

**A Workshop for the
New Jersey Library Association**

What's a Database Anyway? Promoting E-Resources

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What's a Database Anyway?

Goals

- Review marketing basics.
- Develop an action plan for promoting E-Resources.

Agenda

9:00 **Introductions/Ground rules/Discussion**
Marketing basics--concepts and terminology

9:15 **What's a database anyway?**
Do people know about and use your online resources? Is your website a well used branch library? What are the challenges? Will WOMM help make it happen?

Case Studies

- Winnetka Northfield (IL) Public Library-- Creative use of WOMM
- Goshen County (WY) Library-- Power of demonstrations
- Schaumburg (IL) Public Library-- Be where they are
- Share your experience--What has worked?*

Build a Marketing/Communication Plan to promote online services

- Review the Plan outline
- Discuss the Winnetka sample plan*
- Strategies/Tactics- *How will you deliver the message? WOMM ?*

Word-of-Mouth Marketing "Musts"

- A plan
- A good product/*great* customer relations
- A clear, memorable and consistent message
- A prepared and committed "sales force"
- People who are willing to testify

9:45 **Wrap Up**

Marketing Basics

Marketing is that function of the organization that can keep in constant touch with the organization's consumers, read their needs, develop products that meet these needs, and build a program of communications to express the organization's purposes.

—Philip Kotler/SidneyLevy, "Broadening the Concept of Marketing"
Journal of Marketing, January 1969

Key Elements

A four-step marketing program . . .

- 1) Research:** Analyze the situation and get the facts (primary and secondary research).
 - A. Describe the community including demographic characteristics and trends.
 - B. Describe the library, including staff, support, governance, circulation trends, etc.
 - C. Define your audience (market segments) and their needs.

- 2) Plan:** Set strategic goals, determine objectives, develop service strategies.
 - A. Start with the library's mission. (Become mission driven, market dependent.)
 - B. Develop services and delivery methods to meet identified needs and wants—also desires.
 - C. Develop a positioning strategy.

- 3) Communicate:** Public relations, advertising, advocacy, partnerships.
 - A. Develop a communications plan. Have a clear rationale. Formulate goals and *measurable* objectives that support the library's strategic goals. Identify your positioning, message, target audience(s), strategies for reaching them and evaluation measures. Establish a budget, timetable and assign tasks.
 - B. Focus on listening to key markets.
 - C. Develop tools such as a basic fact sheet for the library, campaign press kit, talking points etc.
 - D. Build a press/contact list—media and opinion leaders—and use it.
 - E. Develop a media plan with timeline for sending releases, placing stories and public service messages.

- 4) Evaluate:** Are objectives (measurable) being met?
 - A. Set up evaluation procedures.
 - B. Measure performance vs. plan and adjust for the variance.

8-Step Marketing Communication Plan Outline

Use this outline as a map for developing your plan.

1. Introduction (Briefly explain *why* you are proposing this plan. Identify Strengths, Weaknesses, Opportunities and Threats (SWOT). Include relevant research, observations.)

2. Communication goals (The dream. Big picture. No more than 3.)

3. Objectives (3–5 doable, measurable outcomes.)

4. Positioning statement

Example: *"The library is the best first stop for expert help in connecting children and youth to learning and discovery."* (State Library of North Carolina campaign)

5. Key message What is the most important thing you want people to know/do? In 10 words or less.
Example: *Your library is the very best place to start.*

6. Key audiences (External and Internal. Be specific. No more than 5.)

7. Strategies/tactics/tools (How will you deliver the message? Core strategies include: Media publicity, displays, programming, special events, website/email, partnerships, direct mail, outreach (parades, presentations, etc.) word of mouth. Develop an action plan and budget.)

8. Evaluation measures (How will you know what worked and what didn't? Refer back to your objectives.)

Sample Marketing Communication Plan

Winnetka Northfield (IL)Public Library-- draft #1

Promoting online resources

1. Introduction.

Patrons continue to express surprise about the availability of 24/7 online resources and website. Both the Caucus and the Board continue to press about the persistent PR problem. We need to change the way our message is delivered to our busy patrons!

Strengths:

- Knowledgeable staff
- Great customer service
- Excellent array of databases and online resources
- Available 24/7
- Strong PR focus
- Strong vendor commitment and support
- Good web support
- Safe, accurate, reliable information
- Passage of successful referendum

Weaknesses:

- PR isn't connecting
- Busy patrons/time constraints
- Information overload
- Just Google it!
- Layout of newsletter, website
- Physical size of buildings
- Large number of cardholders who don't use our online resources
- Lack of training-staff
- Lack of training-public

Opportunities:

- Large number of registered borrowers
- Large number of computer users
- Community support- i.e. successful referendum
- Community partnerships – i.e. local schools, Chambers of Commerce, etc.
- Help staff grow and become integral part of PR endeavor

Threats:

- Information overload
- Google
- Affluence
- Library seen as unnecessary

Wealthy buy access to online
Wealthy buy access to books
One time bad customer service in person
One time bad online experience
Staff not buying in

2. Communication goals

- Develop a clear, concise message that can be used by staff anywhere, anytime.
- Make patrons more aware of online resources.
- Make staff buy into big picture and deliver message with accuracy and confidence.

3. Objectives

- Increase staff knowledge and comfort level with online resources by holding training sessions.
- Increase the number of unique cardholder hits to the online resources.
- Measure staff participation by counting the number of promotional items distributed to patrons during a contest.
- Count the number of coupons redeemed from the May – June promotion.

4. Positioning statement

We're known for our customer service. We're the Nordstrom's of the North Shore. "Let your librarian be your personal shopper."

5. Key message

"We're up when you are: 24- hours a day" --- www.winnetkalibrary.org

6. Key audiences

Staff, Board, patrons, parents, students (middle and elementary)

7. Communication strategies

January 2007

Presentations/contest

Key message contest for staff.

Presentation at staff meeting outlining word-of-mouth and buzz marketing.

Staff incentive \$50.00

April 2007

Presentations/training

Word-of-mouth presentations outlining talking points and demonstrations/training on online resources for staff and Board \$0.00

May 2007

Presentations/training

Customer service training for staff. May 18-19 \$1800.00

May 2007

Word-of-Mouth

Staff contest distributing promotional items to patrons with key message "We're up when you are."

Promotional items \$400.00

Staff incentives for contest \$200.00

May – June 2007

Publications

Coupon promotions via newsletter (patrons) and first grade reading party materials (parents):

- "Let us help you shop our online resources."
- "Let your librarian be your personal shopper."
- "Make an appointment with your personal librarian."

Allow coupons to be redeemed for one-on-one consulting time (personal shopping) with librarian.

Budget in place.

May – October 2007

Media

First Annual Children's Film Festival

Age categories: Eighth grade and under

Ninth - twelfth grade

Video/DVD production must contain either Winnetka Main or Northfield Branch Library and the words "We're up when you are."

Categories: live action, animation, commercial.

There will be juried awards and a popular vote via the website. The winners will be shown at the matinees scheduled for October 14, 2007. All entries will be shown on a continuous loop on the website. The contest will be announced in May. Entries are due September 4, 2007.

\$1,200.00. (Budget 07-08)

July 2007
Compile statistics for grant report.

July 2007

Media

Redesign website.

Easier, quicker, streamlined.

Integrate key message into design.

\$10,000.00 + (Budget 07-08)

Fall 2007

Publications

Friends of the Library Winnetka-Northfield

Fundraising letter distributed to all households in the two Villages.

Integrate key message "We're up when you are."

(Friends of the Library Winnetka-Northfield - Budget 07-08)

2007-

Continue to repeat key message.

8. Evaluation

- Statistics gathered from the website re: the number of unique cardholders
- Number of coupons redeemed for personalized services
- Number of promotional items handed out
- Patron feedback
- Staff feedback

Sample Message Sheet (Winnetka Public Library)

Key Message

We're up when you are: 24 - hours a day.

www.winnetkalibrary.org

Talking Points

- Our website is an online branch library with wonderful array of resources ...
 - encyclopedias
 - financial tools such as *Morningstar*
 - Tumblebooks*- a cool online story time for kids
 - ...and so much more
- The library pays for premium online subscriptions, so you don't have to.
- We give you a world of safe, reliable resources beyond the Internet, and you can use them all in your PJs.
- All you need is a library card.

We'll be glad to give you a personal tour of the website and find the best tools for you. Come in or call for an appointment

Statistics

The library has more than 35 online subscriptions and close to four hundred online reference books that you can use from home 24 hours a day.

Stories/Examples

Resident Robert Leonard explained his use of the *Historical New York Times* database while researching and writing an article for *Coin World* magazine. He said, "In five hours, without leaving the house, I wrote it and emailed it to the editor. This database has value!"

During the middle of the night our most popular online resources are *Morningstar* and the genealogy subscription *Heritage Quest*.

Really Good Resources

How to Say It: Marketing with New Media: A Guide to Promoting Your Small Business Using Website, E-zines, Blogs, and Podcasts, Lena Claxton and Alison Wood, Prentice Hall Press, New York 2008. - A readable and informative introduction to various types of online media and how to use them effectively.

Libraries, Mission & Marketing: Writing Mission Statements That Work. Linda K. Wallace, American Library Association. 2004. How many of your staff can say your library's mission statement? That's what we thought. This book is dedicated to the proposition that your mission statement is your library's ultimate message. You should say what you do and do what you say.

Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World, 2nd Ed., Peter C. Brinckerhoff, John Wiley & Sons, Inc., 2002. Brinckerhoff provides a clear, step-by-step guide for identifying and understanding your markets, considering the competition, needs vs. wants and lots more. Practical and interesting.

The Secrets of Word-of-Mouth Marketing. George Silverman, American Management Association, 2001. Silverman says traditional advertising doesn't have the impact it once did and makes a great case for an organized, strategic approach to word of mouth. This is good news and a practical strategy for libraries, since we couldn't afford traditional advertising.

The Tipping Point. Malcolm Gladwell, Little Brown, 2000. Tipping point refers to the moment when something unique becomes common. This book speaks to the power of word-of-mouth marketing and how a "social epidemic" gets started.

Word-of-Mouth Marketing, Jerry R. Wilson, John Wiley & Sons, 1991. This excellent text includes the pyramid model about turning customers into champions--powerful advice for libraries.