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 achieve this?

Simple messages, tweaked for different audiences, delivered across the 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
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(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.)
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.
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
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.
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“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.”
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:

B: Words… not so much

[http://www.jiscinfonet.ac.uk/infokits/influencing-others/message-and-medium]
Top tips for getting buy-in from all levels:

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

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.
Prioritise the key messages.
Prioritise the key messages.

Did you know the Apple Store sold these..?
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.

<table>
<thead>
<tr>
<th>The Wifi generation</th>
<th>“We’re now open later, so you can relax after work in our café”</th>
</tr>
</thead>
<tbody>
<tr>
<td>The parents</td>
<td>“We’re now open later, so your kids have somewhere safe and creative to go after school”</td>
</tr>
<tr>
<td>The digitally divided</td>
<td>“We’re now open later, so you can get online and find your next job”</td>
</tr>
<tr>
<td>The scholars</td>
<td>“We’re now open later, so you can study at a time which suits you”</td>
</tr>
</tbody>
</table>
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...

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.
Don’t placate, INSPIRE.
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.
Their main message is designed to inspire people rather than to keep everyone happy.

Don’t placate, INSPIRE.
Email
This time, it’s PERSONAL. Make people feel like YOU are emailing THEM.

Regularly scheduled emails don’t feel targetted – email when you have something to say.

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

**tuesdays | Sep 5–Oct 17**

**Women & Money**

*Take 7 Classes to Learn Strategies on Budgeting, Investing & Retirement | Register Now*

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**On the Shelf: Libros en Español**

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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...

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Social media KEY FACTORS
LISTEN. Better still, monitor

http://www.librarymarketingtoolkit.com/p/advanced-twitter-search-for-social.html
LISTEN. Better still, monitor; then document it.

http://storify.com/theREALwikiman/an-example-of-using-storify-to-document-positive-f
Ten Top Tips for taking your Twitter account up a level:

http://lj.libraryjournal.com/2013/08/marketing/10-golden-rules-to-take-your-librariess-twitter-account-to-the-next-level/
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?
We’ve always been product orientated; now we need to be market-orientated.

What does your community need?
Lots-of-profits
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!

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