

The Accidental Library Marketer

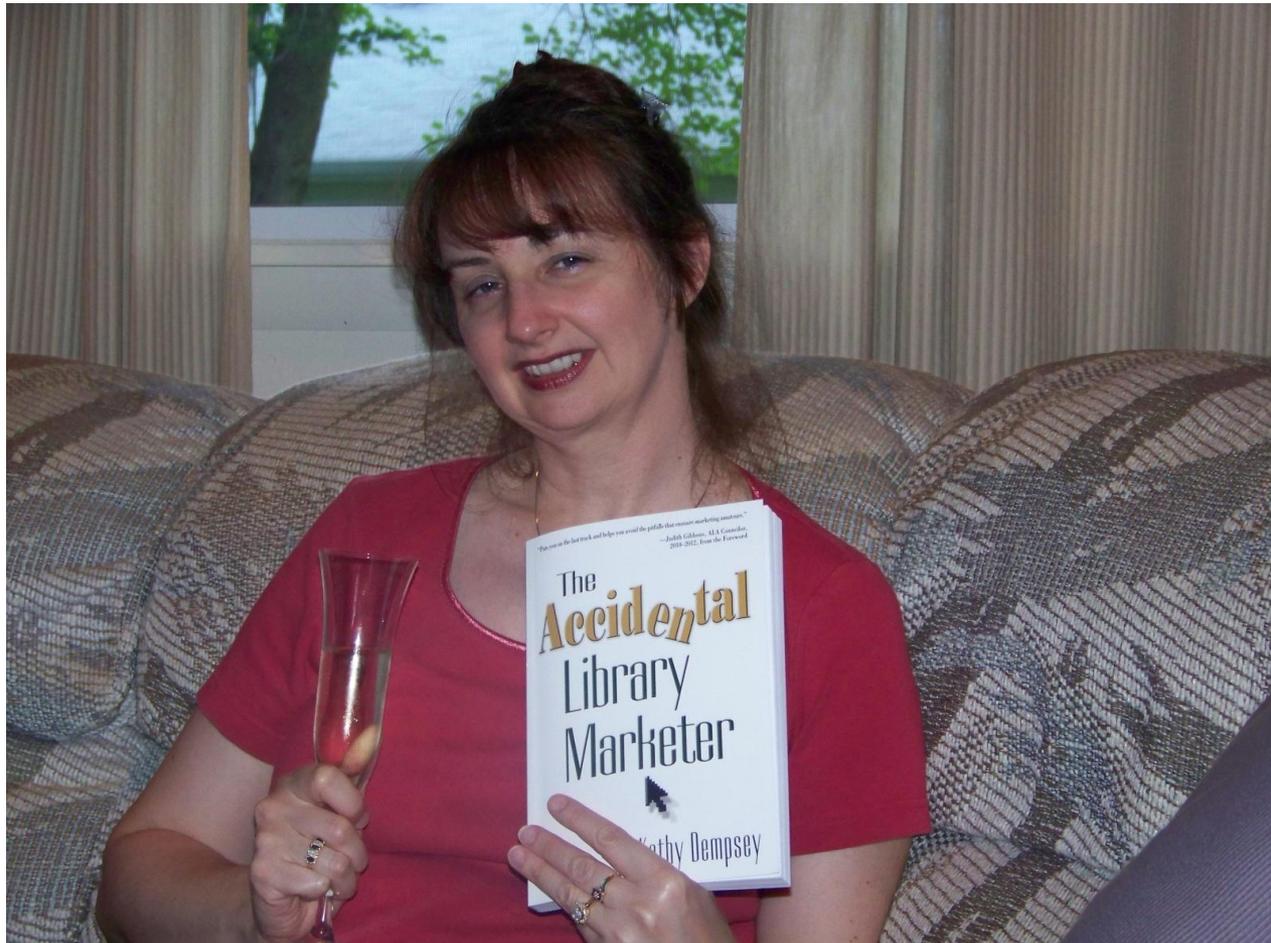
presented by Kathy Dempsey
of Libraries Are Essential



Feb. 21, 2012

Texas State Library and Archives
Commission CE Webinar





What Is Marketing?



Definitions & Differences

- **Marketing** is taking steps to move goods from producers to consumers. It's determining what people want, delivering it, evaluating consumer satisfaction, and then periodically updating that whole process.



Definitions & Differences

- **Public Relations** is a planned, long-term communication program (via various media) that has a goal of convincing the public to have good will toward something.
- **Publicity** is sending a message via official channels such as news releases, newsletters, press conferences, etc.
- **Promotion** is furthering the growth or development of a product or service. It's not just aiming toward good will; it's encouraging people to use it by telling those people how it would benefit them.

Definitions & Differences

- **Advocacy** is getting people who have good opinions of your organization to speak to others on its behalf; to convince other people of its value.
- **Branding** is establishing a strong link between a company and its logo/typeface/picture or name/phrase. Its aim is to make people immediately associate the company with the graphics or words it uses. Branding helps build loyalty.
- **Advertising** is calling attention to something through paid announcements.

Poll Question

Use the software to answer this question:

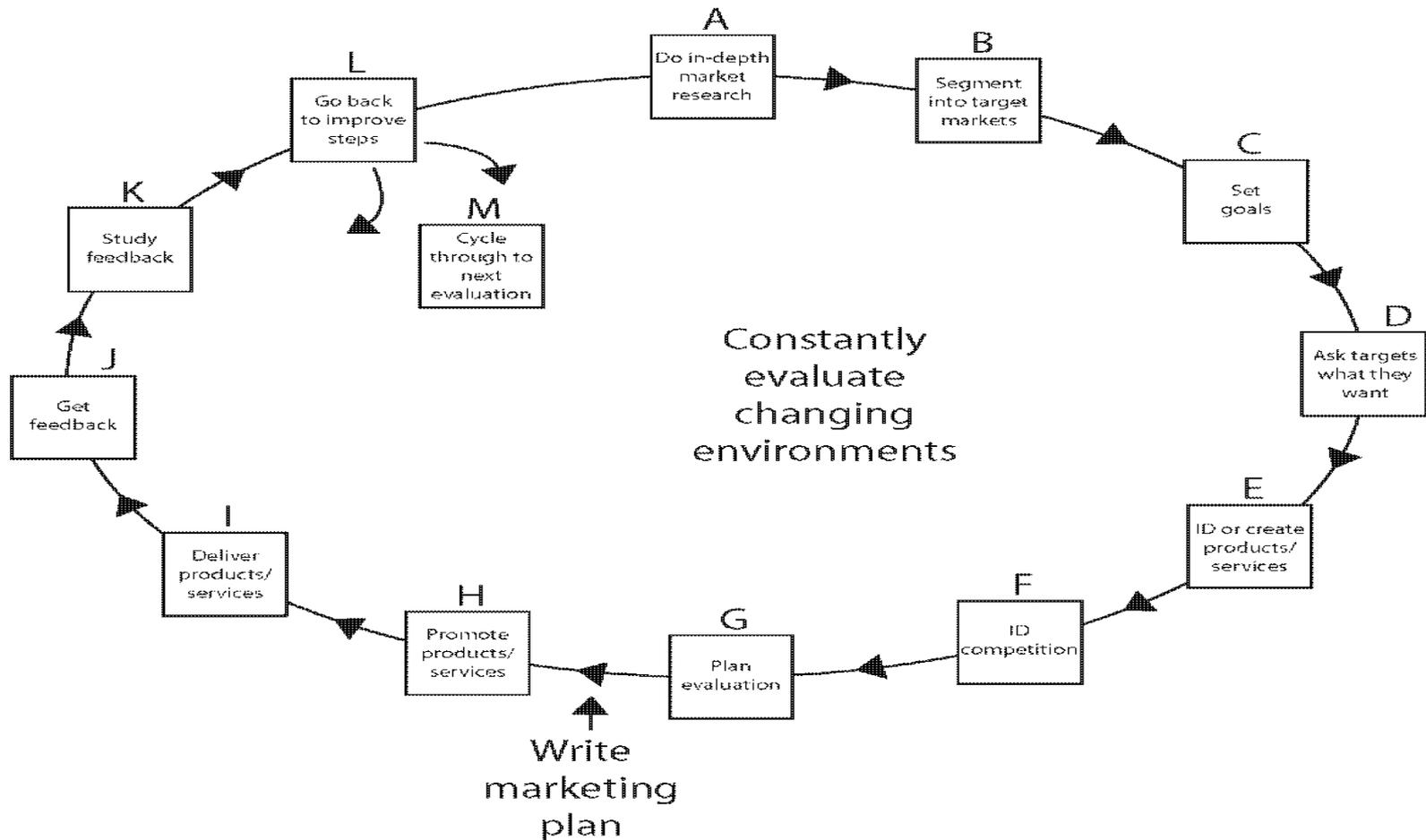
**Does your library or info center already
have a marketing plan?**

- Yes
- No
- I'm not sure

The Four P's

- **Product:** The object or service you provide
- **Price:** A user's cost, which can be measured in time and trouble as well as dollars
- **Place:** Where you're providing the service, could be stationery or mobile
- **Promotion:** How you encourage others to make use of what you have for them

The Cycle of True Marketing



Any Questions So Far?



Five Common Mistakes

1. Thinking that you know what your customers want without asking them
2. Sending press releases and promoting programs, and calling it "marketing"
3. Not separating people into target markets and treating each group differently
4. Not studying people who make up your user base
5. Not fully evaluating the results of programs and campaigns and using that data to improve future efforts

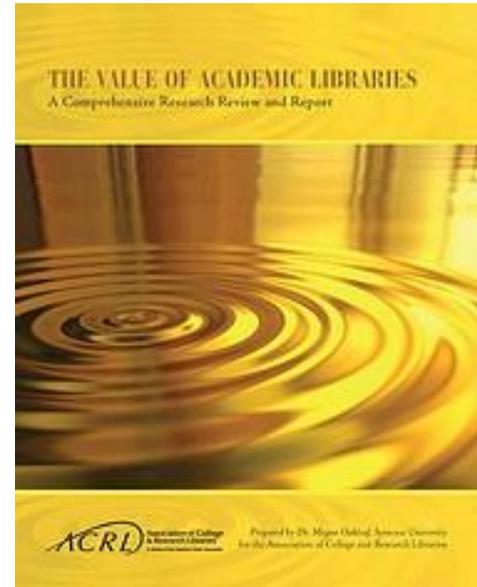
Basic Tips

- Operate on evidence-based information.
- Remember: It's all about the customer!
- Don't overlook the need for internal marketing to your own staff members and administrators.
- Treat members of the media as a separate target market, not just as your conduit to the public.
- Never *guess* what people want when you can *ask*.

It's all
about
ME!

Basic Tools

- Patrons' information
- Vendor usage reports, stats, server logs
- Customer feedback, internal & external
- City / county / census population data
- Reports & studies from organizations like ALA, SLA, ICMA, IMLS, the Gates Foundation, Outsell, WebJunction, ACRL, etc.



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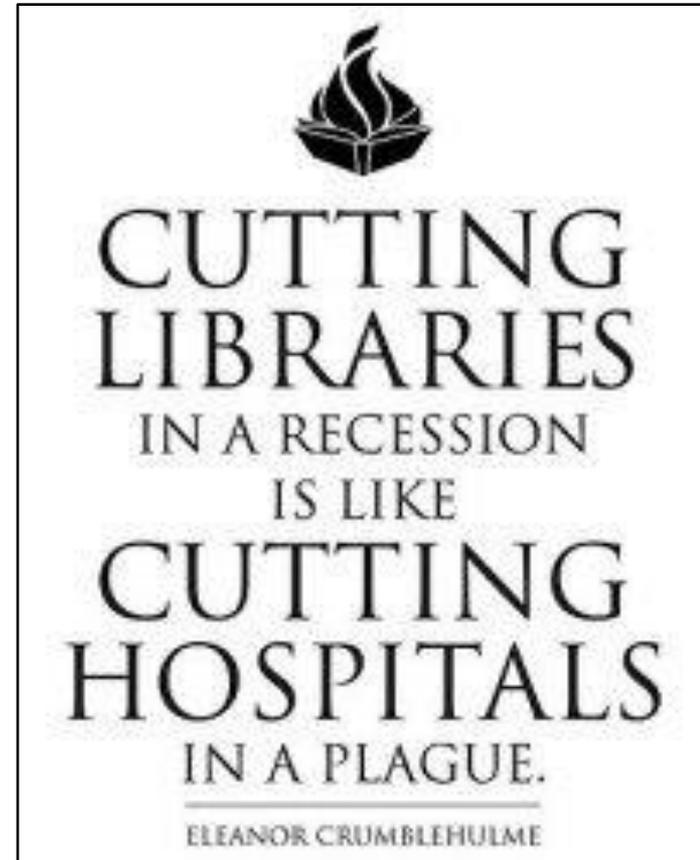
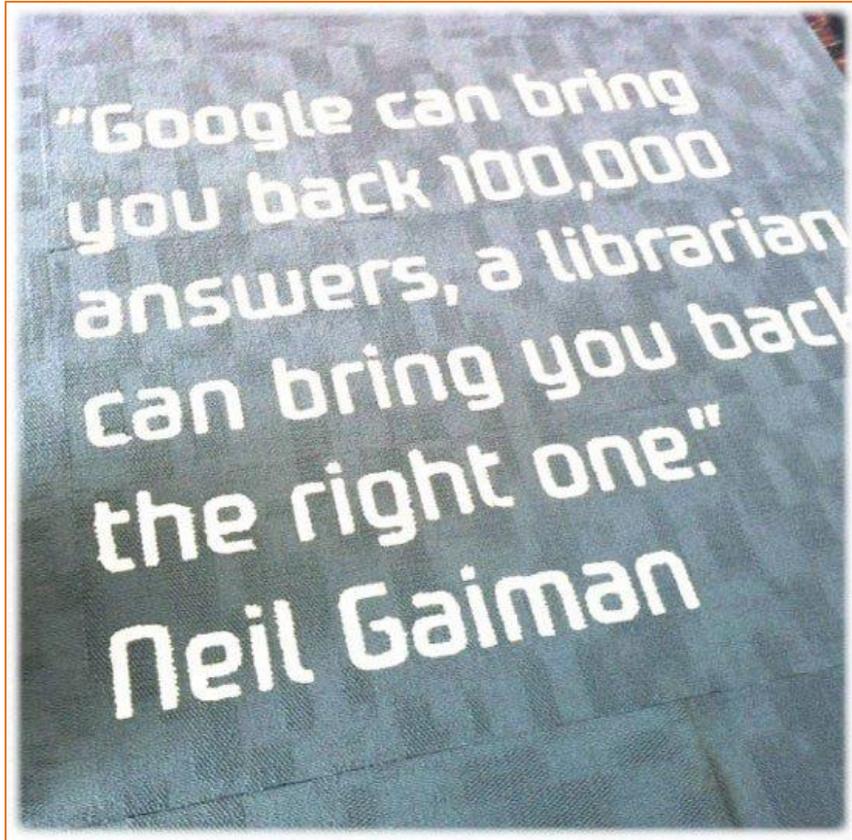
Does your library or info center use data from outside sources, like the city/county or Census, to inform decisions?

- Yes
- No
- I'm not sure

7 Rules for Communicating Your Value Effectively

1. No library lingo!
2. Have facts & proof of effects / change.
3. Match the message & medium to the target.
4. Talk benefits, not products.
5. Don't go it alone.
6. Have targets check your materials for clarity.
7. Be loud, be proud, be professional. Say it constantly, say it consistently.

Talking Points & Graphics



Everyday Advocacy

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Resources



Information, courses and tools to help library advocates make the case at the local level.

- [Advocating in a Tough Economy Toolkit](#)
The following resources and tools, including news clips, op-eds, and statistics to help library supporters make the case for libraries in these times.
- [Add It Up: Libraries Make the Difference in Youth Development and Education](#)
Research and statistics to help advocates make the case for libraries at

Advocacy Clearinghouse



Advocacy tools and resources from ALA.

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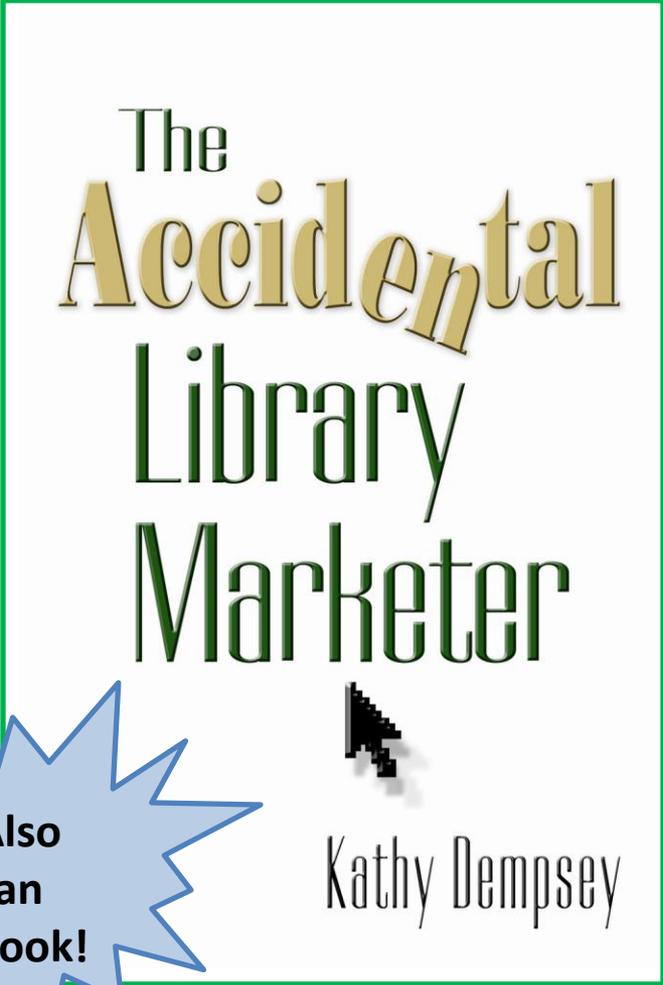
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