

Librarians and Marketing?!?

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

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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

5 Words

friendly (3)

happy

expanding

capable

helpful (4)

courteous

resourceful

information

space/place

welcoming/inviting

multifaceted

accessible/available

meeting place

research

technology

compassionate

accommodating

flexible

independent

fun

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.

5 Steps to a Basic Marketing Plan

Choose and describe your target market.

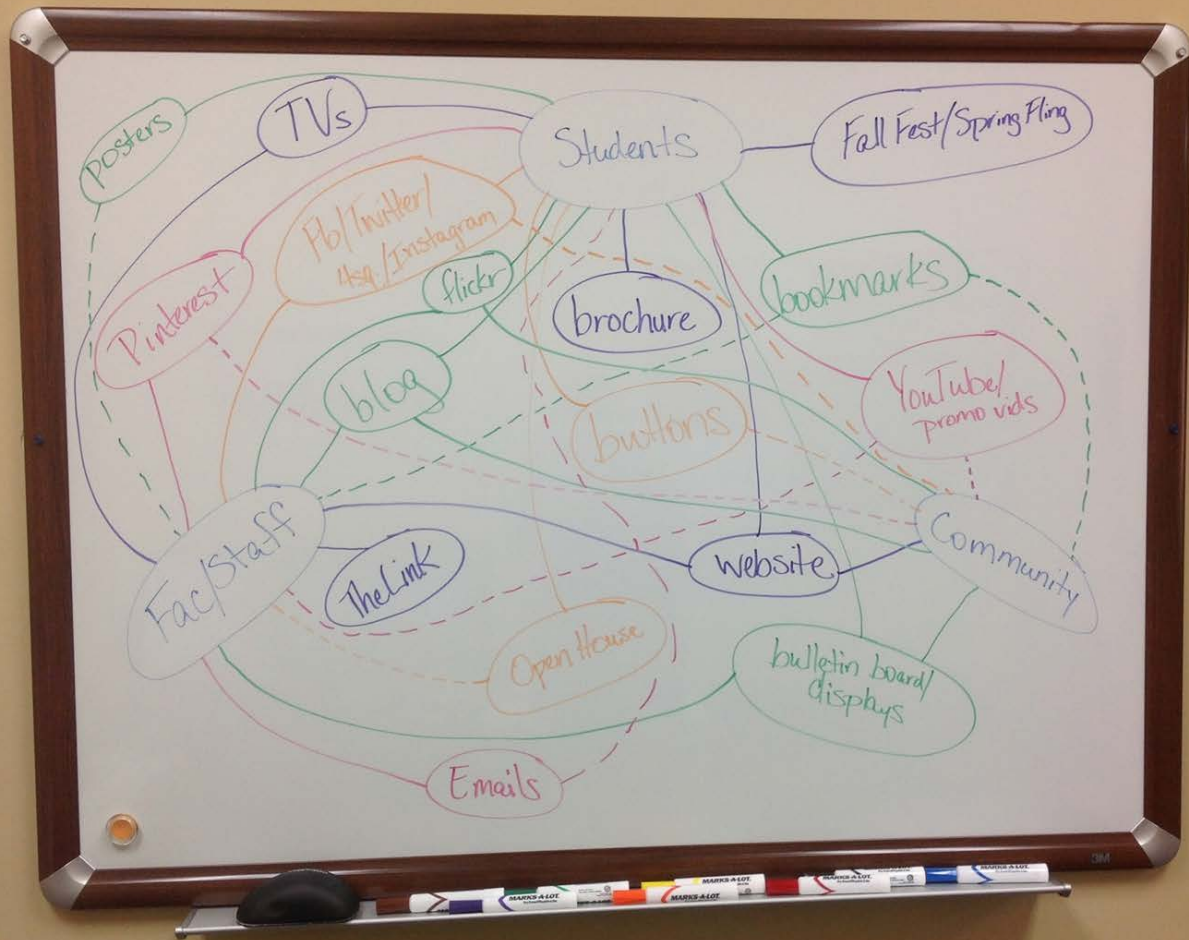
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Activity

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.

2016

S M T W T F S

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JAN

Welcome!
MLK Day Hours

S M T W T F S

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

APR

Poetry Reading Event
Poetry Contest

S M T W T F S

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

FEB

S M T W T F S

	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31

MAY

Cram Jam → Hours + Activities
Study, Play, Repeat
Return Library Books!
Memorial Day Hours
Summer Hours

S M T W T F S

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MAR

Spring Break Hours

S M T W T F S

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JUN

2016

S M T W T F S

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUL

4th of July Hours

S M T W T F S

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

OCT

S M T W T F S

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUG

Welcome!

S M T W T F S

			1	2	3	4	5
6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29
30	31						

NOV

Thanksgiving Hours

S M T W T F S

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEP

CJS Week
Labor Day Hours
Open House

S M T W T F S

					1	2	3
4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27
28	29	30	31				

DEC

Cram Jam → Hours + Activities
Study, Play, Repeat
Return Library Books

Holiday Break Hours

Spring
Week 1

Notes: Welcome Hours	M	T	W	TH	F	S/S
Week 2						
Notes: Reserves	M	T	W	TH	F	S/S
Week 3						
Notes:	M	T	W	TH	F	S/S
Week 4						
Notes: Think from laptop	M	T	W	TH	F	S/S

Link issue

Spring
Week 5

Notes: Equipment	M	T	W	TH	F	S/S
Week 6						
Notes: Research Assistance	M	T	W	TH	F	S/S
Week 7						
Notes:	M	T	W	TH	F	S/S
Week 8						
Notes:	M	T	W	TH	F	S/S

Spring
Break
Hours

Spring
Week 9

Notes:	M	T	W	TH	F	S/S
Week 10						
Notes: Research Assistance	M	T	W	TH	F	S/S
Week 11						
Notes:	M	T	W	TH	F	S/S
Week 12						
Notes:	M	T	W	TH	F	S/S

Spring
Break
Hours

Link issue

Poetry
Contest
Poetry
Reading
Event

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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

Jantsch, John. "7 steps to the perfect marketing plan." Entrepreneur. March 2009. p.98.

