Enhancing Journal Performance

Strategies to Attract Submissions

The published content is the best marketing for any journal. Authors are overwhelmed with irrelevant emails which makes email-marketing less effective. Instead, authors look to the journal and their networks when deciding where to submit their next paper. High level author service, launching collections and empowering the editors to be journal advocates are increasingly effective strategies to drive journal submissions
For more context, please watch the Strategies to Attract Submissions [webinar](#).

Collections are an editorial call for papers and attractive to potential authors

- Engaging authors is key for journal success. Authors like to submit to journals with a call for papers as it shows the journal is interested in a specific sub-discipline. Authors feel it's easier to align their research with a collection and also feel that their published paper will have higher visibility.
- Editors can launch collections to expand to new topics or specifically attract submissions in higher impact sub-disciplines.
- Collections also allow editors to contribute more directly to developing their field

Journals with diverse content portfolios attract the most submissions

- The journal should represent your community, without bias and publish content across the breadth of the research field with global representation of authors.
- Journals thrive when they publish a sufficient volume of papers that brings the journal to the attention of a significant proportion of the community.
- Increased community awareness of the journal leads the journal to attract more submissions, allowing the editors to choose higher quality papers for publication.
- As the research field evolves, emerging areas, higher impact subdisciplines and changes in the diversity of the field should be reflected in the journal by ensuring the journal scope and publishing strategy are updated.

Editors are journal champions and advocates

- Successful journals have teams of manuscript-handling editors that can solicit submissions through their own research networks.
- Editors can solicit papers from conferences, local events, and poster sessions they attend.
- When scanning preprints, editors can recommend their journal to authors of appropriate manuscripts.
- Editors can also use their own social media networks to promote accepted articles.

High level author service is key to attract resubmissions

- Valued authors are most likely to return if they have received timely and useful reports and have been kept informed of the review process, particularly when there are delays.
- Editors need to manage reviewer and author expectations on the extent of revisions being requested. Researchers will tolerate extensive revisions to publish a prestigious, career-making piece of research in a broad, higher-impact journal but much less so for research they consider to be more focused and published in a speciality journal.
- Transparency and rigor in reporting enhances journal integrity and raises journal reputation.

Like what you see? See the [full guide](#) from Springer Nature