Library Marketing Toolkit(s) 101

2015 AKLA CONFERENCE
PATIENCE FREDERIKSEN
What is marketing?

- If the circus is coming to town and you paint a sign saying "Circus coming to the fairgrounds on Sunday," that’s advertising.

- If you put the sign on the back of an elephant and have him walk through town, that’s promotion.

- If the elephant walks through the mayor’s flower bed and it makes the morning paper, that’s publicity.

- And if you planned the whole thing, that’s marketing.
Why must we market?

- Libraries are no longer the only game in town
- Competition from book stores, internet, ebooks
- Market new services to validate these services
- Review, enhance, and market existing services
- Remain relevant by increasing usage of library
- Make the library the go-to place in your town
- Help the library adapt to changing times
- Demonstrate *value* to the community
- Counter budget threats
- Other reasons?
What Are We Doing Wrong?
(Fire, Ready, Aim)
The Classic Approach: Four Steps to Market Your Library

1. **Research: determine what your community wants**
   - Describe the community and its trends
   - Describe the library and its trends
   - Define the audience by SEGMENT and its needs
The Classic Approach: Four Steps to Market Your Library

2. **Plan: set goals, determine objectives, develop service strategies**
   - Review the library’s mission so marketing plan is in line with overall mission
   - Develop services to meet audience needs and wants
   - Develop a positioning strategy/niche

Research ➔ **Plan** ➔ Communicate ➔ Evaluate
The Classic Approach: Four Steps to Market Your Library

3. Communicate about those services

- Develop a communications plan with:
  - Goals and measurable objectives
  - Your message
  - The target audience BY SEGMENT
  - Strategies for reaching the target audience
  - How to evaluate the impact of your message
The Classic Approach: Four Steps to Market Your Library

3. Communicate about those services (continued)

- Develop useful tools, such as:
  - A list of contacts you can use to publicize service
  - Fact sheet about the library
  - Talking points
  - Press kit about service, including letter of introduction, press release, brochure, fact sheet

- Develop a media plan, with a timeline for sending info out about service and placing stories or public service messages
4. **Evaluate**: are these activities getting you closer to your measurable objectives?

- Set up evaluation procedures
- Measure progress towards objectives
- Make course corrections

Research → Plan → Evaluate → Communicate
A. Do in-depth market research
B. Segment into target markets
C. Set goals
D. Ask targets what they want
E. ID or create products/services
F. ID competition
G. Plan evaluation
H. Promote products/services
I. Deliver products/services
J. Get feedback
K. Study feedback
L. Go back to improve steps
M. Cycle through to next evaluation

Write marketing plan

Constantly evaluate changing environments
Another Approach: Guerrilla Marketing in Seven Sentences

Start with a one page plan that consists of seven sentences to:

1. Explain purpose of your marketing plan

**Purpose:** The purpose of this marketing plan is to increase retrievals from Auto Repair Reference Center (ARRC) by 50% in 12 months to a monthly total of 3,000 retrievals. (During FY2014, monthly average was 2,000 retrievals.)
Another Approach: Guerrilla Marketing in Seven Sentences

2. **Spell out how you will achieve that purpose by describing the benefits you provide to people**

**Competitive Advantage:** The ARRC saves both the do-it-yourself guy and professional auto mechanic time and money by providing a web location where they can find repair manuals that will help them keep their cars and trucks road ready.
Another Approach: Guerrilla Marketing in Seven Sentences

3. **Specify your target market**

   **Target Market:** Our target market is people who fix cars and trucks, ranging from do-it-yourselfers to professional auto mechanics.

4. **Describe your niche in that market**

   **Marketplace Niche:** ARRC’s niche is to provide comprehensive, high-quality auto repair manuals for 37,000 domestic and foreign cars and trucks manufactured from 1954 to present.
Another Approach: Guerrilla Marketing in Seven Sentences

5. Outline your marketing weapons

- Informational ad in Yellow Pages under Auto Repair
- Informational coupon in ValPack
- Demo or hand out info at a car trade show
- Paid radio spots on pertinent stations and during pertinent radio shows (Car Talk where art thou?)
- Advertise in local car shopper lists
- CraigsList Alaska
- Bulk e-mails to state employees, university employees, and any other large groups
- Podcasting, Facebook, Twitter
Another Approach: Guerrilla Marketing in Seven Sentences

5. Outline your marketing weapons

- YouTube or Vimeo
- Free public service announcements on radio
- Outreach (Speeches? Hand outs? Freebies?) to auto repair related groups or classic car clubs
- Wrench or auto shaped magnets
- Calendar with pin-up woman repairing car and consulting ARRC on computer
- Radio talk show (perhaps a librarian and a user?)
- Do a spot on TV news on pertinent feature segment, like the Bottom Line on KTUU
- Paid advertisement in ADN and other papers
- Gather and post testimonials on web page
6. **Focus on the identity of your business**

   **Identity:** ARRC will be seen as Alaska’s go-to location for free 24/7 web access for reputable, easy to find, and comprehensive auto repair information.

   **Benefits: Why Should Auto Repair People Use ARRC?**
   - It saves time and money
   - It’s free
   - It’s easy to get to on the web
   - It’s available 24/7
   - It’s easy to search
   - It’s unique in Alaska
   - It’s comprehensive
Another Approach: Guerrilla Marketing in Seven Sentences

7. Establish your marketing budget

**Marketing Budget:** The marketing budget for this year long campaign is projected at $3,200. (Break out costs based on marketing road map below or state marketing costs as percentage of cost of service, i.e. $3,200 or 10% of $32,000 annual subscription cost for ARRC.)
A Marketing Road Map for Guerrillas

Where the Rubber Meets the Road

- What to do
- When it will happen
- How to achieve
- Who will do it
- How much will it cost
- How will you measure success
# A Marketing Road Map for Guerrillas

<table>
<thead>
<tr>
<th>Month</th>
<th>Any Special Message This Month?</th>
<th>Media to Use</th>
<th>Cost</th>
<th>% Increase/ Monthly Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2014</td>
<td>Mary Jo will post on Craigslist AK under Automotive Services - Posted for 45 days on June 1</td>
<td>Free ARRRC usage climbed 1% as of July 1 – Grade: C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 2014</td>
<td>Introducing a high quality info service for all Alaska DIY-ers</td>
<td>Hal will arrange for paid advertisement 3 times a week in ADN – Ads began on July 1</td>
<td>$500</td>
<td>ARRRC usage climbed 5% as of Aug. 1 – Grade: A</td>
</tr>
<tr>
<td>August 2014</td>
<td>Butch will arrange for paid sponsorships for ARRC with APRN.</td>
<td>$600 ARRRC usage climbed 6% as of Sept. 1 – Grade A</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A Marketing Road Map for Guerrillas

Purpose:
- Increase retrievals from ARRC by 50% to 3,000 retrievals per month by June 30, 2015

Process:
- Gather monthly usage statistics and analyze how well monthly activities increased public usage of ARRC
- If activities caused a healthy surge in usage, keep on trucking with those activities and assign a monthly grade of A or B
- If activities did not make much impact on usage, winnow those activities from this list and assign a monthly grade of C, D or E
- Over three years, progressively discard low-performing marketing measures and act only on marketing measures that are graded at A
Essential Elements to All Methods

- The planning process is as important as the actual plan
- Must be a written plan
- Plan can be short, sweet, and simple
- Promoting everything to everyone is NOT marketing
- Marketing plans are not one-size-fits-all
- It’s all about the value you bring to people
Sometimes You Win BIG
Library Marketing Plan Templates on the Internet

- *Blueprint for Your Library Marketing Plan*, by Patricia H. Fisher and Marseille M. Pride.  
  [http://www.alaeditions.org/files/Worksheet04_READER.pdf](http://www.alaeditions.org/files/Worksheet04_READER.pdf)

- *Marketing the Library* (Self-Paced Training in 6 Modules from Ohio Library Council).  
  [http://www.olc.org/marketing/index.html](http://www.olc.org/marketing/index.html)

- *Guerrilla Marketing for Consultants*, Jay Conrad Levinson and Michael W. McLaughlin.  
Sample Library Marketing Plans – Search on Google

- Charlevoix Public Library Strategic Marketing Plan 2011/13. (6 p.)
- Ishpeming Carnegie Public Library Marketing Plan for Engaging Youth In Our Community. July 2010 (12 p.)
- Mount Vernon City Library Marketing Plan: To Better Serve Our Hispanic and Spanish-Speaking Community 2007-2009. (1 p.)
- Ohio Library Council Sample Marketing Plans: Plan 1 and Plan 2. (9 p.)
- Marketing Plan for the Port Townsend Public Library November 2004. (19 p.)
- Vista Public Library Marketing Plan 2010-2012. (18 p.)
Library Marketing Books

Library Marketing
Blogs & Web Pages

