importing on mass from a CSV or TAB delimited file
- Email outreach (Scopus and WoS search)
### WoS E-mail search results

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Online E-mail Extractor
Keeping up-to-date

What is an alert service?

- Many journal databases and book publishers offer free alert services. These are an effective means of keeping track of the latest research.
- Alert services come in different forms. The most common include:
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  - a citation alert. This advises you when a new article cites a particular work.
  - Most alert services are email-based. An increasing number are now offered as an RSS feed. If you are just beginning, you might like to try email alerts first. These are generally easier to create.
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BR Schlichter, JS Persson - International Research Workshop on IT Project …

ABSTRACT Software development projects are increasingly geographical distributed with offshoring, which introduce complex risks that can lead to project failure. Co-sourcing is a highly integrative and cohesive approach, seen successful, to software development ...

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For example:

Best regards,
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Access my papers on SSRN: http://ssrn.com/author=1379350

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Adopted from: http://ssrnblog.com/2012/08/20/did-you-know/
Dear Dr Ale Ebrahim,

Greetings from Australia.

I read with great interest your recent article titled: Does a Long Reference List Guarantee More Citations? Analysis of Malaysian Highly Cited and Review Papers that was published in the International Journal of Management Science and Business Administration. I’m glad to see this kind of research being undertaken.

Given our mutual interests, I thought you might like to know about some of my own work in this field and so I have attached some PDF reprints for your private study.

I have also published an article in The Conversation, on these themes.
https://theconversation.com/explainer-how-and-why-is-research-assessed-36895

Best regards,

Derek R. Smith
Professor of Environmental and Occupational Health
University of Newcastle, Ourimbah AUSTRALIA
http://www.researchgate.net/profile/Derek_Smith8
http://au.linkedin.com/pub/derek-smith/17/a83/202

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Use mail merge to send personalized email messages to your email address list

• With mail merge, each email message is a separate mailing where each recipient is the sole recipient of each message. This is unlike broadcasting an email message to group of recipients or hiding recipients on the blind carbon copy (bcc) line of the message.

• You can also use email merge to send personalized email to recipients in your address list. Each message has the same kind of information, yet the content of each message is unique. For example, in email to your customers, each message can be personalized to address each customer by name. The unique information in each message comes from entries in a data file.

Notes

You must have a MAPI-compatible email program installed. The capabilities of Outlook MAPI (Messaging Application Program Interface) make it possible for Microsoft Office Word and Microsoft Office Outlook to share information when sending the merged email.

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Monitor Results

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Source: https://www.entrepreneur.com/article/207662
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Questions?

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