
MARKETING LIBRARIES

What the non-profits
can learn from the
lots-of-profits

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The plan for today

Part 1: Marketing
Principles

Part 2: Marketing
Actions



The hope for today



You leave here
knowing you
can think like a
marketer, and
that you've got
actions to try at
work tomorrow!


What exactly do
we mean by
marketing
libraries?

Engaging your
people so they
understand who
you are, what
you do, and
what it's worth to
them

And what do we,
as librarians,
want to get
out of it?

To increase
awareness, respect,
understanding,
footfall, online use,
the number of
resources used or
the amount
resources are used?
Etc, etc.

And what is the
best way to
achieve
this?



Simple messages,
tweaked for
different audiences,
delivered across the
right platforms, on
an on-going basis.

And what is the
best way to
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this?

Simple messages,
tweaked for
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right platforms, on
an on-going basis.

Easy, right?

Part 1: Marketing Principles

Eight steps to
thinking like a
library marketer

1. Put yourself in your audience's shoes



1. Put yourself in your audience's shoes

(The key thing to remember is, that's not just one pair of shoes.)



1. Put yourself in your audience's shoes



(If you can't do this yet, go out and do the market research. One of the key things about marketing successfully is to survey your users BEFORE as well as after you make changes.)

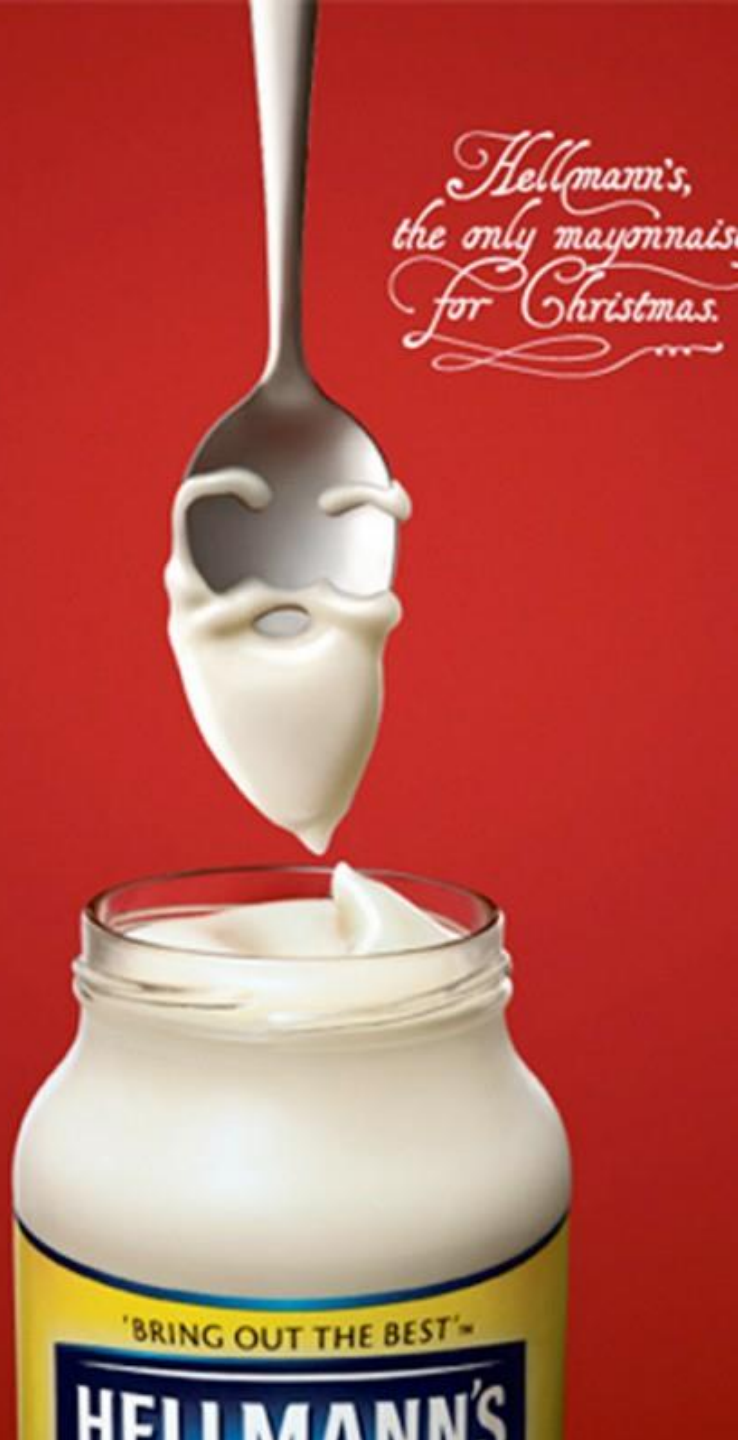


Often

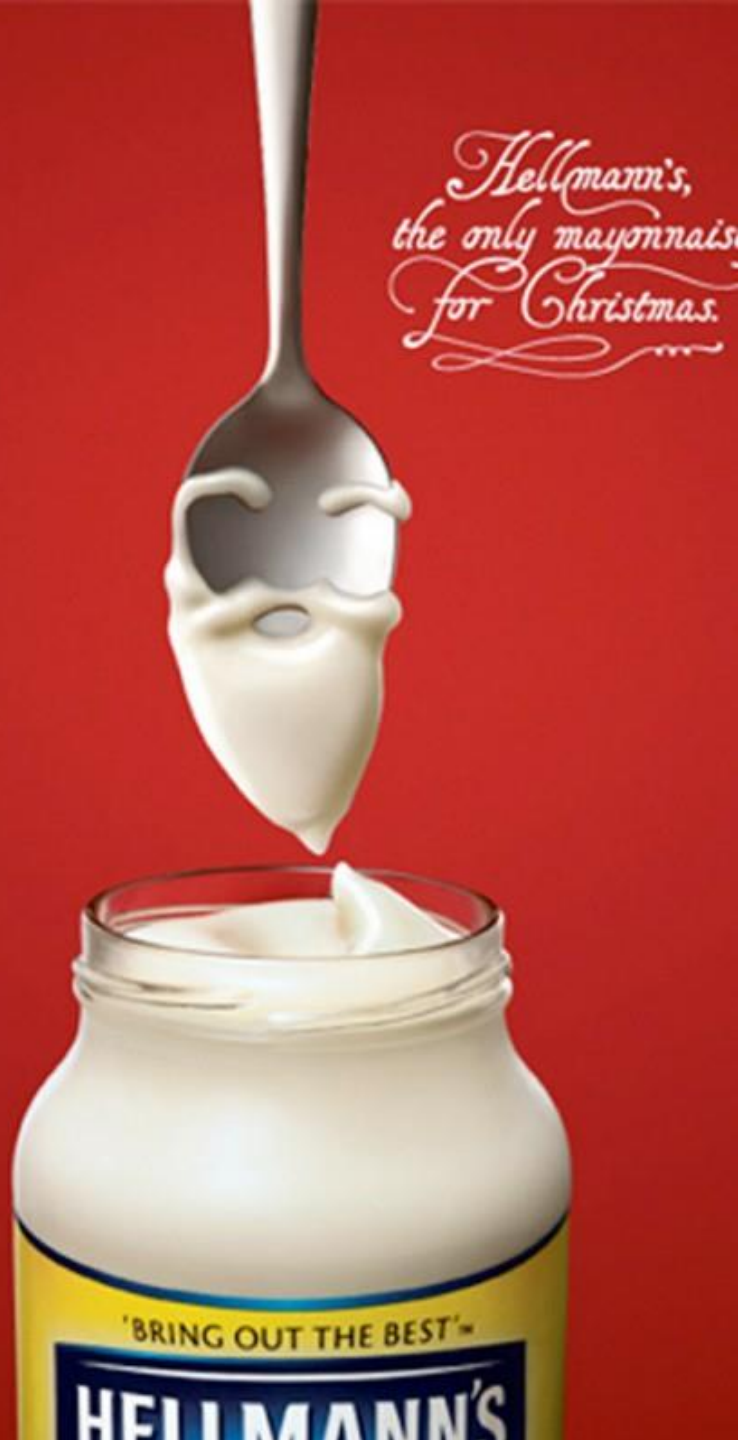
Sometimes

Seldom

Never



What does it
take to **make**
you actually
ACT on a
piece of
marketing?



Do you go
out and buy
Mayo as soon
as you see an
ad?

Probably not.



Lots-of-profits
lesson 1

Aim to build ambient awareness of your business as the authoritative source of X, rather than expecting people to act on your promotion right away.

2. MAKE A PLAN



From the *Library Marketing Toolkit*

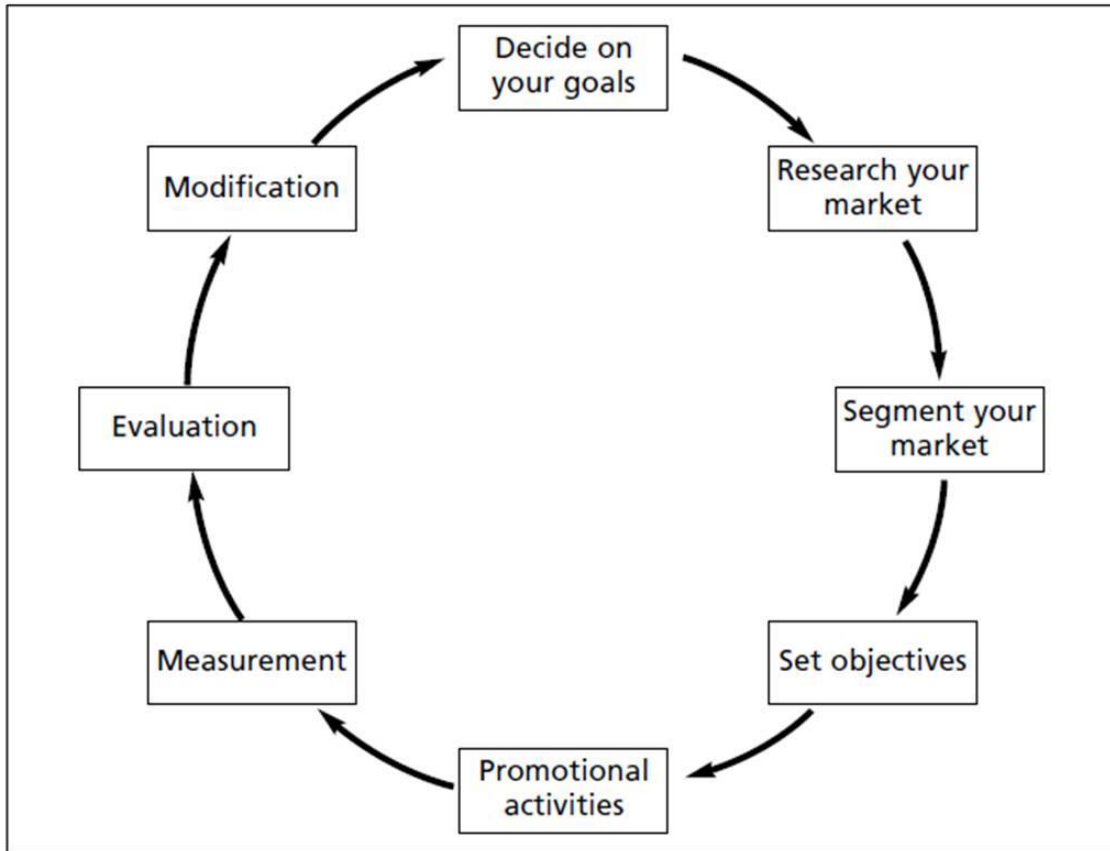


Figure 2.1 *The marketing cycle*

From the *Library Marketing Toolkit*

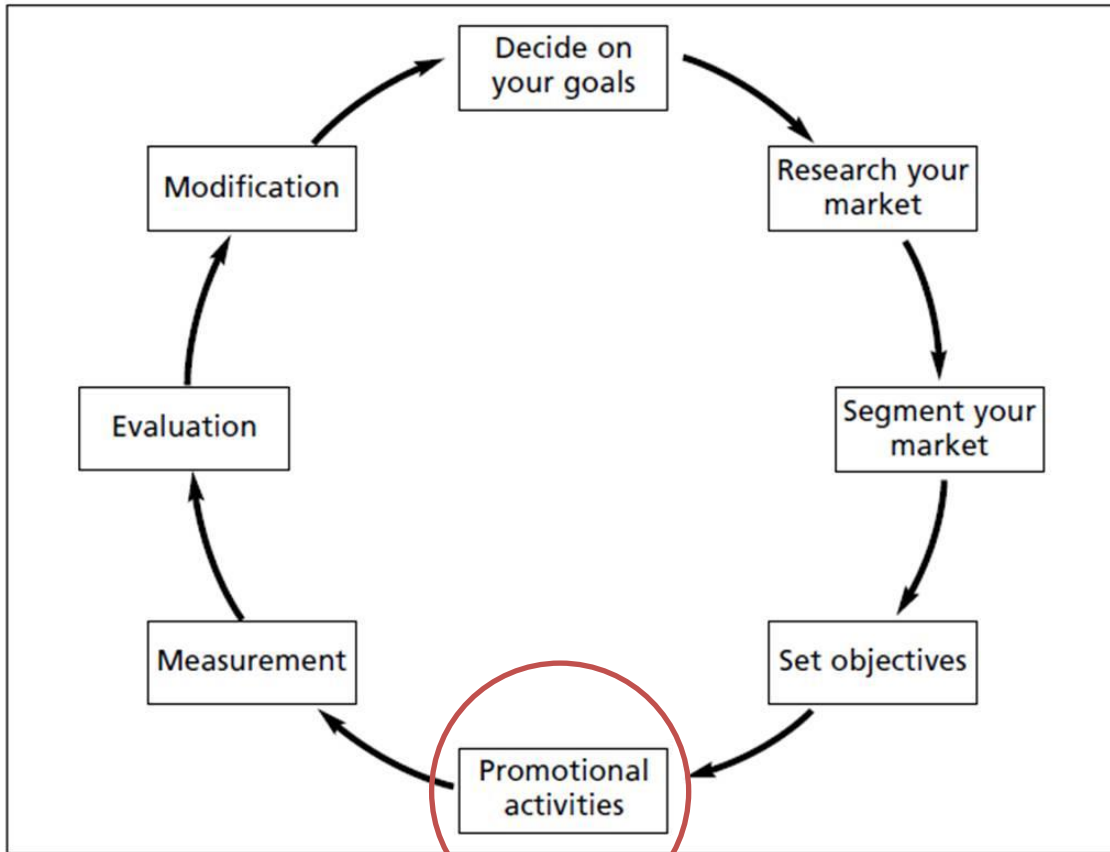


Figure 2.1 The marketing cycle

If you start and end here, your marketing will probably disappoint you!

3. Put a number on it



THE AIM: to increase football by
10% (1000 people) this year.

THE AIM: to increase football by
10% (1000 people) this year.

“I’m going to get 200 new parents and kids using the Library.

I’m going to get 100 additional senior citizens using the Library.

I’m going to get 100 more small business / entrepreneurs using the Library.

And I’m going to get 600 more entries from existing users.”



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STRATEGIZE.

(Your competitors – Amazon, Google, bookstores, Netflix, etc, are all marketing strategically.)

4. Bring your team with you



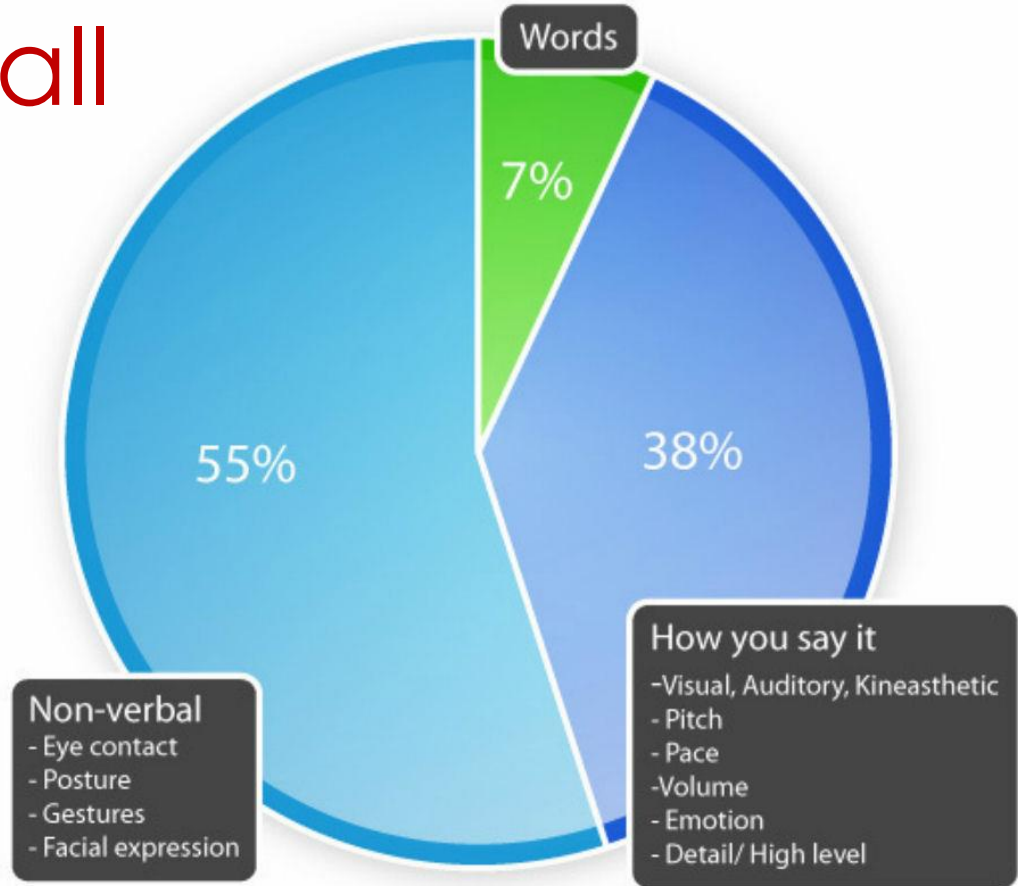
Top tips for getting buy-in from all levels:



A: Chunking information is important
The more senior the person you're talking to, the less detail they want.*

*Generally speaking

Top tips for getting buy-in from all levels:



<http://www.jiscinfonet.ac.uk/infokits/influencing-others/message-and-medium>

B: Words... not so much

Top tips for getting buy-in from all levels:

Perception of:	Impact:	Address this by:
Capability	They must think they can do it or they will be scared	Evidence of what they have done before Break it into steps Buddy system for support
Value	They must see value in it for them	Find out what it is that they really value
Value Realisation	They must believe the perceived value will actually be delivered	Explain how you will deliver Show a track record Be consistent
Cost	They must feel the cost is worthwhile	Show the benefits
Risk	They must feel the risk is acceptable	Show lost opportunities if they don't do it

<http://www.isonfonet.ac.uk/infokits/influencing-others/personal-perception>

C: The easiest way to get someone to do something is to link it explicitly with their own aims....

Top tips for getting
buy-in from all
levels:

D: Above all, if you
can empower
people, do.

5. SIMPLIFY your message



**We will help
you like this.**

(It's not what
you have, it's
what you DO.

Benefits not
features.)

e.g. don't call the workshop 'RSS feeds'
– call it 'Keeping up to date online'.



Don't talk about how you 'subscribe to 30 databases', talk about how you 'provide access to high quality scholarly information Google cannot find'.

Open question:

Can you think of one piece of promotion you could reimagine to talk **BENEFITS** rather than features?

Solo librarians: if you only have time to market one or two things, focus on the things you love.





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lesson 3

Prioritise the key messages.

Lots-of-profits
lesson 3

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Did you know the Apple Store sold these..?





**Lots-of-profits
lesson 3**

Prioritise the key messages.

Did you know the Apple Store sold these..?
Chances are you didn't, because Apple doesn't go on about EVERYTHING it sells in its store - it basically says 'here's how our offering fits in with the lifestyle you aspire to' and leaves you to discover the rest if you're interested.

Simplicity sells.

6. Dress it up for different audiences



The same key message, expressed in different contexts.

The Wifi generation

“We’re now open later, so you can relax after work in our café”

The parents

“We’re now open later, so your kids have somewhere safe and creative to go after school”

The digitally divided

“We’re now open later, so you can get online and find your next job”

The scholars

“We’re now open later, so you can study at a time which suits you”

7. Market the

\$ # * %

out of it...

Multiple platforms, old and new. It means you capture more people, and those on two or more of the platforms get the message reinforced.



8. Measure it, evaluate it, then

DO IT AGAIN



Hello again,
marketing cycle...

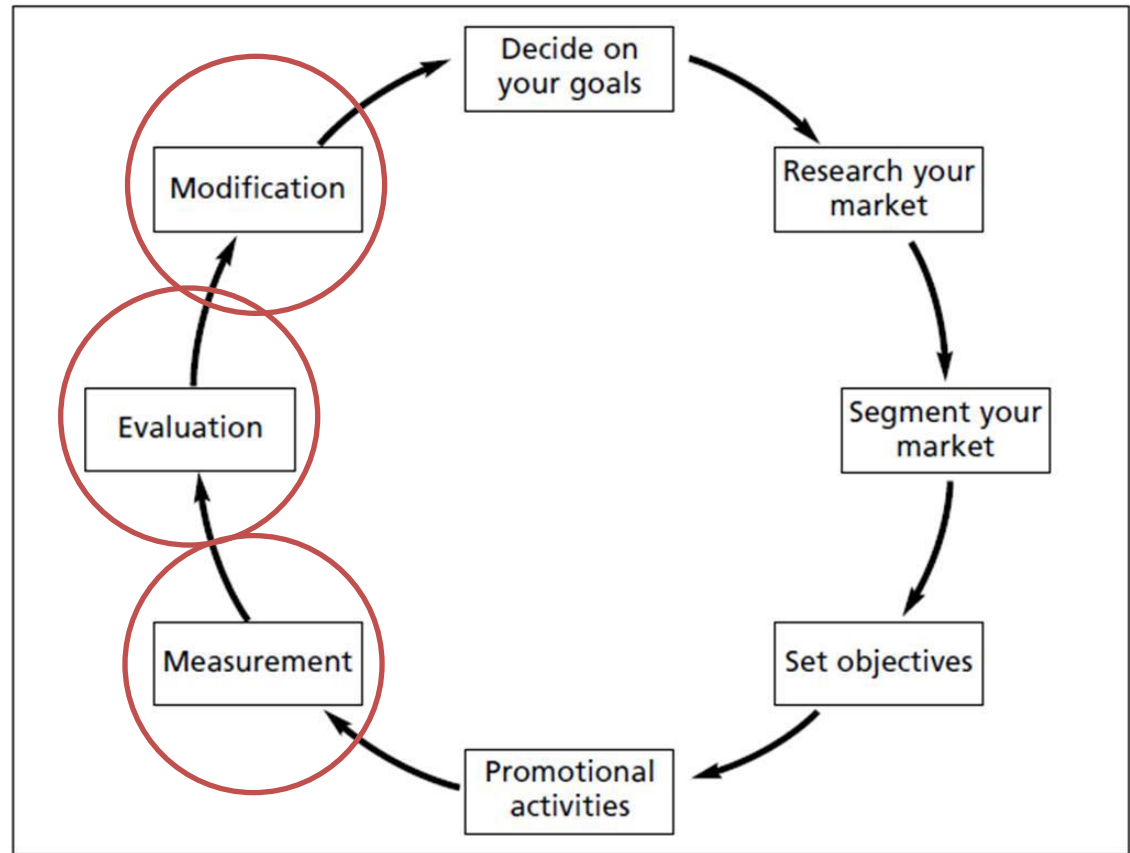


Figure 2.1 The marketing cycle

Measuring it, evaluating it, then
continuing the cycle – **that's what
makes this marketing!**

End of part one:

any questions?



Part 2: Marketing ACTIONS

Choosing the
right tool to
communicate



Word of mouth

67% of all consumer decisions are primarily influenced by word of mouth. It's a vital marketing tool.

The aim is to **influence an influencer**. Give them the tools they need to spread the message. Hell, give them the message! Make it EASY.

You may need several influencers – people need to be told how good the library is by people similar to them.

Word of mouth
KEY FACTORS



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lesson 4

Don't placate,

INSPIRE.

Lots-of-profits
lesson 4

Honda are the biggest selling car manufacturer in the world, but their marketing doesn't mention that. They don't say 'we have something for everyone' as their main message.

Don't placate,
INSPIRE.



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lesson 4

Don't placate,
INSPIRE.

Their main message is designed to inspire people rather than to keep everyone happy.





Email

This time, it's PERSONAL. Make people feel like YOU are emailing THEM.

Regularly scheduled emails don't feel targeted – email when you have something to say.

Subject line is HUGELY important. Time of day is somewhat important. Dividing up your audience is desirable.

Email KEY FACTORS

Website



Website

KEY FACTORS

Key info **ABOVE THE FOLD**.

Give people actions. Things to watch, or do, or listen to, or book, or download, or more of your Library's online activity to investigate.

Video is essential and it may be a lot more achievable than you think...



The bookmobiles are in for scheduled maintenance from 8/26 through 8/31. We'll be back on the road 9/3.

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Social media

Do **one thing at a time**, properly. Start with Twitter and then Facebook.

What matters is not how good the tool is, it's whether **your particular audience will engage** with it.

It's not a broadcast, **it's a conversation...**

Social media

KEY FACTORS

LISTEN. Better still, monitor



THE LIBRARY MARKETING TOOLKIT

A whole website full of stuff to help you market your library.

Blog **Essential Tools and Resources** **New Case Studies!** **The Book** **About the Author** **About the Contributors**

Advanced Twitter Search for social monitoring and patron interaction

Keywords: Social monitoring, Twitter, Advanced Search, Andy Burkhardt

In the 'Marketing with social media' chapter of The Library Marketing Toolkit there's a section on using Twitter's advanced search to find out what people are saying about your library online, and to start relationships that way. Lack of space dictated that it wasn't a very long section, so there's more information here via a new case study from Andy Burkhardt.

Andy is Emerging Technologies Librarian at Champlain College in Burlington (surely the best job title ever?), and uses Twitter's advanced search in a really interesting way to find and engage with patrons. Here's what he had to say about the possibilities.

On an average day, over **140 million tweets** are sent. With this huge volume of communication there are likely to be tweets about your library that you never see. There are also likely questions which your community members are asking on Twitter and which the library is perfectly positioned to answer. These questions get missed though because of the flood of tweets every day. It seems impossible to find only tweets that are related and relevant to your library community. Luckily, there are tools and strategies available to filter out irrelevant tweets and create an ambient awareness of conversations that are occurring that would be of interest to your library.

Twitter's **advanced search** allows users to create complex searches that allow for a great deal of specificity in the terms and criteria for the search. Through crafting precise searches you are able to find the tweets that are highly relevant to your library. And since librarians are experts in searching, we have the ability to mine the wide array of data available on Twitter and find the information that is important to us.

On Twitter's advanced search page there are a number of criteria that it allows you to search by, including: words in Boolean format, language, to or from specific people, location, and even moods such as positive, negative, and questions. One of the most important search criteria is the location option. This allows you to search only tweets that are within a certain radius from a location and brings the amount of tweets you are looking through from 140 million down to something much more reasonable.

Training and consultancy

If you're interested in marketing workshops etc, please [see the webpage detailing what I normally offer](#) along with feedback from previous courses.

THE BOOK



The Library Marketing Toolkit

Ned Potter

ORDERING THE TOOLKIT

<http://www.librarymarketingtoolkit.com/p/advanced-twitter-search-for-social.html>

LISTEN. Better still, monitor; then document it.

The screenshot shows a Storify story interface. At the top, the Storify logo is on the left, and a search bar is on the right. Below the logo, there are icons for 'Published', 'Edit', 'Delete', 'Distribute', and 'Settings'. The story is titled 'An example of using Storify to document positive feedback' and is attributed to 'Storify by Ned Potter' from '2 minutes ago'. The main text of the story reads: 'This is a short example of how you might use Storify to collate and store feedback about your Library - in this case we'd launched a new virtual tour and an orientation game.' Below the text is a video player titled 'Virtual Library Tour' showing a man in a library. To the right of the video is a 'Follow' button for 'Chemistry at York @ChemistryatYork'. Below the video, there is a 'Follow' button for 'Chemistry at York @ChemistryatYork' and a text description: 'Virtual tour of the University of York library - lots of useful information! youtube.com/yorkinformation'. On the right side of the interface, there is a profile for 'theREALwikiman' (Ned Potter) with a bio, location (York), and website. Below the profile are statistics: 7 stories, 69 followers, and 2 following. There is also a 'Total views' section showing 0 views. At the bottom, there are sections for 'Related stories' and 'More from theREALwikiman' with several story thumbnails and titles.

<http://storify.com/theREALwikiman/an-example-of-using-storify-to-document-positive-f>

Ten Top Tips for taking your Twitter account up a level:

News Opinion Tech Reviews Events Webcasts Job Zone Newsletters Social Media

AUGUST 29, 2013 MANAGE YOUR ACCOUNT CONTACT US AWARDS SUBMISSIONS ABOUT

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You are here: [Home](#) / [Marketing](#) / 10 Golden Rules To Take Your Library's Twitter Account to the Next Level

10 Golden Rules To Take Your Library's Twitter Account to the Next Level

By Ned Potter on August 27, 2013 5 Comments

If you're reading this, I'm sure you're already aware how important Twitter is to libraries. 32 percent of Internet users are on the platform, but more importantly, they're our type of Internet users! There is a strong overlap in the kinds of people who use libraries (or would do if they knew what we offered) and the kinds of people who tweet. And unlike some other social media, Twitter users are receptive to interacting with libraries on this platform.



Ned Potter

However, something you see a lot with library Twitter accounts, is a plateau in followers, use, and value. The initial optimism and freshness associated with the medium gives way, usually after 6 months or so, to a feeling that you have two-or-three hundred followers but you're no longer moving on up. You don't feel you're making the most of this, despite doing all the right things, tweeting interesting content, getting on there regularly, and so on. But worry not: there are tried and tested things you can do to move on past this plateau and, interestingly, once that happens, the momentum tends to become self-sustaining and your network grows and grows.

Here are 10 golden rules to take your Twitter account on to the next stage.

1. Only tweet about your library one time in four

Twitter is an interactive, conversational medium—but sometimes it's hard for organizations not to

RECENT & POPULAR

Recent Posts Most Commented Most Viewed

10 Golden Rules To Take Your Library's Twitter Account to the Next Level



University of Iowa Library IDs Tiny Tome



Collaboration, Innovation, & the Next Generation | ALA 2013 Report



If You Don't Have Time for Partnerships, Chances are Your Community Won't Have Time for You



Finding Bigfoot in the Stacks



UK Report Recommends Author Payments



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lesson 5

When it comes to marketing online, what separates the pretenders from the real thing is a **CALL TO ACTION**.

End of part two:

any questions?





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We've always been product orientated; now we need to be market-orientated.

What does your community need? _____



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lesson 7

Don't wait for people to come
to you; go to where your users
are.

Summing

UP

If you've not got a plan, here's the first steps to making one:

- 1) Write down what you want to achieve
- 2) Get to know your market – what do you they need?
- 3) Come up with a simple message to address that need
- 4) Market that message to different groups across lots of platforms
- 5) See 1 though 4 again (and again)

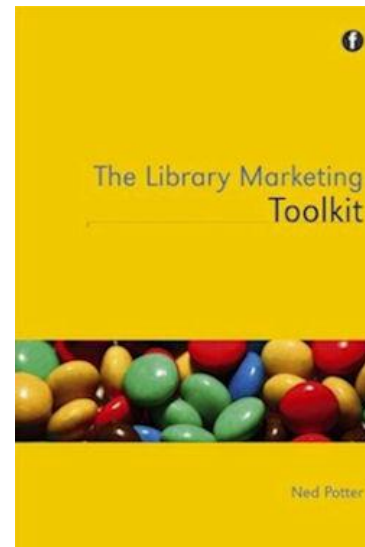
THANK YOU FOR WATCHING!

All images via stock.xchng: <http://www.sxc.hu/>

Get in touch via Twitter: [@theREALwikiman](https://twitter.com/theREALwikiman)

Read the blog at thewikiman.org

Find the book at librarymarketingtoolkit.com



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