



Account Development Services for Springer Library Clients

Your Contact for Library ROI

Dedicated to helping your library achieve the best return on investment. Services include:

- Implementation & Discoverability Assistance
- Trainings & Campus Events
- Usage Statistics
- Promotion & Awareness

Meet us
today!

springer.com/@yourlibrary





Contact your Account Development Specialist to maximize Springer content on your campus

Account Development

Every Springer client is assigned a dedicated Account Development Specialist for post-purchase support. Our experts collaborate with customers to optimize usage of licensed electronic resources.

Services Include:

Implementation and Discoverability Assistance

- Welcome e-mails for new purchases and renewals with implementation and visibility recommendations including MARC records, Resolver Services, and EZ Proxy setup
- Review client's Web-Scale Discovery Services including search tools, speed, and user experience

Trainings & Events, On-Site & Webinar

- Organize platform and product demonstrations and trainings for librarians and end users
- Participate in conferences, vendor days, and other locally hosted expositions including exhibits, presentations, and panels
- Distribute videos, multi-media, and self-paced instructions
- Sponsor surveys on awareness and use of library services

Usage Statistics

- Review and analyze longitudinal usage, web analytics, and client authorship data
- Monitor client usage and offer customized reports

Promotion & Awareness

- Provide posters, datasheets, and collateral specific to the licensed resources
- Collaborate on developing SpringerLink banner ads, social media campaigns, and advertising in local media
- Promote SpringerAlerts announcing upcoming books, journal tables of contents, and special offers
- Offer customizable e-mail templates to engage in direct campaigns promoting licensed resources

Please contact your dedicated Account Development Specialist for arranging customized services for your library.

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