Librarians and Marketing?!

Creating a Marketing Plan Even if You Have Little/No Marketing Experience

Carrie Girton, Miami University Hamilton
What is a Marketing Plan?

“Your marketing plan should be a simple (in some cases, one-page) document that specifically answers who you are, what you do, who needs what you do and how you plan to attract their attention.” –“7 steps to the perfect marketing plan”

“A written marketing plan is the backdrop against which operational decisions are taken. Consequently, too much detail should be avoided. Its major function is to determine where the company is, where it wants to go and how it can get there.” --Marketing Plans: How to Prepare Them, How to Use Them
Why Have a Marketing Plan?

“...marketing is more than promotion. Marketing is the process of facilitating an exchange of something of value for something needed. Marketing is about understanding the needs of your customers and providing a product or service to fill those needs at a place and at a price they are willing to pay to complete the exchange.” -- *Blueprint for Your Library Marketing Plan*
5 Steps to a Basic Marketing Plan

Choose and describe your target market.

Describe the services you offer for this group, in terms that really attract customers.

Identify your competition and how you can overcome it.

Pick a few promotional strategies that will reach your chosen target.

Establish measurable goals.

--- The Accidental Library Marketer
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Activity

Make a list of your target market groups.
Target Market Groups

Students (Traditional, Nontraditional, International, Associate’s Degree, 2 years and then on to Main Campus, Bachelor’s Degree)

Faculty (Tenured, Tenure-Track, Visiting, Adjunct)

Staff

Community
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Service Description

States what the service is,

For whom service is intended,

What benefit the service offers the user.

—Blueprint for Your Library Marketing Plan
Activity

Take a few minutes and write down some of the services that your library provides that you want/need to advertise more. The intended audience doesn’t matter at this point.

(Also, don’t worry about the service descriptions at this point.)
Services

Reference Services
- Email
- IM
- Text
- Phone
- Ref desk
- Consultations

Resources
- Reserves
- Equipment
- Books/Ebooks
- Databases
- Instruction
- Workshops
- Nonbooks
- Popular reading
- Periodicals
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Activity

5 words that uniquely describe us

At least 3 strengths of our library as a whole
<table>
<thead>
<tr>
<th>5 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>friendly (3)</td>
</tr>
<tr>
<td>happy</td>
</tr>
<tr>
<td>expanding</td>
</tr>
<tr>
<td>capable</td>
</tr>
<tr>
<td>helpful (4)</td>
</tr>
<tr>
<td>courteous</td>
</tr>
<tr>
<td>resourceful</td>
</tr>
<tr>
<td>information</td>
</tr>
<tr>
<td>space/place</td>
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<tr>
<td>welcoming/inviting</td>
</tr>
<tr>
<td>multifaceted</td>
</tr>
<tr>
<td>accessible/available</td>
</tr>
<tr>
<td>meeting place</td>
</tr>
<tr>
<td>research</td>
</tr>
<tr>
<td>technology</td>
</tr>
<tr>
<td>compassionate</td>
</tr>
<tr>
<td>accommodating</td>
</tr>
<tr>
<td>flexible</td>
</tr>
<tr>
<td>independent</td>
</tr>
<tr>
<td>fun</td>
</tr>
</tbody>
</table>
3 Strengths

Lots of types of spaces within the library to meet different needs.
Mix of knowledge and backgrounds of library staff. (3)
New Video On Demand technology.
Welcoming to students.
Customer service oriented. (3)
Caring about students at the regional campuses and understanding that their needs, life situations, and learning styles may be different than those of traditional students.
Staff is personable. Easy to get along with, likes to have fun, and will help anyone as much as they can.
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Look back at the list you made of services to market. At what point in the semester does it make the most sense to advertise this service. (Could be more than once throughout the semester.) Write that service on the calendar in the week/day you want to promote that service.
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Plans Change, But Keep You on Course

“A great business vision evolves, but it doesn’t fundamentally change.” – *Little Blue Book of Marketing*
Resources