Am I Doing It Right?
The Accidental Library Marketer

presented by
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Hello!

So, I published this book…
What Is Marketing?
Do You Know the Difference?

1. Marketing
   - A. Getting others to speak on your behalf

2. Public Relations
   - B. Sending communications via various official channels

3. Promotion
   - C. Paid communications
   - D. The overall communications plan

4. Publicity
   - E. Studying people to learn what they want; delivering it; evaluating success

5. Advocacy
   - F. Encouraging usage by explaining benefits

6. Advertising
Do You Know the Difference?

1 – E: 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.
Do You Know the Difference?

2 - **D: 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.

3 - **F: 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.

4 - **B: Publicity** is sending a message via official channels such as news releases, newsletters, press conferences, social media, etc.
Do You Know the Difference?

5 - **A: 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.

6 - **C: Advertising** is calling attention to something through paid announcements.

**Bonus: 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.
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 use what you have for them
The Cycle of True Marketing

1. Set goals
2. Ask targets what they want
3. Segment into target markets
4. ID competition
5. ID or create products/services
6. Deliver products/services
7. Promote products/services
8. Plan evaluation
9. Write marketing plan
10. Get feedback
11. Study feedback
12. Go back to improve steps
13. Do market research

LibrariesAreEssential.com
Library Marketing Resources section
Why People Don’t Attend Events

• The language, space, or timing of your message is off.
• Your MarCom doesn’t reach the targets.
• Your event is based on what you want to offer, or what you think people want, instead of what your population actually wants.
• The event is on a bad day / date / time that conflicts with other community events.
Any Questions So Far?
Poll Question

Use the software to answer this question:

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

A. Yes
B. No
C. I’m not sure
To Do More Effective Marketing, Avoid These 5 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.
4 Rules for Effective Communication

1. No library lingo!
2. Match the message & medium to the target.
3. Talk benefits, not products.
4. Have targets check your materials for clarity.
Library Lingo Can Be Deadly

• Word and phrases that are commonplace to us don’t make sense to others! (http://escholarship.org/uc/item/3qq499w7)

• Studies reveal some of the most commonly misunderstood terms:
  – Catalog
  – Database
  – Resource

By taylorsloan on Flickr
The Bottom Line

ONE DOES NOT SIMPLY

'MARKET' BY MAKING A FLYER
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