

Go-to-Market Strategy

DigiCorePro — single-source publishing, from article concept to publication

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What this version leaves out

This is a public version of an internal strategy document. The reasoning is intact; the commercially sensitive detail is not.

REMOVED

- Revenue projections and market sizing
- Pricing and average ticket size
- Client counts and named accounts
- Competitor names and assessments
- Colleague names and internal contacts
- Internal risk register

KEPT

- The phased targeting logic
- The market-reality read
- Stakeholder pain points
- The three-way value proposition
- Positioning and messaging
- Campaign structure and metrics

What the strategy had to do

1

Identify

Which segments to focus on, and in what order.

2

Estimate

The realistic yearly revenue potential of each.

3

Define

The metrics that would show whether it was working.

4

Map

A sales and marketing plan someone could actually run.

Sequenced from the inside out

Credibility compounds. A publisher weighing a migration wants to know who else has done it — so we started with the people who trusted us most and worked outward.

0

PHASE 0

Existing workflow clients

Already on our older systems. Lowest switching cost in the entire market, and the fastest route to a reference.

1

PHASE 1

Customers on our other products

They knew us and trusted us, but had never bought workflow. A warm introduction, not a cold one.

2

PHASE 2

Net-new scholarly market

University presses, society publishers and associations across North America and the EU.

The competitor was not a product. It was the cost of moving.

Almost every publisher worth selling to already ran a workflow system, and a great many of them disliked it. That sounds like an opportunity. It is not.

Retraining every editor on the team

Asking unpaid peer reviewers to learn a new tool

A proof of concept to reconcile XML and citation formats

Re-integrating into infrastructure built around the incumbent

Nobody goes through that because a competitor is better.

Where the product actually stood

Customer

Scholarly publishers in North America and the EU. The product was shaped through direct conversations with them.

Company

A trusted name in the scholarly community, with long-standing relationships across publishers and editors.

Competitors

Established incumbents with deep installed bases and long-standing editorial relationships.

Collaborators

Industry consultants and event partners: the people publishers ask before they shortlist.

Climate

Funding pressure across associations, and real caution about changing anything mission-critical.

Three users, three different problems

Publishers

- Migration off outdated systems is slow and costly
- Heavy manual effort at every stage
- Difficulty sourcing peer reviewers
- Dependence on the vendor for every change

Authors

- Long time to publication
- Desk rejection for norms that differ by journal
- No visibility of where a manuscript sits
- No insight into how work was received

Reviewers

- A separate login for every publisher
- No single view of papers under review
- No way to choose what to review
- Recognised, but never paid

So the value proposition was built three ways

The publisher signs the contract — but editors and reviewers shape the decision. Each audience was pitched on its own terms.

For publishers

- Faster data migration
- A built-in reviewer database
- Lower operating cost
- Configurable — less vendor dependence

For authors

- Reduced time-to-market
- Fewer desk rejections
- Transparency through the lifecycle
- Insight into published work

For reviewers

- One system for every paper
- A reviewer-first approach
- Choose what to review
- Clearer, simpler interface

Positioning and messaging

POSITIONING STATEMENT

A publishing system that provides editorial services in an automated and customizable way, from article concept to publication.

Amplify your publishing success

An AI-backed workflow that makes publishing faster, cheaper, more customizable and more transparent — for authors, publishers and editors alike.

Work faster and spend less

Automation reduces time-to-market for manuscripts, and cuts the cost of coordinating multiple vendors and resources.

Marketing mix

Product

End-to-end single-source publishing. Desktop and mobile. Modular architecture with microservice integrations, a reviewer database, and AI assistance for content development and research integrity.

Place

North America and the EU, where scholarly publishing is most concentrated. Cross-sell into the existing base; new business among university presses, societies and associations.

Price

Moved from project-based pricing to an annual licence model, reflecting a configurable product rather than a bespoke build. Smaller publishers priced proportionately for the part of the workflow they use.

Promotion

Proof of concept launched at Frankfurter Buchmesse. Pre-launch social series, drip mailers, blogs on single-source publishing, press release and trade advertising.

The campaign, in three movements

BEFORE

“What’s brewing” series

Three social posts building anticipation: the pain points, a product-management quote, then the name and timeline reveal.

AT LAUNCH

Product series

Four posts — single-image creative, a features carousel, and the walkthrough video — timed around the event.

AFTER

Mailer drip

Broad theme, then name and features, then the walkthrough with a booking link. Anyone completing the drip without converting was passed to sales for direct contact.

Launch and measurement

Launch

- Proof of concept at Frankfurter Buchmesse, October 2023
- A speaker slot rather than a booth — reach over footfall
- Full product launch the following year
- Leads captured through the event and the drip campaign

What we measured

- Social engagement — reactions, reposts, comments
- Drip performance — open rate, click-through, enquiries
- Leads generated, split by source
- Every metric benchmarked against the industry average

What the sales team was given

1

Four-page product sheet

2

Sales presentation

3

Product walkthrough video

4

Product web page

5

Teaser and launch page

6

Email copy and creative

Built with the product team, so account managers could carry the story without marketing in the room.

What actually happened

2	speaking slots won at consecutive industry events
3	industry consultants and analysts engaged
5	MQLs from the launch event, of which 2 progressed to SQL
5+	RFP invitations
1	client migrated — existing client on an older system, no revenue uplift
0	new customers, as of my departure in September 2025

Sales cycles here run about a year; several RFPs were unresolved when I left.

I built for a value comparison. It was a migration-risk decision.

Against the cost of a failed migration, “better” is close to irrelevant. Publishers with visibly struggling infrastructure still declined to move — and they were not being irrational.

Sell the migration, not the product

Parallel running, staged cutover, migration guarantees, a free pilot on a single journal. Make the first step small enough that saying yes is not a bet.

Spend the first year in Phase 0

The one migration we completed was the profile with the lowest switching cost. That should have been the whole first year, not the warm-up.