

Hella Klauser
Internationale Kooperation

Marketing Library Services
to Society - Workshop


Synergasia 2017
Athens, 1 December 2017

Durchgeführt von:



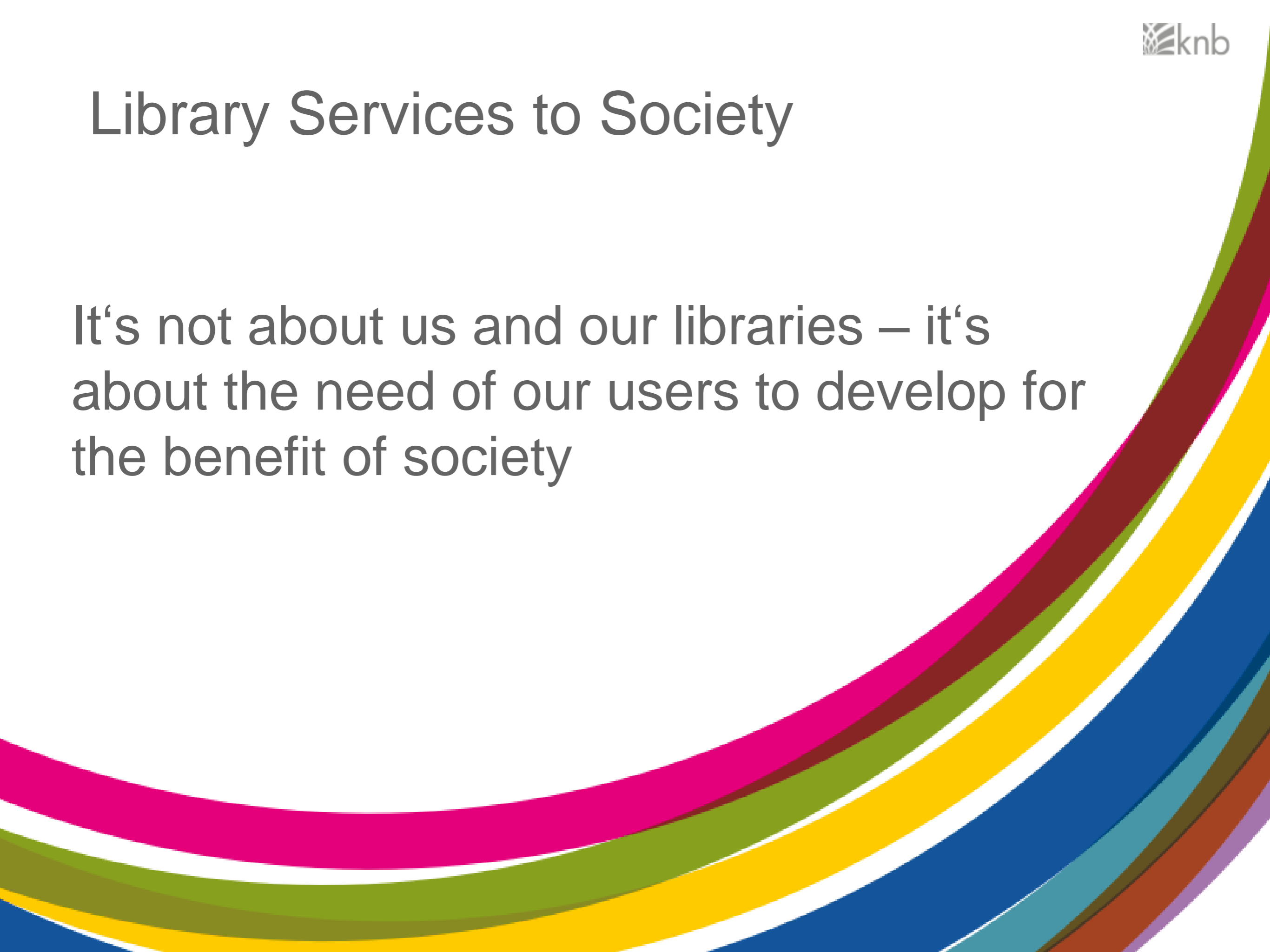
Gefördert von:



1. Focus on our offers and services
 2. Promotion in order to increase visibility of our libraries
 3. Strengthen the image
- 
- A decorative graphic consisting of several thick, curved lines in various colors (magenta, green, yellow, blue, brown) that sweep across the bottom and right side of the slide.

Library Services to Society

It's not about us and our libraries – it's about the need of our users to develop for the benefit of society



Library Services to Society

Task:

What do libraries contribute to positively changing society?

What do libraries contribute to positively change society?

- Professional and systematic satisfaction of the information needs of the entire population, especially for participation in public life
- Civic and political commitment
- School and business education
- Personality development and sense orientation
- Everyday management
- Hobby and free time

What do libraries contribute to positively change society?

Libraries are community hubs.

In addition to connecting people to information, libraries **connect people to people**. They are **safe havens** for kids when school is not in session, offering after school **homework help**, games and book clubs. Libraries offer computer classes, enabling older adults stay engaged in a **digital world**. Bookmobiles and community **outreach programs** keep those living in remote areas or those who are housebound connected to the larger community.

What do libraries contribute to positively change society?

Libraries are places for **community engagement**, a platform for great minds to **come together**. The way people are **using our libraries** is changing as fast as technology is changing society. Increasingly, libraries are becoming a **place for creation and collaboration**.

What do libraries contribute to positively change society?

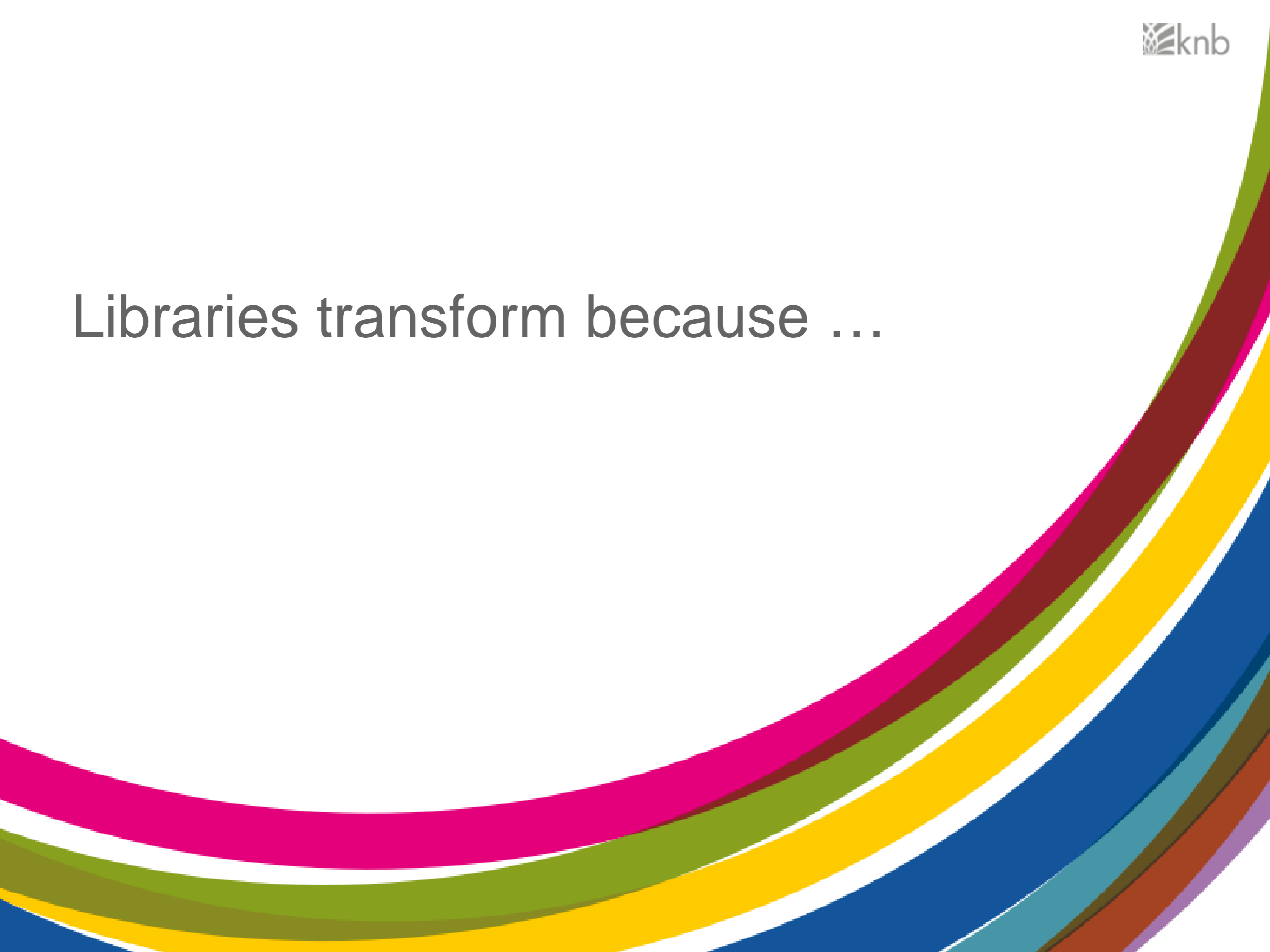
Libraries are **advocates for your right** to read and your right to reader privacy.

Libraries level the playing field. As great **democratic institutions, serving people** of every age, income level, location, ethnicity, or physical ability, and providing the full range of information resources needed to live, learn, govern, and work.

What do libraries contribute to positively change society?

At the center of all types of libraries is the librarian. **Librarians are** information experts, selecting books relevant to the community, creating helpful programming, and connecting people to information.

Libraries transform because ...



Libraries transform

Libraries transform lives.

Libraries transform communities.

Libraries are a smart investment.

Libraries today are less about what they have for people and more about what they do for and with people.

**LIBRARIES
TRANSFORM®**

Libraries transform: Because transformation is essential to the communities we serve

Libraries transform, because ...

WHY LIBRARIES ARE TRANSFORMING

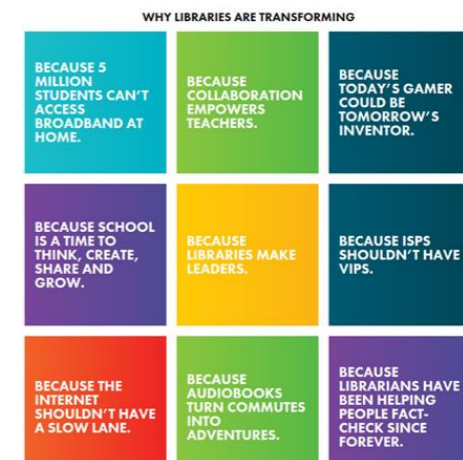


<http://www.ilovelibraries.org/librariestransform/>

Libraries transform, because ...

Task:

Formulate a key statement about the positive social relevance of libraries starting with 'because'?



Elevator Pitch



Elevator pitch

Formulate a crisp sentence and answer the three crucial questions:

1. Who are you?
2. What are you doing?
3. What is your message?

Clarify your target audience

Put yourself in the position of your counterpart.

What interests him / her most?



Elevator pitch

1. Think of a strong beginning
2. Prioritize content
3. Point out the special
4. Be responsive to your counterpart
5. Express yourself clearly
6. Show enthusiasm
7. Be authentic
8. Don't talk in monologues
9. End with a call to action
10. Stay in touch



Elevator pitch

Task:

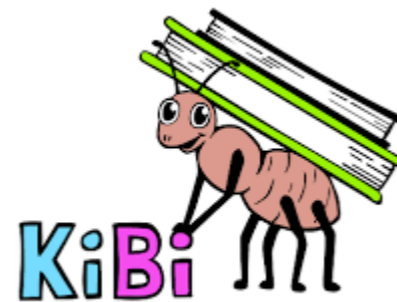
Try out an elevator pitch with your neighbour



Library Services to Society



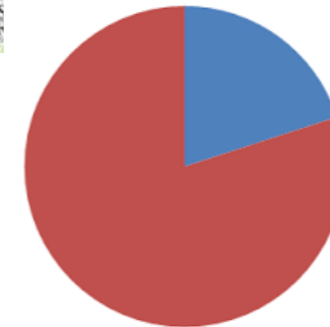
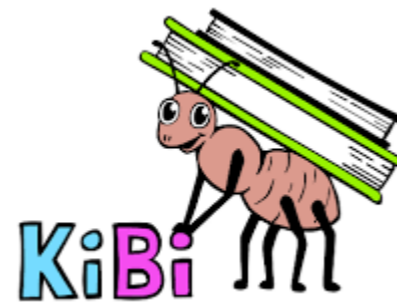
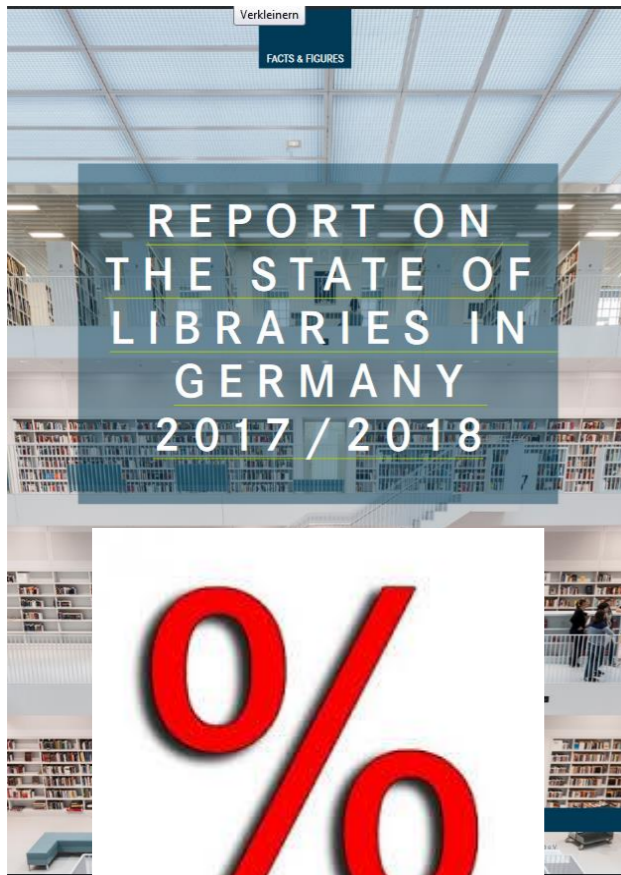
How do you convey and promote your offers and services in general?



DEUTSCHLAND
LIEST TREFFPUNKT
BIBLIOTHEK



Do you know about the specific effect and result of your promotional efforts?



Goals, planning, strategies

Written strategy, defining goals

First the strategy and goals, then our services

Why do we offer this service and not another?

Our image?

Complaining does not help ...

Do our users and decision makers know about our services?

Developing a strategy

Facts and figures vs. gut feeling

Potential analysis

Strengths and weaknesses

Task:

What are the strengths, what the weaknesses of your library?

SWOT

SWOT analysis = Strengths, weaknesses, opportunities, threats

SWOT-Analysis

Opportunities (external) Setting and competition	Threats (external) Setting and competition
Strengths (internal) Potential and resources of the library	Weaknesses (internal) Potential and resources of the library

Setting and Partners



Unique feature

Task:

What is the unique feature /unique selling point of your library?

Public Relations as a marketing tool

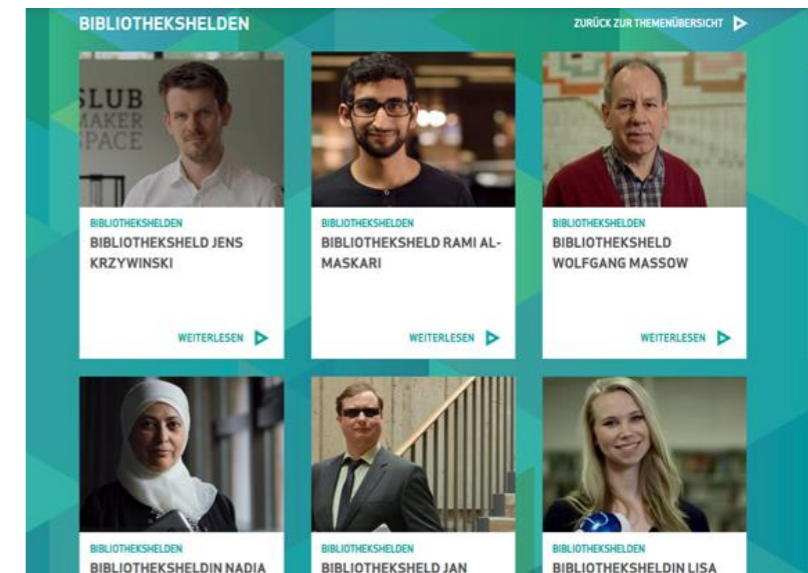


Reasons for Public Relations

- continuous presence in the public
- Increased awareness
- Positioning on the market or in society
- gaining sympathy; acquisition and retention of new users
- Developing credibility: creating trust and understanding
- Building networks and maintaining contacts
- influence on political decision-makers (lobbying)
- voice for the users, own opinion

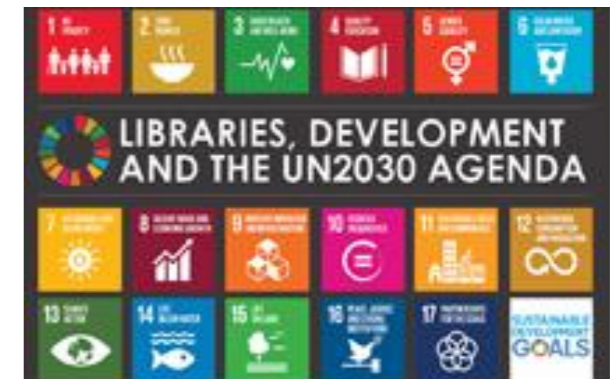
Helpful hints for Public Relations

- using testimonials
- Perspective of the target group
- Press work (Press release, thematic contributions, interviews, press inquiries): no technical language, no abbreviations, no overload of topics
- communication design (reports, brochures, flyers, newsletters, websites, logos): visualization, graphics, catchy comparisons, no text-deserts
- Internal communication (employee training, intranet,)



Topic Management

- increase reputation by taking up topics that may be relevant to society
- Making the library more visible and influential in public discourse
- We do not promote the library as an institution, but the role they play in improving society by different services they offer for different topics
- IFLA: 17 goals of Sustainable Development Goals /UN2030 Agenda – what is the role of the libraries?



Storytelling



Storytelling

- Create (emotional) experiences – how?
 - Describe a detail, a moment - like a zoom
 - Personalize your experience
- appeal to all the senses
- Use contrasts
- Emotions (positive and negative ones)
- Perspective
- Personalize

Storytelling

Task:

Tell a story:

First Time, first love: my story with libraries

Σας ευχαριστώ για την προσοχή σας!

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