U.S. Embassy & Consulate in Greece

Sponsored by Information Resource Center:
Public Affairs Section of the American Embassy in Athens
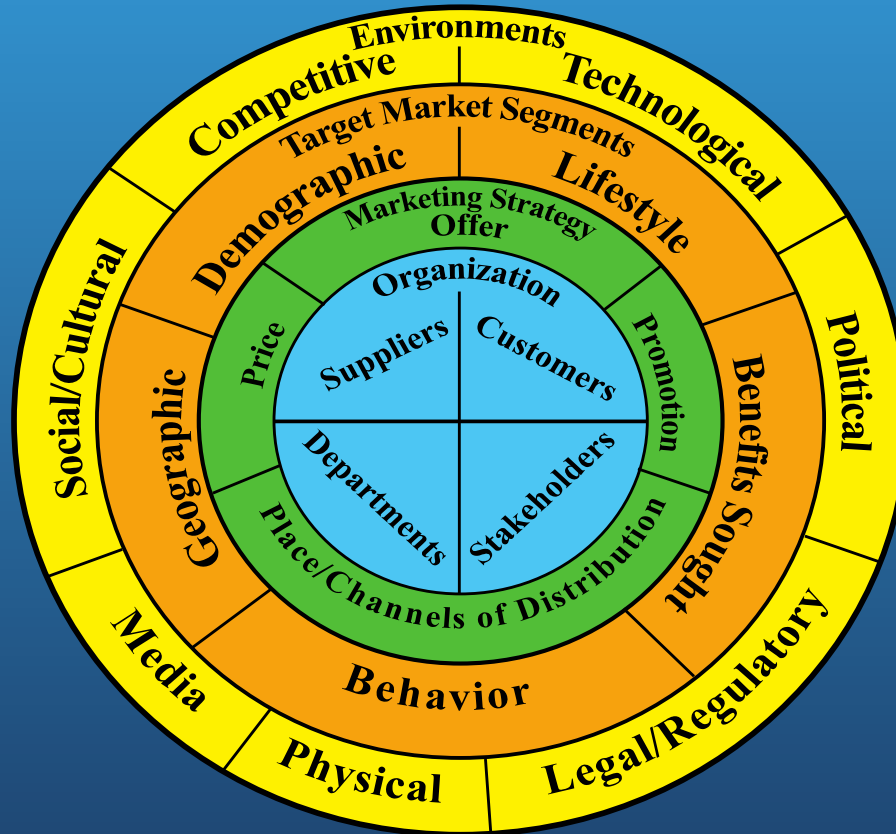*IRC /Committee for the Support of Libraries*

A Practical Guide to Marketing
Information Services
Dr. Christie Koontz
Florida State University

A Practical Guide to Marketing
Information Services

Geo Marketing

Customer Based Research

The Environment of Marketing Information Services

Information organizations...libraries, museums, archives, government, and business

The Mary Brogan Museum of Art and Science

NATIONAL ARCHIVES

CHARLES L. BROWN
Science & Engineering Library

Seward Community Library & Museum

THE UNIVERSITY OF WARWICK

DENVER PUBLIC LIBRARY

THE HUNTINGTON

Omaha Public Library
Open Your World

Google

BYU Harold B. Lee Library

SAA SOCIETY OF American Archivists

CLR
CENTRE FOR LEARNING RESOURCES
Queens Library
Enrich your life®

LAMBDA ARCHIVES

Friends of the Castro Valley Library

Alameda County LIBRARY

JACKSONVILLE PUBLIC LIBRARY

The SNPJ Heritage Center

INTERNATIONAL SPY MUSEUM

UNIVERSITY of TARTU

CentralWest Libraries

Zappos.com
POWERED by SERVICE®

UNLV UNIVERSITY OF NEVADA, LAS VEGAS

FLORIDA MUSEUM OF NATURAL HISTORY

Camden-Rockport Elementary School

BEETHOVEN CENTER
SAN JOSÉ STATE UNIVERSITY

MIAMI-DADE COUNTY MPLS

VB City of Virginia Beach
A Community for a Lifetime

FRESNO COUNTY PUBLIC LIBRARY
A place to grow.

SNO-ISLE LIBRARIES

SFMOMA on the go

CHILDREN'S MUSEUM

ames PUBLIC LIBRARY

UNIVERSITY OF CENTRAL FLORIDA

American Alliance of Museums

HISTORY Colorado

College of Medicine

WESTERN RESERVE HISTORICAL SOCIETY

An Introduction to Marketing

What Is Marketing?

Marketing is a process that you do over and over again – a tried and true systematic approach for matching services and products to a consumer's wants, needs and desires.

In urban areas the average person is bombarded with some 250-3,000 marketing messages per day—it seems someone is always trying to persuade us to buy something.

http://www.huffingtonpost.co.uk/ziad-elhady/the-dogma-of-advertising-_b_2540390.html

Marketing Is:

- **The process of identifying customers' needs**

- **Assessing what you do for maximum customer satisfaction**

- **Applying common sense**
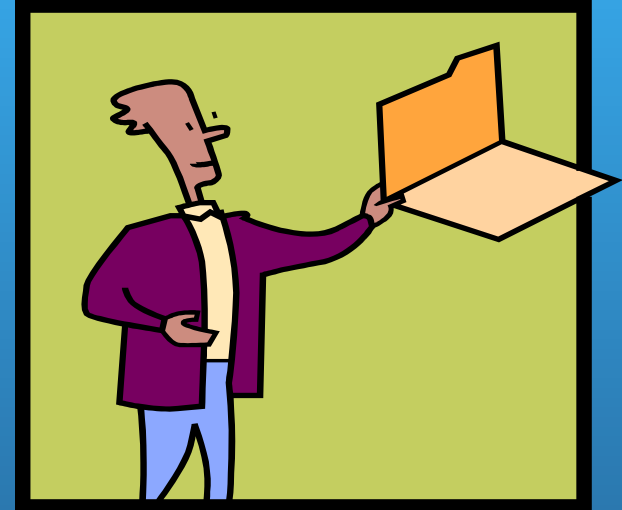
Marketing Is Not:

- Selling
- Products/services
- Advertising
- About increased profit
- Strictly for Businesses

Philip Kotlers Definition of Marketing

"Marketing is getting the right goods and services to the right people at the right place at the right time at the right price with the right communication and promotion – marketing is a human activity directed at satisfying needs and wants through exchange processes."

(Marketing for Non-Profit Organizations, 6th ed)

Please go to Exercise 1

Exercise 1

What does marketing mean to you?

- Write several words, concepts or phrases that describe ”marketing“

What You Need to Market: Mission, Goals, and Objectives

The Mission Statement
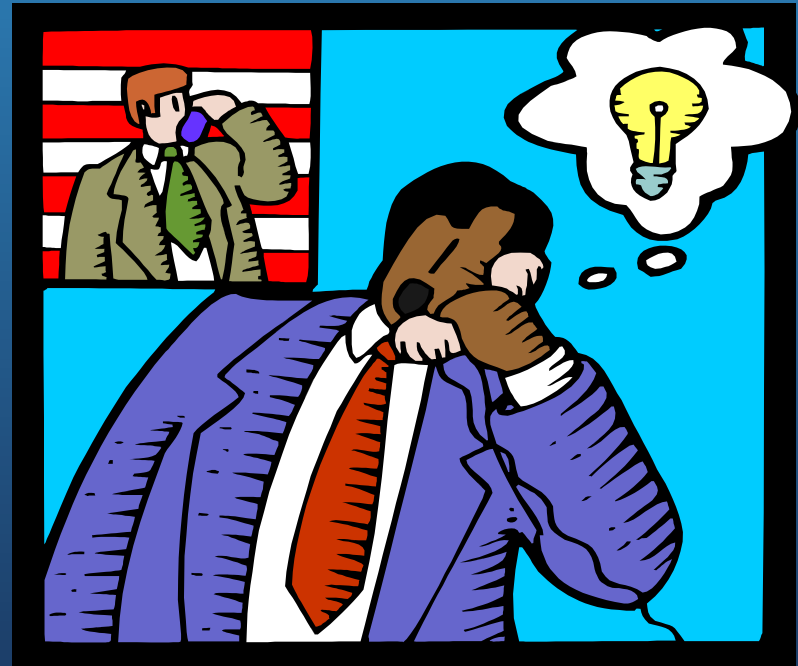## Who are we? What do we stand for?

Purpose

- Philosophy

- Core values

- Priorities

- Team building

- Staff orientation

- Consensus

- Education

Guidelines

The Mission States Who You Are

- **expresses the philosophy**

- **illustrates core values**

- **provides consensus**

- **offers education**

- **creates awareness**

Mission Statements are based on consensus which is often difficult to attain…

Public Libraries   The mission of the public library is to make readily available the most wanted library materials to all [or to those who use the library], to serve as an access point for {any needed] information and to provide the services [at an affordable cost.]

Academic Libraries   To provide bibliographical, physical, and intellectual access to recorded knowledge and information consistent with the present and anticipated *teaching and research responsibilities and [social concerns of … {university}.]*

Special Libraries   A corporate library mission statement would mention its support of technical staff (engineers, marketing, and so on) by providing the right information to them at the right time, in the right form, and at the right price [as cost-effectively as possible] along with its support of broader business needs with regard to personnel and management literature, patents, and so on.
School or government libraries would either emulate the parent organization or focus on providing the type of information assistance identified as a priority by their clients.

[Individual Library Units or Branches]
To provide access to information and assistance in its use, the reference department will concentrate its efforts in the following areas (1) promoting increased awareness of available library resources; (2) providing access to the reference and periodicals collections (3) guiding the users; (4) developing and maintaining collections; (5) employing state-of-the-art information and retrieval technologies.

Organizational Goals & Objectives*

What do we want to do now that we are not doing?
What do we want to achieve: generally and specifically
Purpose

- **GOALS**: What you want to achieve in general

- **OBJECTIVES**: What you want to specifically achieve

Objectives

- Must be measurable, quantified

- Can be process or outcome – do something, that results in something

- Limit to one process or outcome for each objective

- Supported by strategy and action plan

- Keep realistic

* These come from strategic planning efforts every 3-5 years, marketing programs are the action plans

Goals and objectives can change year to year according to strategic planning, mission statements should not change more often than every five years…

Example
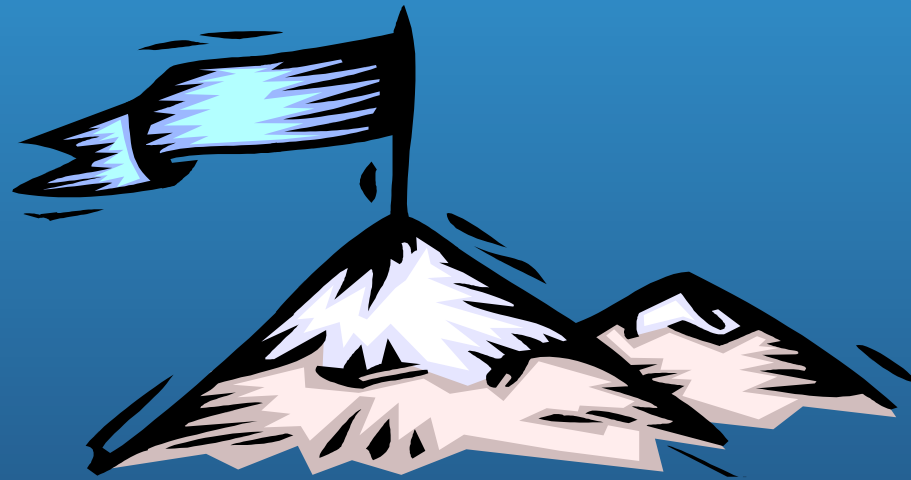
GOAL: *To enhance the quality of library services to county residents*

OBJECTIVE: *To increase customer satisfaction by 25% in the next fiscal year amongst current registered cardholders*

Exercise 2

The Answers Comprise the Mission Statement

1. What is your organization's reason for being?

2. Who are your customers?

3. What does your organization offer to customers?

4. How?

Exercise 3

Understanding the relationship of the Mission,
Goals and Objectives

1. Write a 2-sentence mission statement.

2. List a major goal for your organization.

3. List one or more objectives to support that goal.

4. Identify the general market (or customers) to be served.

The Marketing Model?

Step 1
Market Research

Step 2
Market Segmentation

Step 3
Marketing Mix

Step 4
Marketing Evaluation

Market Research
Identifies Potential & Actual Customers

Market Segmentation
Groups Customers

Marketing Mix
Develops Satisfying Customer Offerings

Marketing Evaluation
Measures Success

Step One:

Market Research

(Environments and Markets)

Step 1: Market Research

MARKETING RESEARCH IS:

The function that links the information professional to the customers' wants and needs

- Identifies customer data

- Designs the methods of collection

- Manages and implements data collection processes

- Analyzes results

- Communicates findings

- Marketing research is planned and systematic

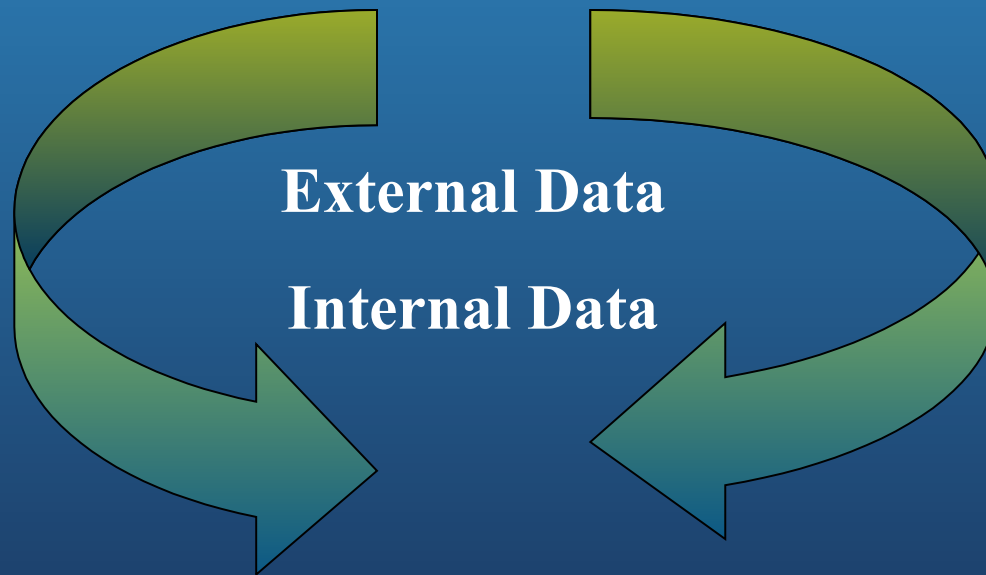(Whole workshops can be valuable on this alone)

The Environment of Marketing for Library and Information Services
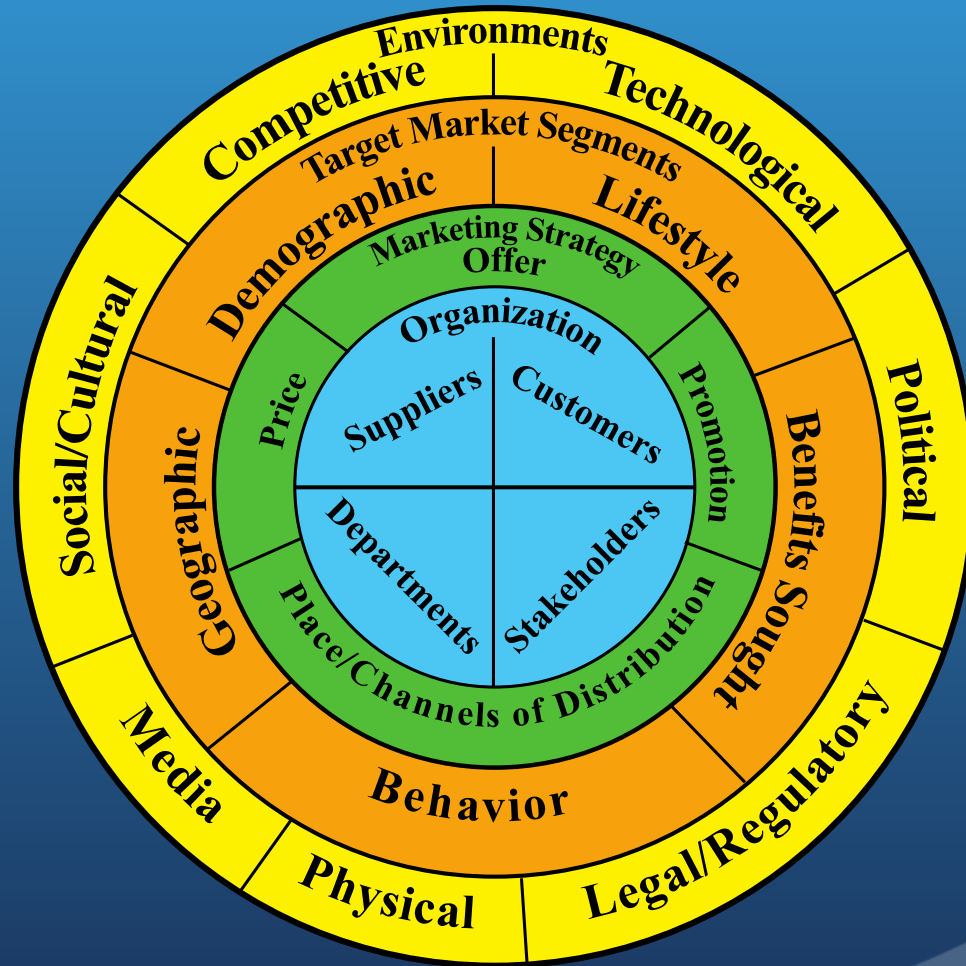
Scanning Environments

You need to know specifics about:

- The external environment within which you operate
- The internal environment of your organization

External Data

Internal Data

Scanning the External Environment
What is happening outside your organization's doors?

- **Demographic** – Population, number of households, class level, income, sex, age, ethnicity and occupation

- **Economic** – What's the local or parent organization's economy?

- **Geographic** – Where do actual and potential customers live?

- **Social** – Are there social considerations such as changing values, beliefs, customs?

- Media – What media are available and who *consumes* these?

- **Cultural** – Is the area multicultural, thus requiring cross cultural considerations?

- **Psychographics** – What are prevailing attitudes, opinions, beliefs, perception?

- **Public Policy** – Is public policy (i.e. funding priorities, community development)

- **Technological** – What enhancements may we benefit from? New regulations?

- Competitive – Who has potential to cut into your market share?

A unique concept…competition

All organizations face competition including libraries and nonprofits

- The Internet
- TV and Radio
- Popular Mobile Apps
- Video Games
- News and Magazines
- Bookstores

Do libraries have competition? Of course.

The concept of libraries residing within a competitive market is new to many public and non-profit agencies.

Every business or organization is competing for the target market's time, interest, support and money.

Competition is anything that has potential to cut into your market share – and take away your customers or stakeholders.

Competition also includes other departments or public agencies who compete for the same local funds.

External Environment Data Sources

TYPE OF DATA

Population
Demographics
Economy
Schools
Traffic
Growth
Local Issues
Technology Issues

DATA SOURCES

The Mass Media
World Wide Web
Public Agencies
- Government Planning Offices
- Property Appraiser
- Department of Health, Human Services, Education, Transportation
- U.S. Bureau of the Census
- U.S. Geological Survey

Professional Organizations/Journals
National Organizations Operating Locally

Exercise 4

Describe Your Information Organization's Relevant External Environment

- Demographic
- Economic
- Social/Cultural
- Public Policy
- Technological
- Competitive
- Other

Internal Environment and Data Sources

Start with the internal records of your organization.

POTENTIAL INTERNAL RECORDS

User Records
Performance/Services Records
Customer/Member Information
Customer Feedback/Inquiries/Complaints
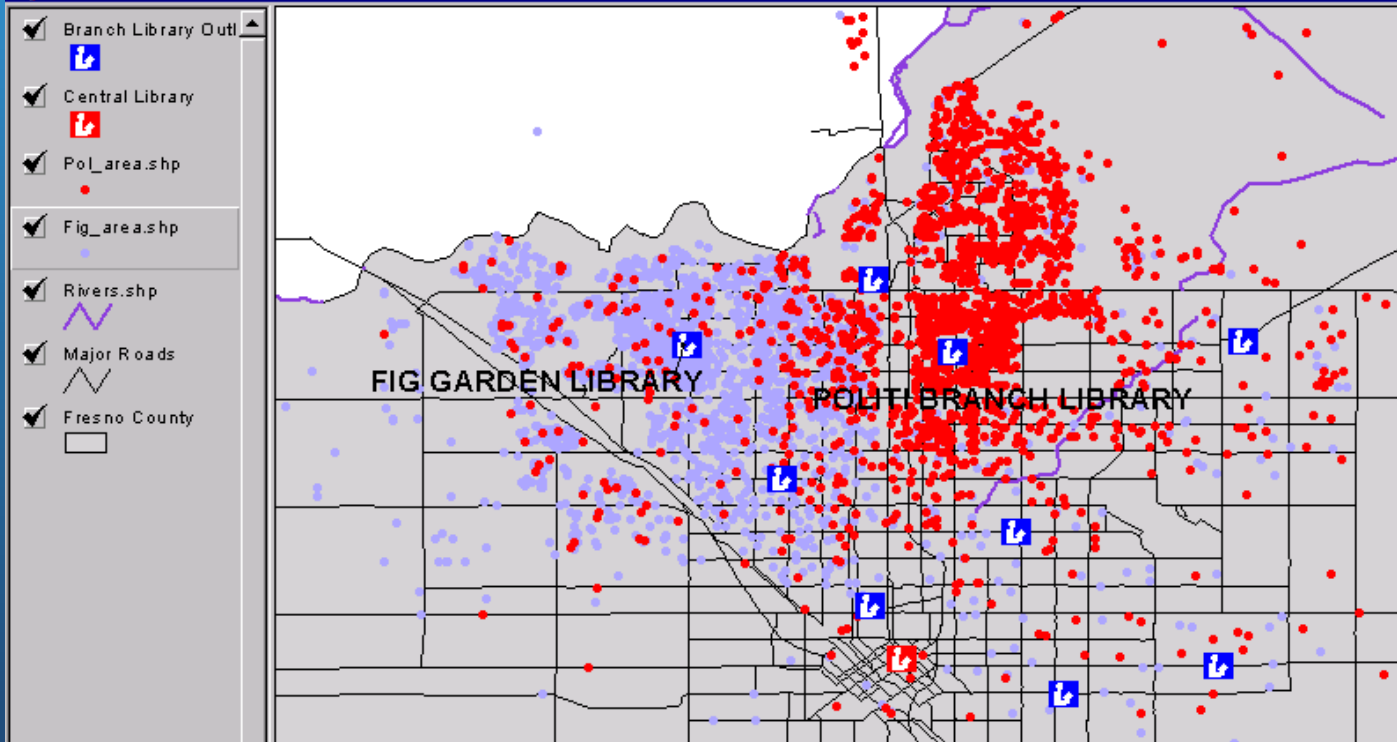Program Budget/Expenditures
Past Project Proposals
Planning Documents
Board of Directors Meeting Minutes
Organizational Policies and Procedures
Other?

or a public library, conduct a sample of about 200 registration records from the branch file and plot residences on a large map. Use the maps to draw market areas. This is the more precise way.

o the same as above, and use circulation data. This will show where more frequent users live.

Data from Library Internal Records Might Include:

PUBLIC LIBRARIES

- Demographic
- Number of Volumes/Computers
- Number and Type of Questions
- Requests (Interests)
- User Addresses or zip codes

ACADEMIC LIBRARIES

- Class Level
- Distance or on site
- Field of Study
- Faculty of staff
- Instruction
- Any type of virtual use

**Circulation and *any other usage data* contain a wealth of information
(Koontz motto-- "any data is better than no data")**

Library Branch	Market Pop. Size	FTE	Volumes	Circulation
Aubrey Branch	5,024	0.95	18,527	35,236
Bear Mountain Station	7,510	0.40	9,413	18,214
Big Creek Station				
Caruthers	375	0.25	2,663	2,663
Cedar Clinton	1,042	0.43	8,925	11,507
	7,500	2.94	43,215	79,630
It may also include: geographic residence of users, age, gender and type of material checked out, onsite or online use.				

- Which of these questions can you answer by looking at information you already have?
- Identify several internal data sources.

- Which questions can you answer by looking at information that you do not have but that others do? Identify several external data sources.

Exercise 5
Another way to identify needed data sources

- What is your market area(s)?

- What is your desired market area(s)?

- Who are your *actual* customers within this area?

- Who are your *potential* customers?

- What products and services are you delivering?

- What (products) services and materials do they want and need?

- How and when are you delivering these materials and services?

- When do they want these services and materials?

Exercise 6

Data You Have, Data You Need

- Now review the customer data you already have "inside-your-organization" and then list the customer data you would like to *have* "inside-your-organization," as data collection and data organization is $$

Your Environmental Scan Results in *SWOT*

Strengths   Staff is knowledgeable & good morale

- Loyal customers
- Good local reputation

Weaknesses   Limited funds

- No vehicle available for outreach
- Full workload for current staff

Opportunities   Increase in immigrant population

- Local government supports public access
- Unemployment brings people in

Threats   Increased competition for volunteers

- New fire station is over budgeted
- New elected official believes solely in Google

Critical Factors in Greece: SWOT

Study by Giannakopoulos et al specifies impact on Greek and Cypriot libraries (public, municipal, university: public and private sector and combination of funding.)

- THREAT: Socio-economic crisis globally has created deficits for many public organizations.

- THREAT: Staff and salary cuts are prevalent in library and information agencies worldwide, even Norway and Japan

- THREATS: Decreased budgets for purchases, subscriptions, <operating expenses and equipment upgrades and most negatively salary reductions

- STRENGTH: Staff loyal and innovative

- STRENGTH: Meets information needs of growing and diverse markets during difficult time

- STRENGTH: Providing book lending, ILL, WWW access, areas for study, cooperation and meetings

- STRENGTH: Librarians social orientation to regain physical place and importance of libraries

- STRENGTH: Open access availability

- OPPORTUNITY: Unemployment brings in new markets using electronic job searches

- OPPORTUNITY: Expanded cooperation and infrastructure amongst public and cultural agencies

- WEAKNESSES: What are some of these?

LIBRARIES AND SKILLS
in Greece

- Population: **10.9 million**
- One library per **22,200 inhabitants**

2017

LIBRARIES IN GREECE

900,000 ADULTS USED THE PUBLIC LIBRARY in Greece each year

100,000 adults per year use a computer in the library.

44% of Greeks find libraries "very useful"

49% of Greeks visit their library every 6 month or less

THERE ARE
491
PUBLIC LIBRARIES IN GREECE

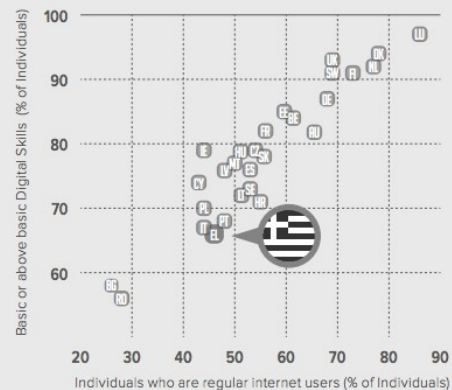**80%** of them offer internet access.

SKILLS IN GREECE

26 Greece ranks **26** on the EU's Digital Economy & Society Index (DESI)

3% of Greek adults participate in life-long learning activities

22% of Greek employers encounter difficulties in finding employees with the rights skills

HOW GOOD ARE THE GREEKS ONLINE?

Basic or above basic Digital Skills (% of Individuals)

Individuals who are regular internet users (% of Individuals)

Did You Know? Millions of people access the Internet for the first time in a public library.

IFLA

librarymap.ifla.org
Explore Library Data and SDG Stories

Exercise 7
S.W.O.T. List

	Assessed Importance		
	High	Medium	Low
Strengths:			
Weaknesses:			
Opportunities:			
Threats:			

Koontz' Failure
A Brown Bag Film Festival
Southwest Georgia Regional Library

Southwest Georgia Regional Library
Bainbridge, Georgia
PRESENTS

brown bag

FILM/VIDEO FESTIVAL

JULY 6–AUGUST 26, MONDAY THROUGH THURSDAY
Featuring

July 6 & 8   In Search of Caldwell's Georgia
July 7   Georgia Courthouses
July 12 & 14   Candler Park: A Neighborhood in Transition
July 13 & 15   Lila
July 19 & 21   Fanny Kemble's Diary
July 20 & 22   Working with Einstein
July 26 & 28   Iron Horse
July 27 & 29   Howard Finster: Hidden Man of the Heart

August: Famous American Short Story Films
                 Featuring such authors as:
                 Faulkner, Mark Twain, and Flannery O'Connor

Lively Discussion by Local Scholars and Follow-up
Books and Materials from the Library

Showings: 12:15 & 1:15 p.m. in the PROGRAM ROOM

BRING A LUNCH

Understanding of systematic marketing can facilitate trend adoption or (*not*...)

- Elizabeth Chung. "Three Nonprofit Marketing Trends You Absolutely Need to Know." Classy.org.
  https://www.classy.org/blog/3-nonprofit-marketing-trends-you-absolutely-need-to-know/

- John Trybus. "Five Trends in Nonprofit Marketing & Communications."
  Center for Social Impact Communication at the Georgetown University School of Continuing Studies.
  http://scs.georgetown.edu/about-scs/news-and-events/article/5405/nonprofit-marketing-trends

- Janet Nelson. "Five Library Trends to Watch." IDEAS + Inspiration from DEMCO.
  http://ideas.demco.com/blog/5-library-trends-to-watch-in-2016/

- Crin.acrl.org. **ACRL Research Planning and Review Committee**. "2016 Top Trends in Academic Libraries: A Review of the Trends and Issues Affecting Academic Libraries in Higher Education."
  http://crln.acrl.org/index.php/crlnews/article/view/9505/10798

For example—here are Nelson's 5 Trends

- 1. **Maker spaces**
  Libraries are seeing maker spaces offer everything from craft programs to business incubation projects and everything in-between; in schools, hands-on learning comes to life and STEM/STEAM topics; academic libraries offer supported services that help students through a hands-on learning process to develop complex projects and presentations.
  Issues: Budget; current technology available; needs assessment

- 2. **Internet of Things**
  IoT are physical devices, vehicles, home appliances, and other items embedded with electronics, software, sensors, actuators, and network connectivity which enable these objects to connect and exchange data.
  Issues: privacy and security

- 3. **Knowing Your Community**
  Discovering appropriate services is often more about understanding what is going on outside of your library in order to bring new users in.
  Issues: Understanding of new market development and elimination

- 4. Measuring for Improvement and Impact
  Many libraries are now utilizing programs such as The Edge Initiative and PLA Project Outcome and are beginning to show how this data can be helpful in educating their communities on the value that libraries provide.
  Issues: Do not throw out the input and output data

- 5. Storydoing
  Organizations have to shift from storytelling, which is historically the purview of the marketing department, to storydoing, which is a to-do for the entire organization. The common goal is less about creating communications and more about creating experiences that people can participate in and share with others. The adage continues to ring true: Actions speak louder than words.
  Issues: Employment of systematic marketing throughout the staff

"Marketing" trends are often talking about promotion, and in this presentation we are not there yet...

Big ones (in promotion) that keep coming up are:

• Make sure your are mobile

• Make sure you have a lot of content

• Make sure your content is personalized...

• But wait—to whom are we sending these mobile messages, what is the content (what do they want and need?), and how in the world can we personalize it (if we do not know our markets...)

• Promotion is way down the marketing food chain...we will get to that this session

Step Two:
Market Segmentation

(Customer Groups)

Market Segmentation

Definition of Market Segment:

A market segment is a group of potential users who share similar wants and needs.

Market segmentation is grouping your users (customers) so you can deliver products and services efficiently and effectively.

Current Markets
Who Are Your Current Customers?

- A Market is all the people who have some stated INTEREST in a particular product or service or who could be expected to have one in the future.

  E.g., all virtual reference users

- A market segment is people who share similar wants and needs
  E.g., virtual reference online users

- Market segmentation is process of grouping
  E.g., virtual reference, in-library, special topics, volume of use, etc

Libraries Practice
Market Segmentation for over 100 Years!

- Adult, juvenile
- Mystery readers
- Internet users
- Freshman
- Distance student
- Faculty
- Curricula
- Field of study
- Department/division

Other Ways to Segment

Geographic

- Zip Code
- Census Tract, County
- Actual Area Where Users Live
- Access (in library or online)

Population Characteristics

- Family Size, Religion, Education
- Gender/Age
- Ethnicity/Race
- Income, Combination
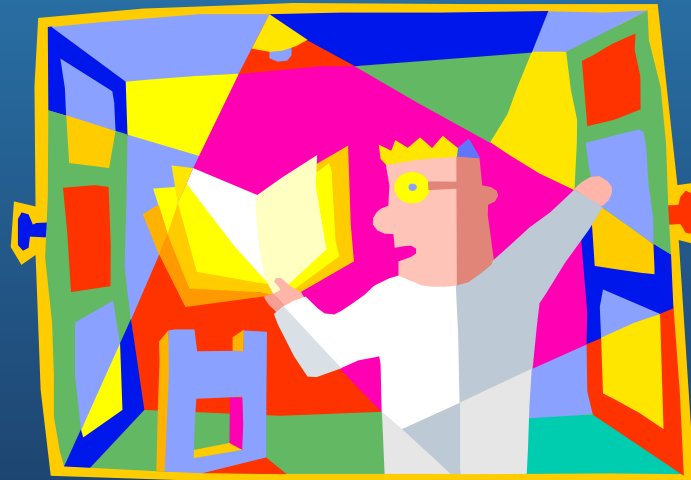- Class level

Psychographic/Lifestyle

- Attitudes/Opinions/Interest

Uses of Services

- Questions that need answers
- Research on special topics/curriculum
- Quick Internet information

Combination Example:

- SE/Over 65/Snowbird/Internet access

...more ways to segment!

Volume or Rate of Use

- Circulation or specific use of materials/service
- Light or heavy volume materials/service
- Time of day materials/service
- Frequency of use

Benefits Sought

- Educational
- Quick information, 24/7 access
- Entertain Self-Improvement, Life-Skills
- Reduce isolation

Users Versus Non-Users

- May Share Common Characteristics
- Why Are People Not Using the Library?

Combination

- Class level/online/curriculum/demographics

Exercise 8:
Market Segments

- Geographic:

- Population Characteristics::

- Psychographic/Lifestyle:

- Uses for Services:

- Volume or Rate of Use:

- Benefits Sought:

- Combination(s):

Who has a vested interest in your success or failure?
Stakeholders

Stakeholders are people with a vested interest in your organization and its activities.

Stakeholders for a University Library Might Include:

- Board of Directors
- Students and faculty
- Staff
- Administrators and Deans
- Alumni and Public Officials
- Vendors
- Parents
- Campus Groups and Organizations
- Friends of the Library
- External cultural organizations or partners

Stakeholders have vested interests –and conflicts of interest.

Stakeholder	Stakeholders' Interest	Potential Conflict with Org's Interest
Taxpayers/Funders	Quality of collections/rankings Pride in physical facility Outreach	Cost Unavailable services Hours of operation
Customers	Location Quality and variety of materials Convenient hours Convenient materials return Reasonable loan policy	Materials unavailable Services unavailable Demand for longer hours Perceived obsolescence because of Internet
Potential Customers	Special materials and services Perceived size and quality of collection Convenient locations/access	Lack of awareness of services available Desire for services and materials which are unavailable Collection decisions
Staff	Professionalism/pride Innovation Job satisfaction Public service	Difficult customers Job dissatisfaction Compensation Work schedule
Advisory Board	Increased collection Increased services Increased circulation Increased registration Increased funding Cost-effective operation	Collection decisions Personnel decisions Allocation of resources Hours and services Poor public or political support

Exercise 9
Stakeholders

- Potential Organization's Suppliers:

- Administration:

- Community Members:

- Financial Community:

- Public Policy Agencies:

- Other Stakeholders:

Exercise 10

Stakeholders	Stakeholders' Interest	Potential Conflict with Organization's Interest

Summarize your up to date research findings into a background narrative that can be included in your marketing plan, grants and funding request, annual reports etc!

Market Profile for a US Public Library – Summary

The area where the project would take place is mostly rural with a dispersed population of about 200,000 people living in small population centers (small towns, villages). The local population is evenly divided between males and females. Twenty percent of the population is comprised of adults 65 years of age or older. More than half of these elders live alone. Population is expected to increase about three percent annually for several years, with the greatest increase in adults 50 years and older

The local economy, based on agriculture and tourism, is relatively stable. Tourism is up and this year's crop was higher than last year's. Most residents work on a combination of small family farms and larger corporate farms, and in service positions in the tourism industry. Because of the good economy, wages are competitive, with laborer wages averaging above the minimum wage. The inflation rate next year is estimated at about five percent. The percentage of single, older persons living on fixed incomes is expected to increase by 30 percent in the next three years. A new chain bookstore is scheduled to open largest population center in the next year. All areas are accessible by roads, though a number of roads in the south side are unpaved.

The social environment is stable. Relationships among the multi-ethnic and multi-cultural groups that make up the local population are good. There are approximately six civic organizations and non-faith based volunteer community service groups active in the community. One of the larger organizations had adopted homebound elderly residents as their on-going public service project. In addition, there are a number of places of worship (churches, temples, synagogues and mosques) in the area, representing nearly every major denomination. A number of these have outreach programs providing food and companionship to elderly residents.

Funds appropriated for library services are relatively stable and public officials publicly support the need for a strong community library. However, budget increases only keep up with inflation and there has been no new funds for expanded services, but support is below what is needed for expansion of services. Volunteers, play an important role in making up the difference.

Information technology, including computers and Internet access, is on the rise. However, a recent study has shown that local residents 65 and older do not have access to information technology

Organization Resources – Summary

The library has achieved a position of credibility and value to residents because of changes implemented of the past five years. More than one-half of all professional staff have attended college. Approximately 20 percent of the staff are currently working towards degrees via distance learning. The library has recently installed two computers with Internet access, available to visitors on a sign-up basis. Staff have continually demonstrated enthusiasm for new and innovative projects, like the recent efforts to educated local residents on accessing information via the Internet. The volunteer coordinator and other staff are excited and enthusiastic about the proposed project.
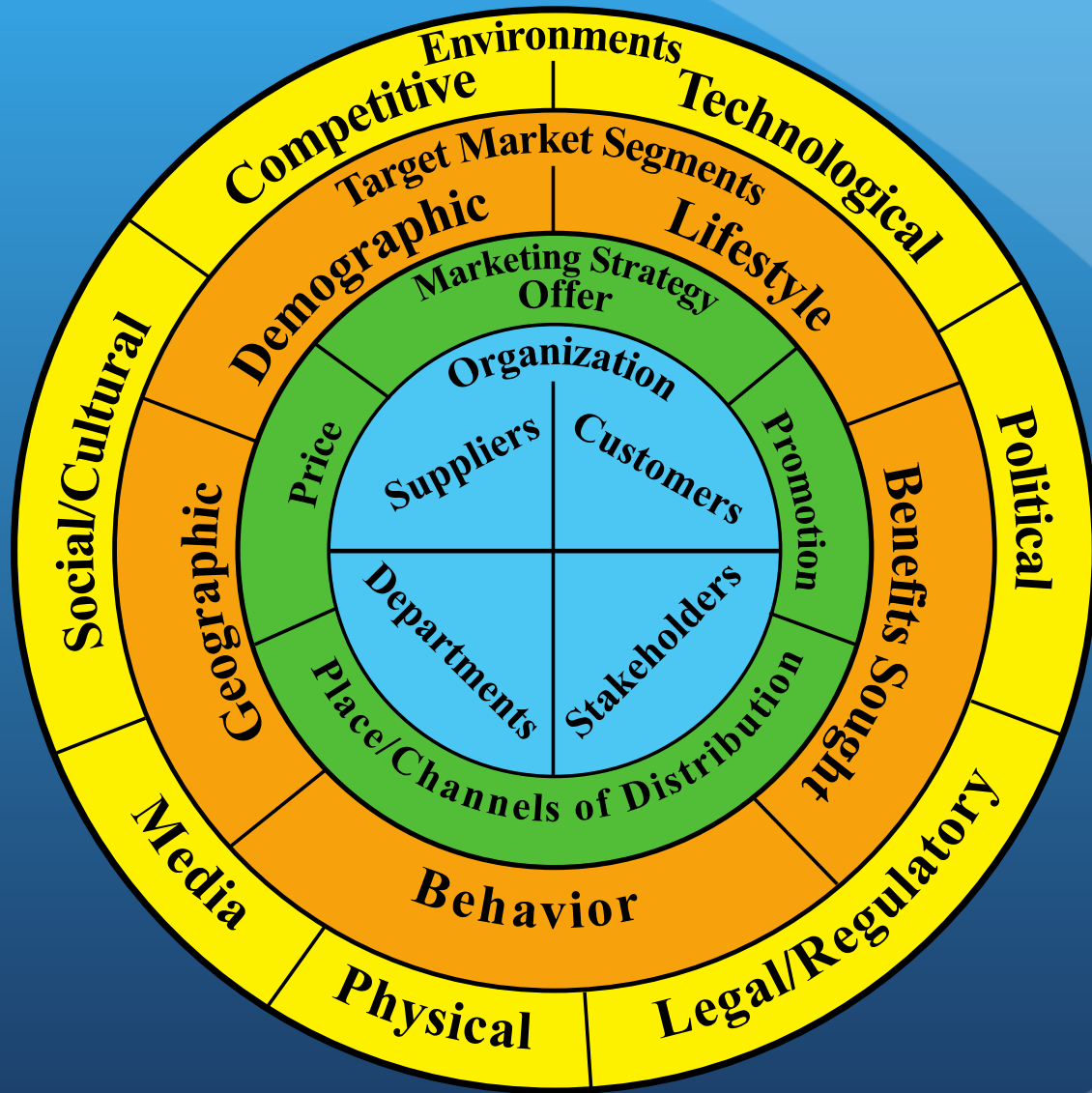
Summary of Environments

- These organizations and their environments must be described as they are relevant, to the goals and objectives of the organization in the current year.

Exercise 11

Your Organization's Environment

- Write a 100-200 word hypothetical narrative describing your Organization's Environment.
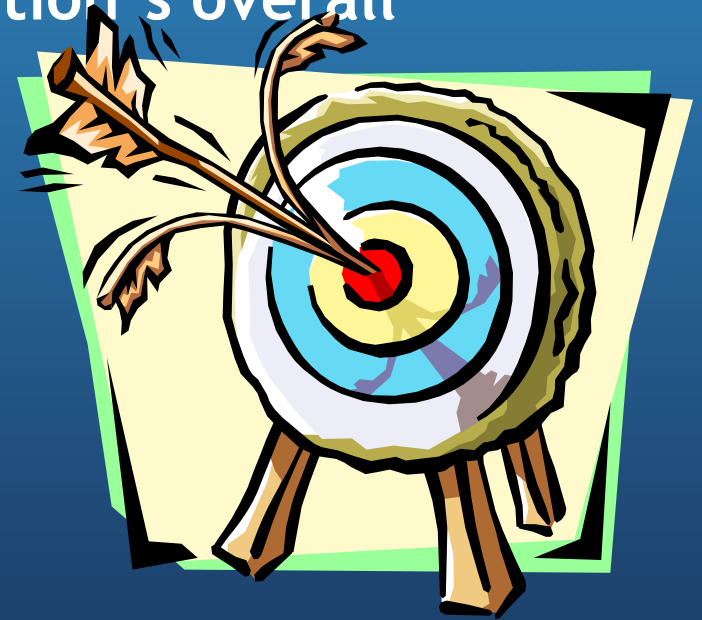
Prepare to Implement:
Strategies and Actions

Marketing Strategies

are based upon marketing goals and objectives... which are driven by the organization's overall mission and goals and objectives

- Organization Mission Statement

- Organization goals and objective

- Marketing goals and objectives

Refine your target market:

Who are the specific new customers you want to reach? Based on your research, you can now be specific.

- Age
- Gender
- Location
- Socioeconomic status
- Psychographics

Example: Preliminary Target Market

Older citizens who are unable to visit the library

Target Market:

Male and female residents 60 years or older who are literate, who live at home on the south side of town, whose income is at or below the poverty level and who have limited mobility due to age or disability.

Step Three:

Marketing Mix Strategy:

Product, Price, Place and Promotion

Marketing Mix Strategy

Marketing Mix is the development of products, price, place and promotion of materials, services and programs to serve your identified target market

Every PRODUCT has a PRICE and must be made available some PLACE that groups find out about through PROMOTION

How these work together for optimal customer satisfaction is the **marketing mix strategy.**

- **Product**
- **Price**
- **Place**
- **Promotion**

Product…

Anything (tangible or intangible) that can be offered to a market to satisfy a need.

Goods

Books, cd's, films, journal articles, online databases, videocassettes, educational games, software, Internet access, toys

Intangible Goods

Satisfactory customer service, lifelong learning, interactivity with community (e.g.,social media)

Services

Computer or manual aided searches, instruction on use, tours of exhibits,

Booktalks, story hours, demonstrations, document delivery, interlibrary loans

Person

Reference librarian, archivist, children's librarian, subject specialist

Place

The library, museum, archives, the website, the chat room

Idea

READ!

Price
(Customer Costs)
Nickels and Time!

- Travel time
- Wait time
- Inquiry time
- Speed of assistance
- Posting time
- Reading signs
- Privacy

Place

PLACE is how your organization makes its products and services available and accessible to its markets

- Facilities
- Bookmobiles
- Units or division deposits
- Hours of Access
- Remote Access
- E-mail reference
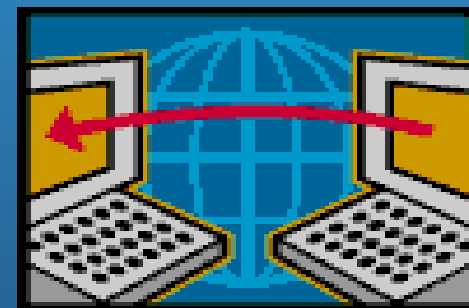- Home delivery
- Mobile apps
- Web browser

Theory of Place
Levadia Library; Nafpaktos Library, Greece

Cyberspace and or 'place?'

- 'Walk-in' registered borrowers affected by geographic location of library

- Hours of access affect place

- Type of browser affects place

- Interior layout of the library affects delivery of services

Promotion= Tools + Media

Promotion is getting the word out on your products or services through the use of targeted tools and media:

- **Advertising** – paid or public service, electronic media, print media, outdoor, transit

- **Media/Publicity**– news releases, community events/announcements

- **Sales Promotion**– flyers, posters, handbills

- **Direct marketing - email, text**

- **Personal - word** of mouth

- **Special Events** – Twitter chats, exhibits, openings (online or on site)

SOCIAL MEDIA & Internet FACILITATE all **Tools**

Social Media ...

...in the Marketing Process

Social networks, microblogs, curation, video, image and social review sites
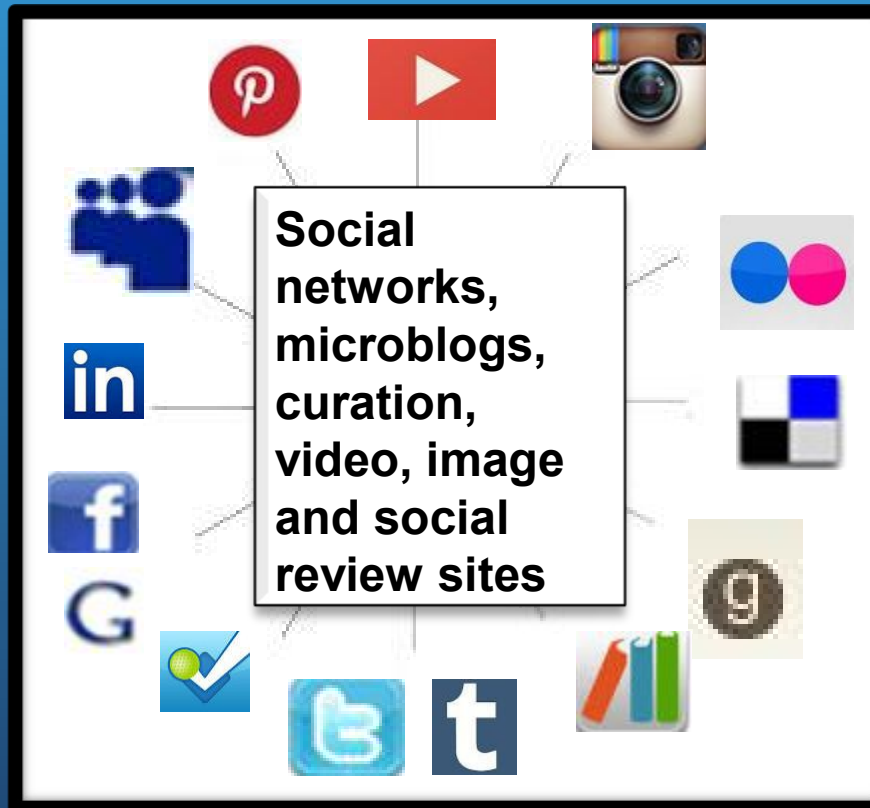
Choosing Promotional Tools

1. What are the target audience's media habits? Ask members of the target group what media they get information from (at a minimum.)

2. Think about the characteristics of your product, and the strengths and weaknesses of the media.

3. Cost and subsequent effectiveness in light of funds available.

4. Can you successfully offer the product without successfully communicating its availability?

Choosing Social Media Sites

- Is your target market using Facebook, Snapchat, Instagram, Twitter, YouTube, Tumblr or another social site?

- Does your promotion work well within the chosen social site(s)?

- Is the cost in time, money & effort worthwhile (e.g. the return in investment on efforts such as creating YouTube videos?)

Social site demographics on Alexa: http://www.alexa.com/

Exercise 12

Market Mix (The 4 P's)
Product, Price, Place, and Promotion

Each Product (service or material)

. . . has a Price (cost of user's time or a fee)

. . . must be distributed at some Place

. . . and you have to Promote the product to each of your groups (segments)

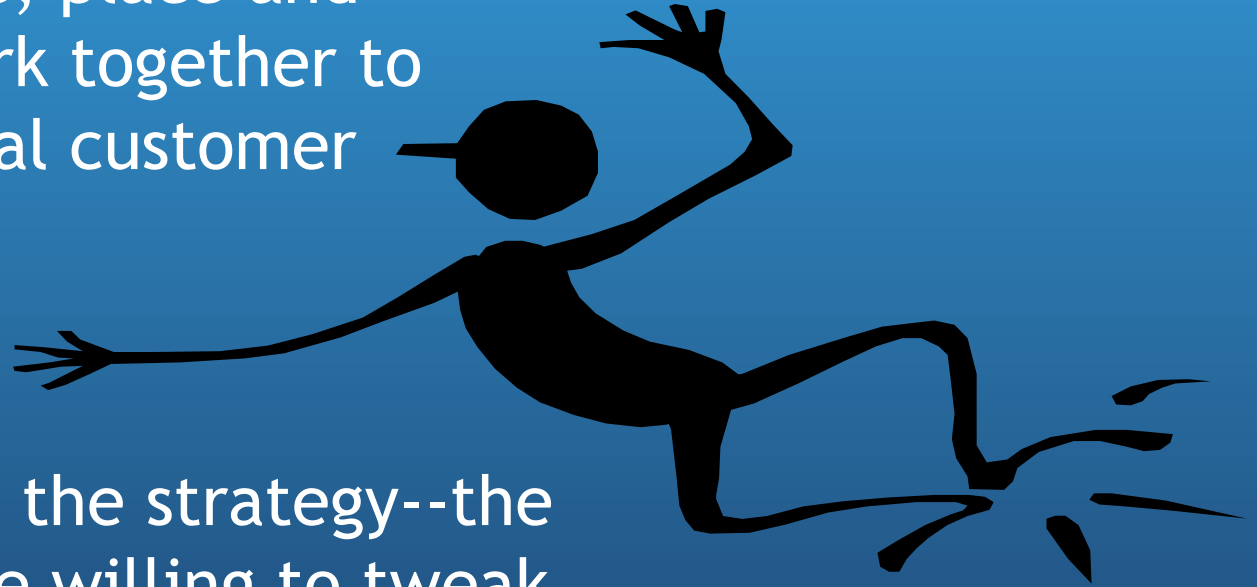--

Product

Price

Promotion

Place

Marketing Mix Strategy

- Product, price, place and promotion work together to provide optimal customer satisfaction.

- To implement the strategy--the library must be willing to tweak the 4P's, as well as not put the burden on the customers.

Example of a Marketing Mix Strategy:

Based on your research, you describe the strategies you will use to achieve *program level* goals and objectives
(to carry out organizational level goals and objectives)

- **GOAL:**

  Increase awareness and attendance of the bi-lingual (Spanish) job seeking prep class through onsite promotion at community centers, churches, bi-lingual publications, and (dedicated Facebook pages) social media

- **OBJECTIVE:**

  To increase attendance by 25%

- **TARGET MARKET:**

  Spanish-speaking people, in library's market area

Social Media Program Level Goals and Objectives

- **GOAL:** *to use social media to promote the job prep workshops*;

- **OBJECTIVE:** *to increase foot traffic to library workshop by 25%*;

Another example and extension...

- **GOAL:** *to use social media to increase use of career related materials and databases*

- **OBJECTIVE:** *to increase use by 25% and web traffic by 25%*

Social Media Evaluation

- Beyond counting followers, "likes," retweets and reshares, are we counting measurable impacts toward the organization's goals & objectives?

  [examples: signups for book groups, traffic from social media to web site resources, increased attendance at events]

  - To what extent are our social efforts reaching our desired audiences?

    [examples: Twitter followers from our local community? Facebook users of the Spanish language page

    - *to increase foot traffic to library workshops, programs and events from social media promotions by 25%;*

SCENARIO:

- Job seeking prep classes (product) offered at a library are only currently available in English, attendance is low. Some Hispanic customers request Spanish language classes. To see if this is reasonable with resources available.

- The library conducts market research which affirms and indicates that the population served within a half mile is 25 percent Hispanic. The library's outreach efforts are limited due to lack of bi-lingual promotional media. One customer suggests social media. Staff searches for information on Hispanic use and reports a new study by eMarketer highlighting the U.S. use of social media by race/ethnicity: "Hispanics are highly social online, and social tools, once in Hispanics' hands, become more than just a way to communicate with far-flung relatives and friends."

- The library subsequently holds a focus group of this population led by a Spanish speaker regarding interest in the class. After learning the class is desired, and many attending are on social media, the library chooses two tactics: bi-lingual posters are placed in local businesses and community centers in Spanish, augmented by a social media campaign (promotion.) It is offered in early spring in the library program room (place) by a volunteer who speaks Spanish (channel).

- What was tweaked? Mostly the price—the cost was too high for Hispanic non-English speakers (they would have to learn English), and the delivery channel was improved for the population (via Spanish translation). Promotion now includes social media. Evaluation indicates a 50 % growth in attendance.

The Action Plan

- You have identified internal and external influences -

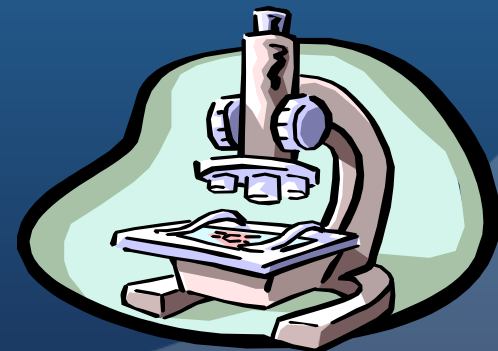- You have identified customer markets and targeted -

Research You know what you want to do –

Goals You know specifically what you want to achieve –

Objectives You've decided how you want to approach things –

Strategies Now all you need to identify the Who/What/When of tasks

Action Plan !!

Exercise 13
Marketing Strategy for A Customer Market
Describe Your Approach

- Target Market:
- Goal:
- Objective:
- Strategy:
- Actions:

Task Planning Phase	Lead	Due Date
1.		
2.		
3.		
4.		

Evaluation

Did You Accomplish What You Wanted?
Your evaluation should…

- Measure whether the OBJECTIVE was achieved
- Be designed before the project is implemented
- Measure outcome or completion of process
- Be realistic – something within your means to assess
- Incorporate performance measures
- Include a feedback loop, a method for revising your approach

Example

Brainstorm!!
Evaluation Criteria

1. Number of eligible participants identified

2. Number of requests to participate

3. Number of repeat users

4. Customer satisfaction based on survey

Performance Measure Objectives

1. To identify at least 100 eligible participants

2. To provide books to at least 90 percent of all requestors

3. To serve at least 50 repeat individuals during the year

4. To achieve at least an 80 percent rating of good or excellent customer satisfaction

Exercise 14
Marketing Evaluation

1. Is my research adequate ?

2. Have I prioritized my segments the way I should ?

3. Is my product what they want and need ?

4. How's the price ?

5. Is it being distributed for easy access ?

6. Am I communicating so my segment can hear ?

Product Identity: Branding
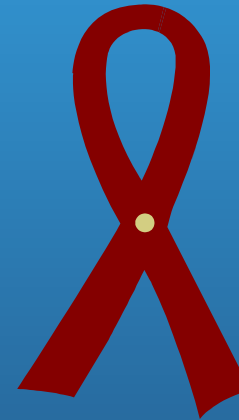## Must have positive connotation and be memorable

BRAND NAMES

- Most used and recognized

- Conveys certain image or personality

- Describes how it works

- Ambiguous

- Easy to say, spell, read, remember

- Should 'fit' target market, product benefits, customer's culture

BRAND SYMBOL

- Recognizable and memorable

- Visual impact

BRAND CHARACTERS

- 'Cool' and follow same edicts

Exercise 15

Create a Brand
(Name, Mark, Character)

Exercise 16

- Write down as many reasons as you can think of for using your organization.

- When you get home, ask your customers for their reasons and compare your list!

U.S.P. (Unique Selling Point).
What is your Organization's U.S.P.?

Exercise 17

Review the marketing model.

Identify the marketing activities of your library.

1. Marketing Research: How does your organization market?

2. Market Segmentation:

3. Marketing Mix:

4. Marketing Evaluation

A Marketing Plan Answers These Questions

1. 1. Organizational Identity – Mission, Goals and Objectives
2. Research – Environments and Markets
3. Implementation – Actions and Strategies
4. Evaluation – How do we do?

CAN WE DO BETTER IN THE FUTURE?

How About The Marketing Model?

Step 1
Market Research

Step 2
Market Segmentation

Step 3
Marketing Mix

Step 4
Marketing Evaluation

Market Research
Identifies Potential & Actual Customers

Market Segmentation
Groups Customers

Marketing Mix
Develops Satisfying Customer Offerings

Marketing Evaluation
Measures Success

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The·half·of·knowledge·is·to·know·where·to·find·knowledge

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