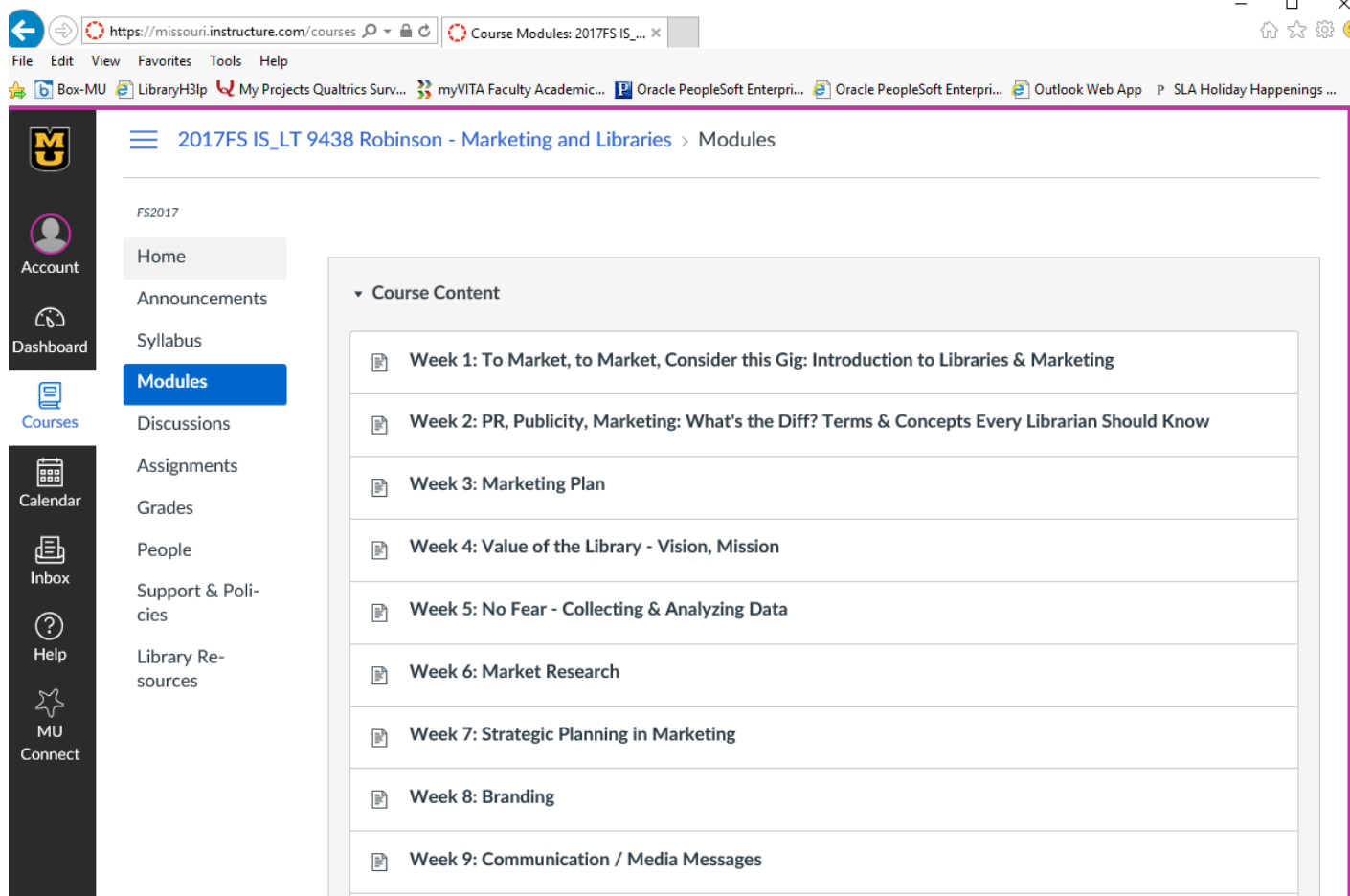


# The Creation, Care & Feeding of a Marketing Plan

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**LMCC – November 2017**

# Contrary to popular belief --

## Library schools DO teach marketing!



The screenshot shows a web browser window displaying a Blackboard course page. The browser's address bar shows the URL <https://missouri.instructure.com/courses>. The page title is "2017FS IS\_LT 9438 Robinson - Marketing and Libraries > Modules".

On the left side, there is a navigation sidebar with the following items: Account, Dashboard, Courses (highlighted in blue), Calendar, Inbox, Help, and MU Connect.

The main content area is titled "2017FS IS\_LT 9438 Robinson - Marketing and Libraries > Modules". Below the title, there is a "Course Content" section with a dropdown arrow. The course content is organized into a list of modules, each with a document icon and a title:

- Week 1: To Market, to Market, Consider this Gig: Introduction to Libraries & Marketing
- Week 2: PR, Publicity, Marketing: What's the Diff? Terms & Concepts Every Librarian Should Know
- Week 3: Marketing Plan
- Week 4: Value of the Library - Vision, Mission
- Week 5: No Fear - Collecting & Analyzing Data
- Week 6: Market Research
- Week 7: Strategic Planning in Marketing
- Week 8: Branding
- Week 9: Communication / Media Messages

# Library Schools – North America

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Of the 58 viewed, **16** offer  
a course in Marketing of  
LIS Services/Products, or  
Social Media

# What type of library do you work in?

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- Academic

- Public

- School

- Special

- Corporate

- Law

- Medical

- Museum

- Arts

- Other

# Seriously?

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- Do I have to create a Plan?



# It's All About the Customer --

- Marketing efforts must be user focused.
- Mission / Vision / Goals of the Library
  - Relative to the community
- Know your community
- What do they want/need?
  - Environmental Scan



# Where to find information about your community?

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- **Academic:** Institutional data
- **School:** Dept. of Educ. website for your state
- **Public:** U.S. Census
  - US Census Data Tools & Apps  
<https://www.census.gov/data/data-tools.html>
  - American FactFinder
  - Census Business Builder
  - DemographicsNow
  - Social Explorer

# Existing Information

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- **Library stats**

- Question logs
- Circulation counts
- ILS Reports

- **Usage statistics**

- Google Analytics
- Database providers
- Social Media usage reports

- **Artifacts, photo collections**

- **Special**



# Promotional Exhibits created from existing (archival) documentation



# Needs Assessment

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*“People place a value on a service offered or a resource provided, and it is often different from the value perceived by the library staff.”*

*<http://www.ilovelibraries.org/what-libraries-do/calculator>*

# Elements of a Marketing Plan

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- Gather data/information
  - Current market
  - Competition; SWOT Analysis
  - Impact Factors – PEST
  - Needs Assessment
  - Inventory your services & resources
- Identify Target Market(s)
  - Segmenting (Ex: youth by ages; Students by program or year in college)

# Sort, Categorize, Assess --

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The information that is really needed for decision-making, relative to your marketing plan. Pull out the rest (just like packing for a conference trip)!



# Strategies

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- **Describe your promotional strategies.**
  - Consider promotional efforts that will reach a particular market. Knowing their needs will help define strategy.
  - Multi-prong **communication** methods
- “Make it so!”
  - Executing the Plan
- **Evaluation**
  - How do you know the plan has succeeded?



Marketing is about bringing  
them in, and bringing them  
back.

We want repeat customers, and we want new customers – Just like  
the airlines, hotels, Disney parks, Apple, grocery stores,  
restaurants, malls.



# One More Thing --

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- Branding both the library and oneself as the Information Go-To place/person
- Most photos show librarian posing – with books or shushing
- Is that the image you want?



# “Real” InfoPro

- Assisting in Finding the Best Information





"I think it only  
fair to warn you  
that I am  
a librarian."



# Summing Up --

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- Set goal(s)
- Gather Data/Information
- Identify/Segment Markets
- Needs Assessment
- Define measurable outcomes
- Timeline
- Execute
- Evaluate
- Modify as needed

What do you mean you don't want to **feed** me?

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Marketing plans need **continual updating** after evaluation efforts are complete (i.e. feeding).



# Questions?

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thank you!

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