MARKETING

LIBRARY SERVICES

FROM POSTERS TO PLATFORMS

Danielle Loftus & Abby Moore
University of South Dakota, University Libraries
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!
Engaging your audience so they understand who you are, what you do, and what it's worth to them.

So marketing is ...
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?
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 ...
Decide on goals
Research market
Set objectives
Promotion
Evaluation
Modification
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.
What do you want to say?
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.
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.
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**.
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.”
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.
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
Friday 9 September

10.30am – 11.30am

9 Clare Hall: a College with a different perspective
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

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

12 English Faculty Library tours
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

11am – 12noon

13 A Cambridge Necropolis; the Ascension Burial Ground
All Saints Lane, Huntington Road, CB3 OEA
The Ascension Burial Ground is one of Cambridge’s best kept secrets. There is more to see in this area 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

11am – 12noon, 2pm – 3pm

14 Secret highlights from the Fitzwilliam Collection
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

11am – 12noon, 2pm – 3pm, 3pm – 4pm

15 Trinity College Fellows’ Garden tours
Trinity College, Trinity Street, CB2 1TQ
The Fellows’ Garden is open to the public. Join the gardening team and learn about this historic garden. Visit the never parts of the College in Burrell’s Field. Three 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

11am – 12noon, 2pm – 3pm

16 Discover Cambridge American Cemetery
Cambridge American Cemetery, Coton, CB3 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

11am – 12noon, 2pm – 3pm

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

11.30am – 12.30pm, 2.30pm – 3.30pm, 4pm – 5pm

18 Westminster College: a hidden treasure
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

11.30am – 12.30pm, 2.30pm – 3.30pm

19 Darwin behind the scenes
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

Advanced booking is essential on all tours. Visit: www.cam.ac.uk/opencambridge or call: 01223 766766
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.
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...
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
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
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’.)
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.
Link book covers to catalog records, BROWSING is an important user need!

http://libraries.pewinternet.org/2013/01/22/library-services/

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
Fonts:
http://metaatem.net/words

This background:
http://www.flickr.com/photos/9822107@N08/5718749905

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

CONTACT:
Abby Moore – abby.h.moore@usd.edu
Danielle Loftus – danielle.loftus@usd.edu

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