

Showing Students We Care: Using Empathetic Marketing to Ease Library Anxiety and Reach Distance Students

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What is Empathy?

Definition of empathy

1 : the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner; also : the capacity for this¹

What is Empathetic Marketing?

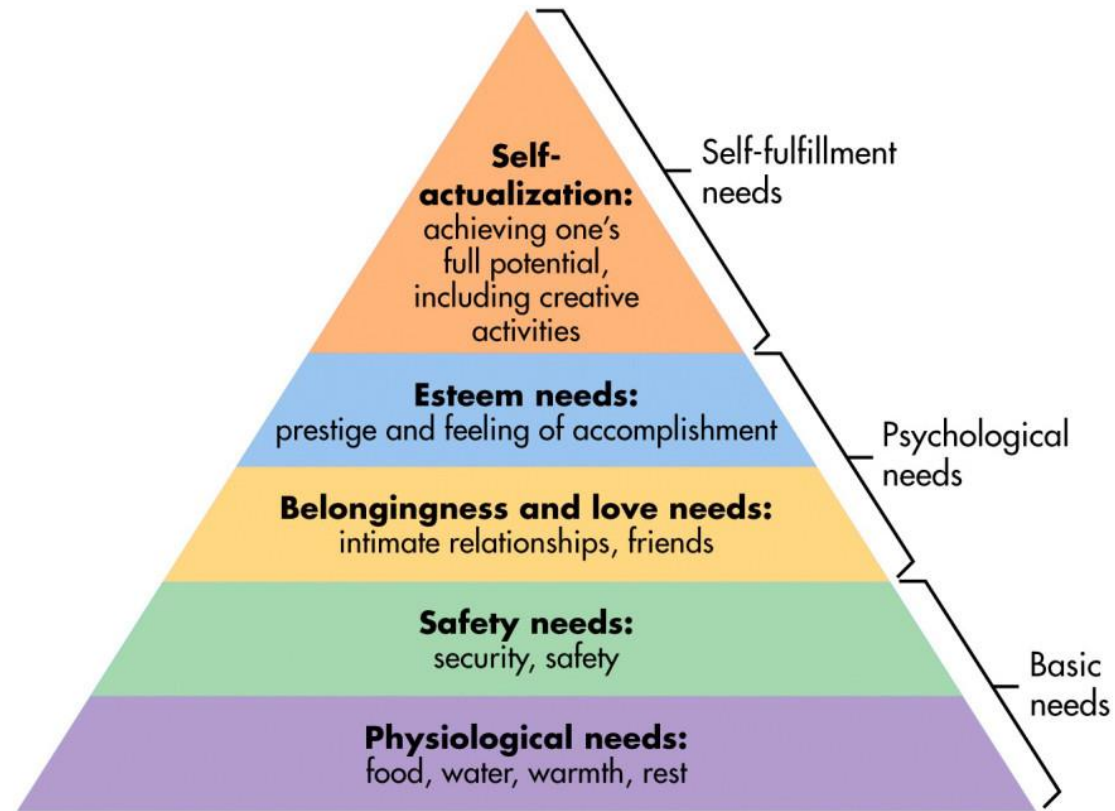
It's not about getting people to use your product. It's about seeing a need and then saying "I have a product/service that will meet that need."²

"Too many companies create corporate-centric, rather than customer-centric, content. The former is about you; the latter is about what you do for your customer—a subtle yet critical shift."³

What is Empathetic Marketing?

“First and foremost, you have to reframe the way you see the people you serve—stop calling them your target market—or any name that turns them into a statistic or a bullseye. Instead, consider them to be people: the people you hope to serve, your stakeholders. That reframe alone opens your eyes and leads you into a different type of engagement with them.”⁴

Maslow's Hierarchy of Needs



<https://www.simplypsychology.org/maslow.html>

Examples of Empathetic Marketing

https://www.youtube.com/playlist?list=PLBEYn8q4ZI_7ueS8Z8QHB40vF0x6yuh_c

**OH DEER
ITS HARD TO SPEL
WHEN YOUR HUNGRY**

**IF YOU KEAP MAKING TYPING MISTAKES
GRAB YOURSELF A SNIKKERS FAST**



VISIT OUR FACEBOOK PAGE IF YOUR NOT SHAKING TO MUTCH



<http://www.businessinsider.com/snickers-purposely-misspells-its-name-in-ad-2013-5>

GROW A LIVING SALAD BOWL



A REFRESHING SUMMER SALAD MAKES A PERFECT MEAL, ESPECIALLY WHEN YOU'RE HARVESTING HOMEGROWN TOMATOES, HERBS AND VEGGIES.

Discover how to plant a summer salad garden that will deliver all season long.



Salad is a meal at least once a week for **59%** of Americans.



MILLENNIALS (age 18-34) are the fastest-growing group of food gardeners today.

1 SQ. FT. OF SOIL CAN GROW 2 TO 6 LBS. OF fresh food per year!



SWEET BASIL IS one of the most popular kitchen herbs worldwide.

Home Depot
<https://blog.hubspot.com/marketing/empathetic-content-marketing-examples>



<https://www.youtube.com/watch?v=YProZYuMUNk>

Meeting the Needs of Distance Students

“While the standards of an information literate student can be seen within self-actualization, we must consider the varied and hierarchical needs of students. We cannot address information literacy in isolation. Therefore, in our instruction and daily interaction with students, we must also give attention to their more basic needs, for it is only after the fulfillment of those needs that an individual can focus on those skills required for information literacy.”⁵

Meeting the Needs of Distance Students

“...we feel some needs the most, such as security, when we’re deprived of them. When life is humming by smoothly, we don’t actively pay attention to some of our needs....The fact that we ignore important needs, such as security, for the sake of other pursuits also creates opportunities for businesses that can anticipate consumers’ dormant needs and head them off before an audience is seriously deprived.”²

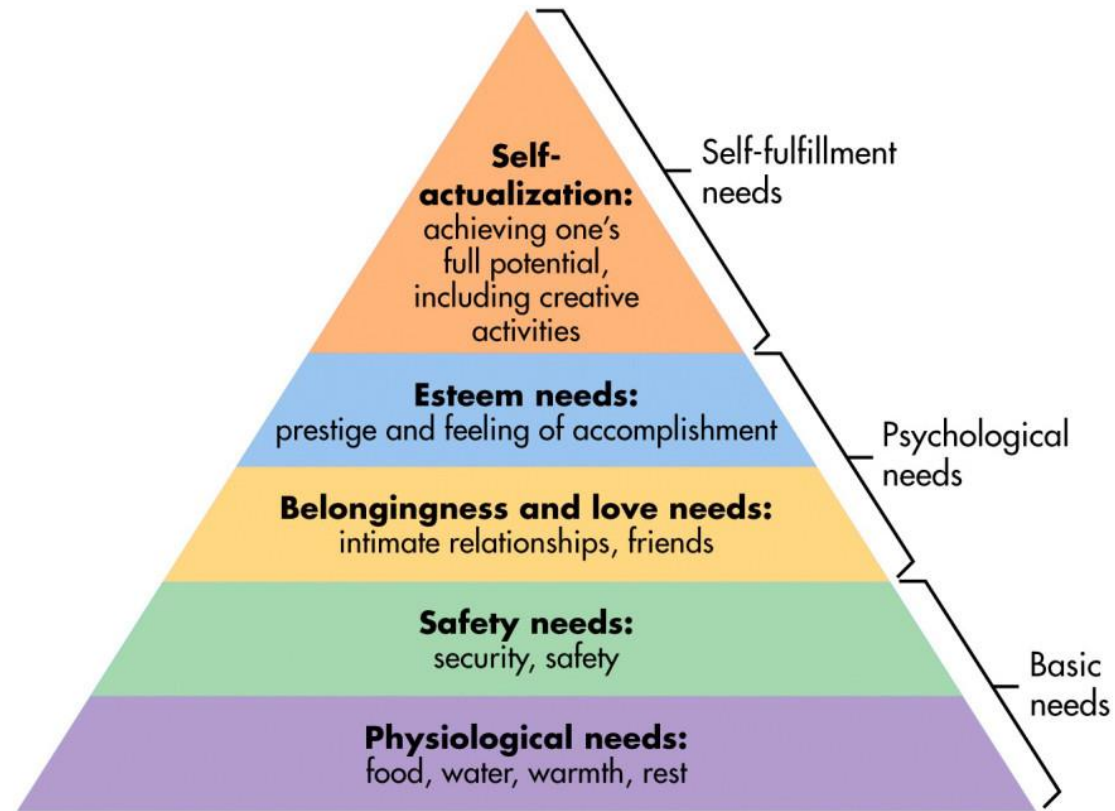
“By answering questions, you are addressing specific pain points, demonstrating that you understand customers’ specific issues and concerns.”³

Meeting Needs Reduces Library Anxiety

“The literature indicates that acknowledging the anxiety and its legitimacy, and then providing successful experiences to counteract the anxiety is the most effective method for treatment.”⁷

“...only a good instruction librarian can convince them the library isn't scary.”⁷

Maslow's Hierarchy of Needs



<https://www.simplypsychology.org/maslow.html>

Safety Needs

Security, safety

“In relation to the library, the need of safety can be seen most clearly in the patron’s level of library anxiety.”⁵

Some anxiety about “who” they are talking to in online interactions.⁶

Need to feel comfortable to ask questions.⁷ (Belonging, Esteem)

Belongingness and Love Needs

Intimate relationships and friends

The sense of having a place and fitting in with others while still being self

This is especially critical and more difficult for distance students

Inform them that they have same access to resources as on-campus students⁸

Esteem Needs

Prestige and feeling of accomplishment

Self-expression

Need to feel comfortable/confident to ask questions⁷ (Safety, Belonging)

Also addressed through achievement, respect for others, and respect by others⁵

Self-Actualization Needs

Achieving one's full potential, including creative activities

Growth period

“Aspects of [self-actualization] include problem solving, lack of prejudice, acceptance of facts, morality, creativity, and spontaneity. These traits correspond readily to the outcomes set forth within the ACRL Standards.”⁵

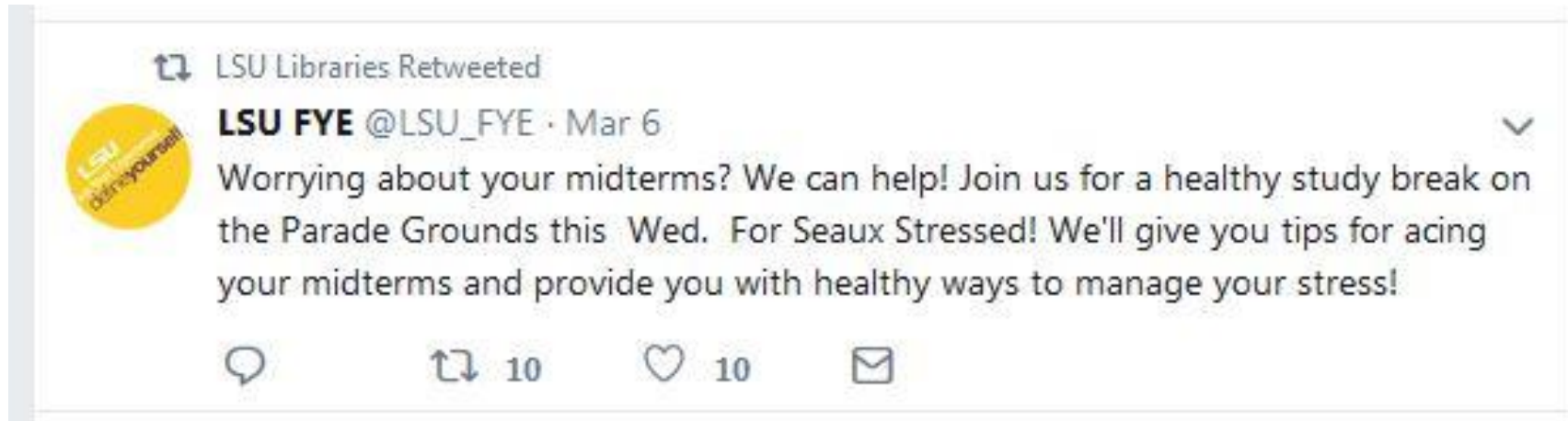
“We must focus on the student as a whole individual. This requires time and energy focused on addressing their needs beyond the time we see them during instruction sessions. This places importance on topics such as library anxiety, the library as place, and user experience. By looking to Maslow’s Hierarchy of Needs and working with the whole student, we will be able to reach them and aid their development into information literate individuals.”⁵

Examples of Empathetic Marketing in Libraries



Stressing about your final research paper? We're here to help!!

Examples of Empathetic Marketing in Libraries



Examples of Empathetic Marketing in Libraries

Rod Library at University of Northern Iowa⁹

“by using the Rod Library you will decrease your frustration and increase the quality of your efforts.”

Looking for answers in all the wrong places? Try the library!

The end is near! – The library is here.

Way too busy – feeling down? Too much homework makes you frown? We turn those frowns – upside down! @ The Rod Library.

Activity

Get into a group of 4 or 5.

Choose one of the Needs (Safety, Belonging, Esteem, or Self-Actualization) and think of a service or product that your library provides that could meet that need.

Create a slogan or marketing idea to promote that service/product to distance students in a way that meets the need.

References

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