

# Omnichannel Research Outreach

Capturing attention through integration



## Background

- As scholarly publications continue to saturate, scholars and academic publishers are resorting to multiple mediums to disseminate research outputs in an attempt to gain attention. [Source](#)
- Amongst the diverse platforms leveraged by scholars to engage audiences are conferences, academic profiling services, social media and many more. Each platform is designed uniquely in terms of content dissemination, catering to distinct user preference.
- An omnichannel outreach, predominantly used as a marketing strategy in businesses, integrates and streamlines contents to garner the attention of wider audiences. Such integration of channels in scholarly communication could potentially overcome the barriers of the digital divide.



The table below summarizes the different channels available currently for researchers to share their publications and to receive the highest exposure and/or impact.

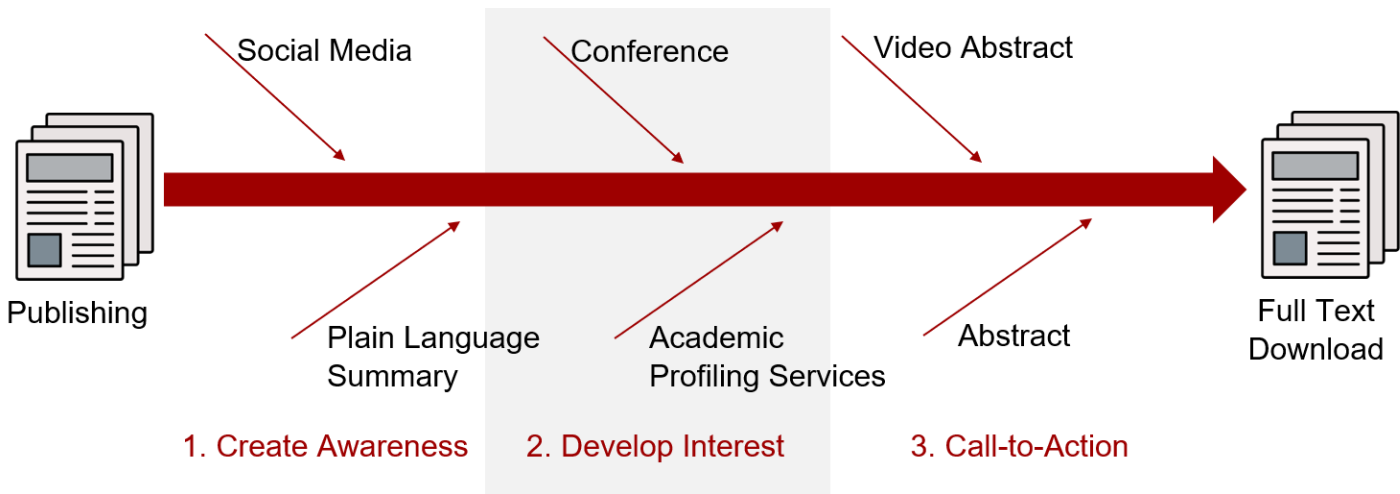
Channels	Examples	Mode of Delivery
Conferences		Face-to-Face Discipline specific
Academic Social Networks	Google Scholar ResearchGate Academia.edu Mendeley	Online sharing of research profiles and publications list to scholars in related fields
Plain Language Summary Platform	Kudos	Converting research papers into easily-to-understand research story for scholars not in the same fields
Social Media (Microblogs)	Twitter Facebook Instagram Youtube	Online sharing of research stories in various forms to professionals & potential collaborators in other fields
News Release	Mass media Citizen Science websites	Press release to general public in the form of citizen science



Case study of  
**Research Visibility**  
by ies Research Consulting

# Significance of Omnichannel Research Outreach

The diagram below showcases a series of platforms to be considered by scholars and publishers to promote research outputs. With members of the audience widely spread across a range of channels, it is becoming obligatory for scholars to broaden their research outreach efforts through the integration of available platforms, eventually, maximising the readership and research impact.



## Example of Omnichannel Research Outreach



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