

Library Marketing & Promotions

Transportation Librarians Roundtable
Thursday, July 10, 2008



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Why Are We Here?

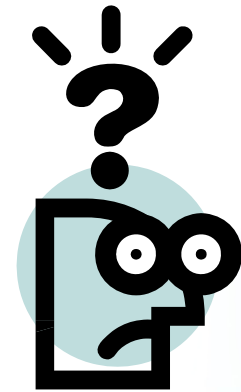
- **Information environments are increasingly complex.**
- **Users are increasingly specific and segmented.**
- **Users' work settings are increasingly “noisy.”**
- **Users have information options.**

It Used To Be Simple



Source: Andrea Mercado: www.flickr.com

It's Not Simple Anymore!



2000	2005	2008
External	Internal	Participatory/Interactive
Text	Rich media	Situational
Access	Analytics	Contextual
Desktop	Wireless	Ubiquitous
Use the Internet	Always on	Worlds within worlds
Users	Creators	Avatars



Users Are Moving Targets

- **Personalization: 60% of us are VIPs**
- **Rise of amateur professionals**
- **Shrinking attention spans**
- **Reliance on peer networks**
- **Millennials entering workforce, boomers exiting**
- **Content commoditization**

“...the user, or, in other words, the master, of the house will be even a better judge than the builder, just as the pilot will judge better of a rudder than the carpenter, and the guest will judge better of a feast than the cook.”

Aristotle, *Politics*

The State of Library Promotions

Government Libraries

- E-mail/newsletter campaigns (21%)
- One-on-one (18%)
- Web site optimization (16%)
- Word-of-mouth (user) (15%)
- Training sessions (13%)
- Staff orientation (10%)
- Other presentations (10%)



Fundamentals of Promoting Services

- **Be targeted. Don't promote everything to everyone.**
- **Create a visual brand that sticks.**
- **Make the logo *persistent*.**
- **Brand = identity.**
- **Make packaging consistent, professional, and attractive.**
- **Tell them “so what?”**
- **Cross sell.**

Fundamentals of Promoting Services

Don't promote everything to everyone.

- Remember, it's about personalization.
- Tailor promotions to specific user segments.
- Use examples that resonate with *specific* users.
- Think of your user personas.



Fundamentals of Promoting Services

Create a visual brand that sticks.

- Make sure it means something.
- Make it memorable.
- Let it reflect your identity.



Fundamentals of Promoting Services

Make the logo *persistent*.

- Use it on everything, including emails.
- Make sure it appears on every Web page.
- Provide deliverables in PDF for integrity.

Fundamentals of Promoting Services

Decide on an explicit identity.

- Draw on your mission statement.
- Define yourself as Target or Nordstrom's.
- Agree on an identity that everyone buys in to.

Fundamentals of Promoting Services

Make packaging consistent, professional, and attractive.

- Packaging is often overlooked.
- Packaging is your public face.
- Use templates for all deliverables.
- People can spot a Tiffany's box from 100 yards.

Fundamentals of Promoting Services

Tell them “so what?”

- **Not:** *The library has a new and improved Web site.*
- **Instead:** *The library’s new Web site makes it easier and quicker to find regulatory filings and analysis.*

-or-

- **Not:** *The reference desk phone number is 800-555-1212.*
- **Instead:** *You can get immediate answers to your questions by calling 800-555-1212.*

Fundamentals of Promoting Services

Cross sell.

- Make agreements with other departments to link to each other's sites.
- Formalize the referral process with other units.
- Maintain relationships with related functions.



Crafting the Elevator Speech

- Ask a question first. Understand the persona.
- Speak to the listener's values, not yours.
- Make it pithy: you have one minute.
- Don't focus on logistics here.
- Communicate two or three bullet points.
- Pique their interest.



Crafting the Elevator Speech

Worksheet

List top two or three stakeholder groups

- Engineers
- Administrators
- The public

List top goals for each stakeholder group

- Reduce project costs
- Identify suppliers
- Secure agency funding
- Improve safety and security

List top information pain-points or gaps for each group

- Difficulty tracking proposed regulations
- Too hard to find demographic information

Craft a paragraph speaking to the library's solution

- Address stakeholders' goals and pain-points

Communicating in Web Environments

- Leverage hypertext; link from snippets to full text.
- Create personalization through portals.
- Consider interactive publishing (blogs, wikis).
- Include multi-media where possible.
- Present information graphically.

Web communication is not simply text on the screen. Make full use of the virtual environment.

Three Imperatives and a Principle

- **Know who you are.**
- **Value and communicate your brand.**
- **Be persistent and consistent.**

Marketing is not a luxury.

Supporting Outsell Reports

- ***The Third “P”: Promoting Your Information Center***
- ***Defining Target User Markets***
- ***End-User Update 2008: New Findings From Outsell’s User Profile Research***

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