MARKETING

LIBRARY SERVICES

FROM POSTERS

TO PLATFORMS

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The hope for today:

You leave here knowing you can think like a marketer, and that you've got actions to try at work next week!

So marketing is ...

Engaging your audience so they understand who you are, what you do, and what it's worth to them

And what is the best way to achieve this?

Simple messages, tweaked for different audiences, delivered across the right platforms, on an on-going basis.

Easy, right?

OPEN QUESTION

Who are you marketing to?

Put yourself in your audience's shoes

(Remember it's not just one pair of shoes!)

Potential stakeholders

You can divide them by type:

… students …

… academics …

… researchers …

… administrators ….

… the local community …

… other libraries and institutions …

Potential stakeholders

Or what about dividing them by their needs?

… general information about the library …

… to master the world of academia ….

… to get a passing grade …

… to complete their research while raising small children…

… the off-site searcher of electronic resources …

… the on-site browser of paper materials …
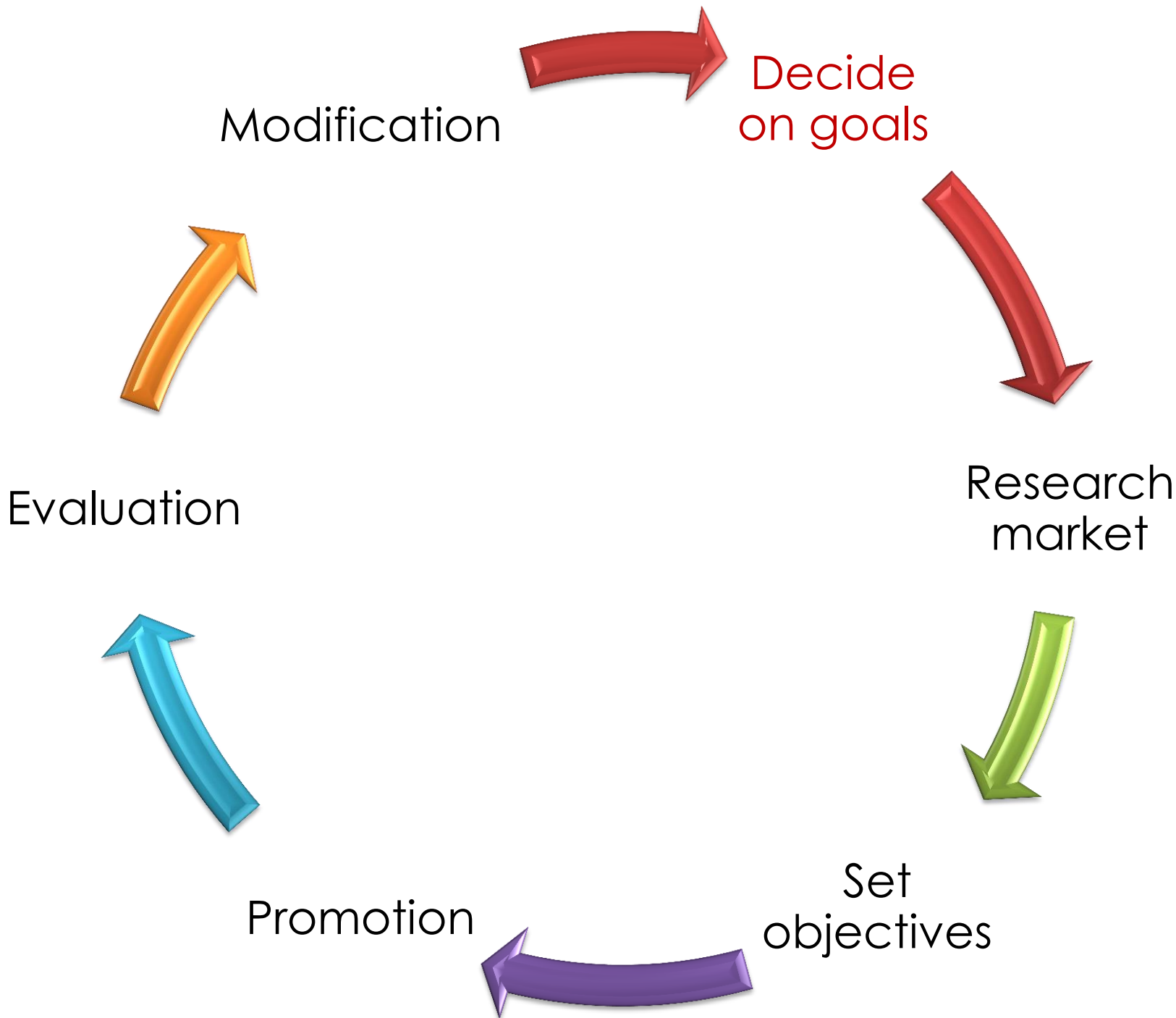
Dress it up for different audiences!

GENERAL PRINCIPLES

Make a plan …

Modification

Decide on goals

Research market

Set objectives

Promotion

Evaluation

1) Know why you're there

Make sure the tail isn't wagging the dog. There's no point in creating a campaign or signing up for a platform unless you know why and how you're going to use it.

When you create a marketing presence, it should have goals and a purpose. **That's what makes this marketing.**

For NYPL it's to...

"Inspire lifelong learning by asking and answering questions that encourage patrons to challenge their assumptions ."

New York Public Library | Social Media Strategy

2) Don't over-commit

"It's better to do one thing properly than to end up with lots of sad, neglected profiles all over the web."

Frances Taylor | Marketing Manager, Business & IP Centre, British Library

Solo librarians: if you have time to only market one or two things, focus on the things you love.

OPEN QUESTION

What do you want to say?

Communication

Half the battle with marketing is knowing what you want to say. (The other half is saying it in a way which has the most impact.)

Ask yourself what your library wants to communicate with the various stakeholders we've discussed.

Hint:

NO ONE CARES
ABOUT THE HOW!

Hint:

Sometimes, libraries and librarians seem obsessed by process.

Instead, we need to focus on outcomes, aspirations, and benefits.

Hint:

We describe features when we should be describing results.

We describe products when we should be describing services.

We talk about searching when we should be talking about finding.

Seriously

No one cares how we do things. They just care how the things we do will effect their working lives.

No one should have to work out how we can help them. The responsibility is ours, to identify their needs, and explain how we can help them in language they can identify with.
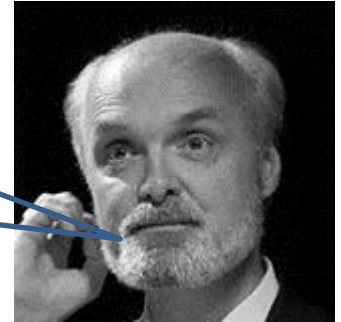
It isn't:

"We subscribe to over 100 databases!"

It's:

"We can find you stuff that Google can't."

Info Lit Salons

Beauty Salons!

Like Stephen Abram says, **Beauty Salons** are called **Beauty Salons** because beauty is what they help you achieve. (In theory…) They're aren't called **Ugly Salons** or even **Becoming Beautiful Salons**.

🔴 SPECIFIC PLATFORMS

OLD SCHOOL

Word of mouth

Most consumer decisions are primarily influenced by word of mouth. It's a vital marketing tool.

The aim is to influence an influencer. Give them the tools they need to spread the message.

You may need several influencers – people need to be told how good the library is by people similar to them.

Word of mouth
KEY FACTORS

newsletter

If you aren't into Adobe In-Design …

Use MS Word, and :

… get rid of the margins if online only (you're not printing)
… use background images/color and fill pages to margin
… use font-size 14 minimum so text is readable full-screen
… save as a .pdf …
… upload to Issuu or other page-flipping app and imbed on library website …
… share url, but use a url shortener (if url is long) bit.ly or ow.ly

Newsletters
KEY FACTORS

9 Clare Hall: a College with a different perspective

10.30am – 11.30am

Clare Hall, Herschel Road, CB3 9AL

A tour with a difference, Clare Hall is one of the youngest and smallest colleges of the University of Cambridge. This tour views the buildings, garden and art while explaining the history of the College.

Map: 29, Tour, All ages, Pre book, Partial access – please call for details

10 Central Library: a blend of new technology and local history

10.30am – 11.30am, 2.30pm – 3.30pm

Central Library, 7 Lion Yard, CB2 3QD

Explore the innovative technologies at the Library, including behind the scenes with the sort machine, together with an overview of the Cambridgeshire Collection and a tour of the archives store.

Map: 17, Tour, All ages, Pre book, Partial access – please call for details

11 Tour of Clare College gardens and Old Court

10.30am – 12.30pm, 1.30pm – 3.30pm

Clare College, Old Court, Trinity Lane, CB2 1TL

Founded in 1326 Clare is the second oldest college in the University, after Peterhouse, and the oldest on the Backs. Clare bridge is the oldest bridge over the river in Cambridge. The tour will take you on an historical route through the gardens, courtyards, rooms, halls and chapel.

Map: 7, Tour, All ages, Pre book, Partial access – please call for details

12 English Faculty Library tours

11am – 11.20am, 12noon – 12.20pm, 2pm – 2.20pm, 3pm – 3.20pm

English Faculty Library, 9 West Road, CB3 9DP

As well as being open to the public, tours will be given in this award winning building, newly built in 2004, covering all three floors, by the Library staff. The Library is open between 10.30am and 4pm.

Map: 31, Tour, All ages, Full access

13 A Cambridge Necropolis: the Ascension Burial Ground

11am – 12noon

All Saints Lane, Huntingdon Road, CB3 0EA

The Ascension Burial Ground is one of Cambridge's best kept secrets. There's more IQ in this acre than most others. Explore the history of the University amid the academics' gravestones.

Map: online, Tour, Ages 14+, Pre book, Partial access – please call for details

14 Secret highlights from the Fitzwilliam Collection

11am – 12noon, 2pm – 3pm

Fitzwilliam Museum, Trumpington Street, CB2 1RB

Join us in the Graham Robertson Study Room for an informal discussion and private viewing of hidden highlights from the Museum's collection. Discover rare works of art not normally on show.

Map: 3, Tour, Adults, Pre book, Full access

15 Trinity College Fellows' Garden tours

11am – 12noon, 2pm – 3pm

Trinity College, Trinity Street, CB2 1TQ

The Fellows' Garden on Queens Road is seldom open to the public. Join the gardening team and learn about this historic hidden corner of Cambridge and visit the newer parts of the College in Burrell's Field. The gardens are wide ranging from small and intimate to large and majestic.

Map: 10, Tour, All ages, Pre book, Partial access – please call for details

16 Discover Cambridge American Cemetery

11am – 12noon, 2pm – 3pm

Cambridge American Cemetery, Coton, CB23 7PH

Take a walk through history and see firsthand how the Cemetery was developed. Learn about the lives and sacrifices of those honoured here.

Map: online, Tour, All ages, Pre book, Full access

17 Exploration! Peril! Penguins! A world class polar library

11am – 12noon, 2pm – 3pm, 3pm – 4pm

Scott Polar Research Institute Library, Lensfield Road, CB2 1ER

A fascinating look at the world's premier polar collection, with a chance to see books that have travelled to both poles as well as current texts that support polar research today, from climate change to indigenous culture.

Map: 2, Tour, Ages 12+, Pre book, Partial access – please call for details

18 Westminster College: a hidden treasure

11.30am – 12.30pm, 2.30pm – 3.30pm

Westminster College, Madingley Road, CB3 0AA

Discover the College and learn about its history, the famous Sisters of Sinai, the Arts and Crafts architecture, and College life today.

Map: 20, Tour, Ages 5+, Pre book, Partial access – please call for details

19 Darwin behind the scenes

1pm – 2pm, 2.30pm – 3.30pm, 4pm – 5pm

Cambridge University Library, West Road, CB3 9DR

Get up close to Darwin's private letters and personal library. You will join members of the Darwin Correspondence Project and delve into the hidden world of Charles Darwin's private correspondence. Learn about the man behind the beard: Where did his ideas come from? How did Darwin's image in the press compare with the man known to his family, friends and colleagues?

Map: 32, Tour, Adults, Pre book, Partial access – please call for details
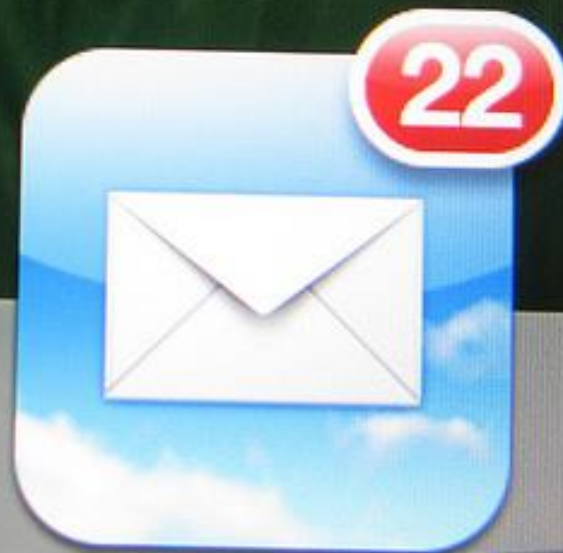
Email

It's PERSONAL. Make people feel like YOU are emailing THEM.

Regularly scheduled emails don't feel targeted – email when you have something to say.

Subject line is HUGELY important. Time of day is somewhat important. Dividing up your audience is desirable.

Email
KEY FACTORS

Website
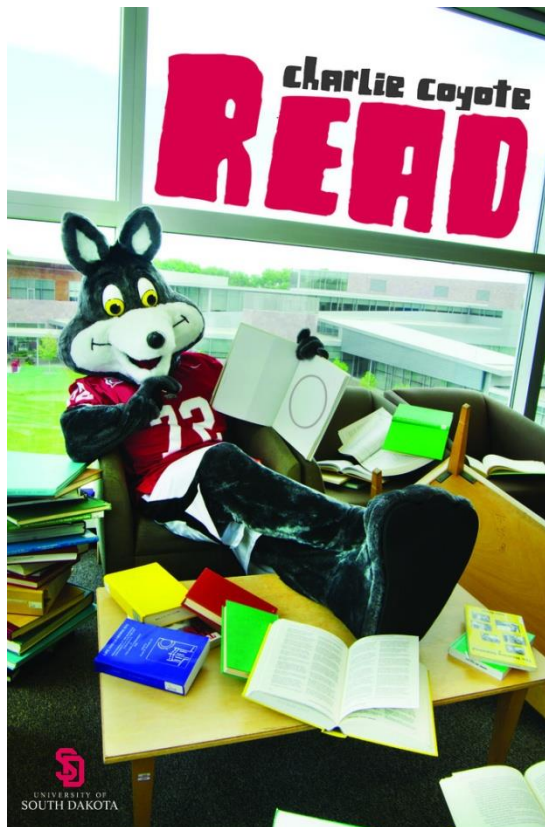
Key info ABOVE THE FOLD.

Give people actions. Things to watch, or do, or listen to, or read, or download, or more of your Library's online activity to investigate.

Video is essential and it may be a lot more achievable than you think…

Website
KEY FACTORS

Advocacy, networking, increased visibility.

Take high quality photos, use a high end camera. Find someone with graphics skills.

CAVEATS…time spent designing and printing can be significant. Hidden costs (toner, printing).

ALA READ posters and other print items

And more...

School Newspapers / Local Newspapers

Local TV Stations / Cable Access Channels

SOCIAL MEDIA

Do one thing at a time, properly. For example, start with Twitter and then Facebook.

What matters is not how good the tool is, it's whether your particular audience will engage with it.

Twitter

Twitter users are much more influential than those on any other networks.

"What happens on Twitter, doesn't stay on Twitter"
- thenextweb.com

Twitter Analysis

There are many twitter tools out there which analyze your account. Stick to the ones which provide **actionable results**.

www.twocation.com to find out where your followers are based.

klout.com/ to find out your influence. (Don't get caught up with your overall score, but use Klout to track your 'Network Influence' and 'Amplification Probability'.)

Facebook

Research shows student expectations are morphing – they now expect interactions with the library to take place across platforms like Facebook.

Your students ARE on Facebook.

Facebook tips

Pull in Content
Populate your FB page with content from elsewhere in the library – RSS feeds from a library blog, your twitter feed, events calendar and so on (and you can use Yahoo! Pipes to aggregate several feeds into one).

Embed a Search
Get an OPAC search on there so people can find stuff in your library without having to leave your page (add a JSTOR one).
https://apps.facebook.com/jstorsearch/?fb_source=search

Use the Insights Tool (essentially analytics) to learn more about your users, and adapt the content accordingly.

Pinterest

Link book covers to catalog records, BROWSING is an important user need!

A great opportunity to allow users to have some ownership of library content – allow them to upload their pictures to a particular collection, curate a collection of user pictures around a particular subject area, or crowd-source information about obscure stuff in your archives.

And the rest...

Video
Do not make a video UNLESS IT IS GOOD! Keep it simple. (ASU, The Library One Minute - i.e.)

Mobile / Apps
Hopefully your library website has responsive design, but if not try library hours, maps, catalog.

Blogs
Less formal communication, but is a powerful way for the library to control information.

QR Codes

An easy, flexible way to access content.
QR code generator: www.qrstuff.com

"Nine out of ten people like chocolate. The tenth person always lies." - John Q. Tullius

www.qrchocolates.com/

● SO, WHAT'S NEXT?

Horizon Report 2014:

Time to adoption: One Year or Less
Flipped Classroom
Learning Analytics
Time to adoption: Two to Three Years
3D Printing
Games and Gamification
Time to adoption: Four to Five Years
Quantified Self
Virtual Assistants

Multiple platforms, old and new. It means you capture more people, and those on two or more of the platforms get the message reinforced.

THANKS FOR LISTENING

ANY QUESTIONS

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http://metaatem.net/words

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WebJunction
http://www.webjunction.org/explore-topics/marketing-outreach.html

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