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![Volume Slider](image)

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![Communicate Menu](image)
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**Step 1:** Type the problem in the **dialog box**.

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Today’s Presenter

Ned Potter
Author, Speaker, and Academic Librarian, University of York, UK
Special Offer for Webinar Attendees!

To get the Library Marketing Toolkit for $5 off in the US/ Canada or £5 off anywhere else in the world, order by emailing Facet info@facetpublishing.co.uk directly and quote WEB01 in the email!
MARKETING LIBRARIES
What the non-profits can learn from the lots-of-profits

NED POTTER
@theREALwikiman
#wjwebinar
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.
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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
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?
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
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.”
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
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. Break it into steps. 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. Show a track record. 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.)
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..?
6. Dress it up for different audiences
The same key message, expressed in different contexts.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>TheWifi generation</td>
<td>“We’re now open later, so you can relax after work in our café”</td>
</tr>
<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 $##%0/o 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.
Don’t placate, INSPIRE.
Don’t placate, INSPIRE.
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
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

On the Shelf: Libros en Español

http://tscpl.org/
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

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
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.
Set up your produce to its best advantage…
Don’t wait for people to come to you; go to where your users are.
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

Read the blog at thewikiman.org

Find the book at librarymarketingtoolkit.com
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