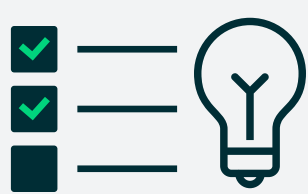


# How to improve ROI on your subscription content

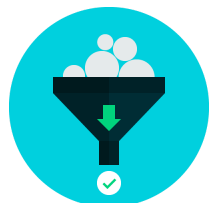


1

## Sketch out initial goals

Taking the first step is the hardest. What are your goals? What metrics are you trying to capture? Why? Are you "counting what counts"? Is it budget related? To increase service visibility? Think about effective content distribution channels.

2



## Talk to your colleagues

Think about the scope of your external content strategy. Communication is key so talk to everyone - management, department heads, team leaders, subject specialists, new employees, your team. Collate your findings and flesh out initial goals so you have something solid with which to work.

3



## Assess your existing subscriptions

How do you assess your resources? Statistics, feedback, requests? Do you have access to relevant metrics? Do they tell you how "useful" something is? Do you have the right resources to fulfil requests? Which departments are subscription heavy? Who is receiving what? Is this reflective of the organisation's strategy? Impact of recent events?

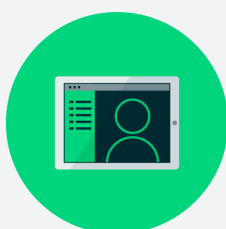
4



## Identify new or alternative resources

New insight into your organisation's current and future priorities will reveal potential gaps in the collection. A new area of development will mean different resources - identify them and assess their value. Create a business case for each one so you have all the facts and financials to hand.

5



## Build relationships with your vendors

Negotiations are a time-consuming process. Internal negotiations rely on your business case, and vendors will have their own terms. Tackle the process step by step; build relationships, be honest and transparent, and allow plenty of preparation time before renewals.

6



## Effective and efficient delivery

There are many ways to bring your well-chosen content in front of your audience. Choose the right technology; be innovative and creative; make it attractive and actionable, and you are off to a flying start. Having a clear content strategy means you are on your way to an excellent ROI.

**Automate • Curate • Deliver**