

Marketing 101

It's more than promoting your library's program and services



STATE  Marsha McDevitt-Stredney
LIBRARY OF OHIO

Marketing 101

Part One: Marketing Circle

Part Two: Tips



The Funny Times <ft@funnytimes.com> 216/371-8600
PO Box 18530 / Cleveland Heights, OH 44118

Marketing

... is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

American Marketing Association

Marketing Research

... is the function that links the consumer, customer, and public to the marketer through information-- information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Marketing Research

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American Marketing Association

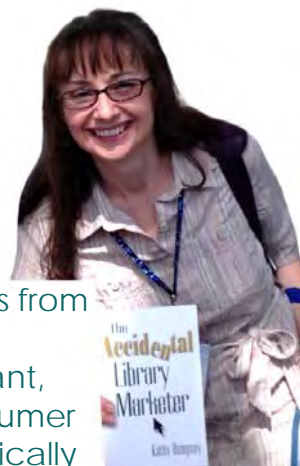


Understanding marketing theory is important but... *it doesn't need to be so complicated.*

Marketing

is taking steps to move goods from producers to consumers. It's determining what people want, delivering it, evaluating consumer satisfaction, and then periodically updating that whole process.

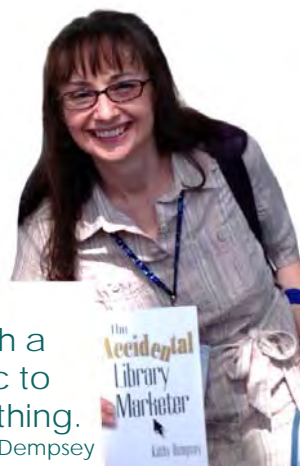
Kathy Dempsey



Public Relations

is a planned, long-term communication program with a goal of convincing the public to have good will toward something.

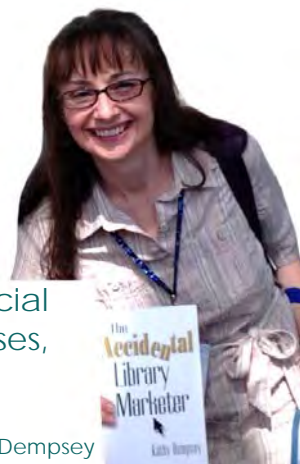
Kathy Dempsey



Publicity

is sending a message via official channels such as news releases, newsletters, and press conferences.

Kathy Dempsey

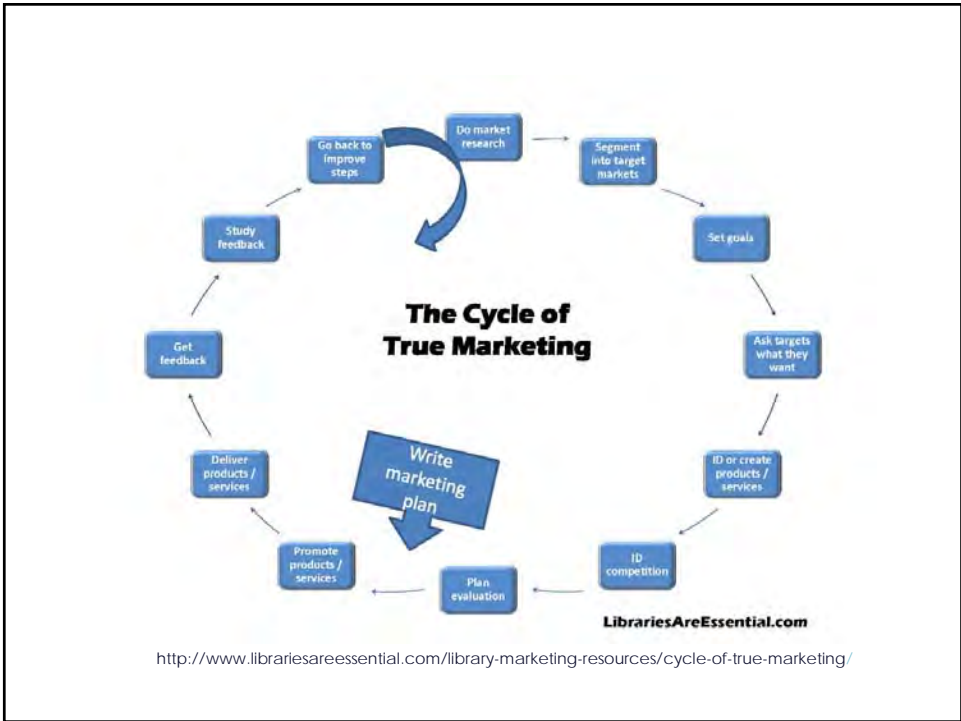


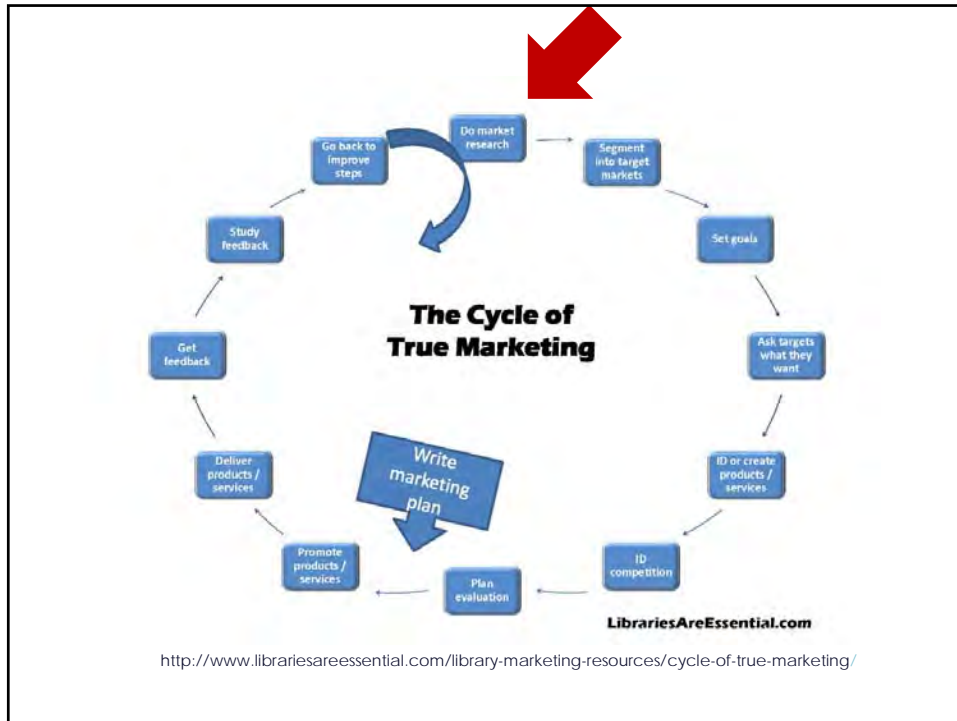
Branding

2) Developing the “personality” of your product or service, establishing the characteristics that should come to mind when people think of you. Branding helps build loyalty.

Kathy Dempsey







Research

your community to learn who, what, where, when, and why



*Getting to know you
Getting to know all about you
Getting to like you
Getting to hope you like me*

Image from:
http://www.cville.com/emThe_King_and_IemThe_Para mount_Theater_Saturday_July_30/#.ViZJoStGxNs

The King And I
Getting To Know You Lyrics

www.factfinder.census.gov

Search by city, county, zip code or state for community and economic data

U.S. Department of Commerce
United States Census Bureau
AMERICAN FactFinder

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD CENTER

Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code: GO

Population
Age
Business and Industry
Education
Governments
Housing
Income
Origins and Language
Poverty
Race and Hispanic Origin
Veterans
Show All

Ada village, Ohio

Population
Census 2010 Total Population
5,952 Source: 2010 Demographic Profile

Popular tables for this geography:

2010 Census

- General Population and Housing Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Race and Hispanic or Latino Origin
- Hispanic or Latino by Type (Mexican, Puerto Rican, ...)
- Households and Families (Relationships, Children, Household Size, ...)

2013 American Community Survey

- Demographic and Housing Estimates (Age, Sex, Race, Households and Housing, ...)

2014 Population Estimates Program

- Annual Population Estimates

Census 2000

- General Demographic Characteristics (Population, Age, Sex, Race, Households and Housing, ...)

Want more? Need help? Use Guided Search or visit Census.gov's Quick Facts.

ies INSTITUTE OF EDUCATION SCIENCES
NATIONAL CENTER FOR EDUCATION STATISTICS

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SDDS SCHOOL DISTRICT DEMOGRAPHICS SYSTEM Home Staff Contact

What is SDDS?

The School District Demographics System (SDDS) is a data dissemination product created for NCES's Census Mapping Project. This work began in 1989 with the release of publicly available school district boundaries and the production of the School District Special Tabulations, which were based on the Decennial Census data.

EDGE

The U.S. Census Bureau's Education Demographic and Geographic Estimates Program (EDGE) provides NCES demographic data for the nation's schools and school districts. EDGE provides a variety of demographic projects about children, parents, and other populations residing in education-related at school district level.

Get Started...

MapED

MapED provides geographic context to Census, NCES, and ED datasets. The application allows users to quickly explore information at local and national levels. MapED is maintained as part of NCES's Census Mapping Program.

Get Started...

NEW School Attendance Boundary Survey (SABS)

The School Attendance Boundary Survey (SABS) provides a national attendance boundary geographic dataset. SABS is conducted by NCES on a bi-annual basis. The results of the 2013-14 survey cover 90% of the U.S. and the District of Columbia and are now available for download.

Learn More...

National Center for Education Statistics (NCES) School District Demographics System
<http://nces.ed.gov/surveys/sdds/index.aspx>

Ohio | Department of Education

Home > Other Resources > Food and Nutrition > Resources and Tools for Food and Nutrition > Data for Free and Reduced Price Meal Eligibility

QUICK LINKS

- Child and Adult Care Food Program (CACFP)
- Commodity Allocation Tracking System (CATS)
- Ohio United States Department of Agriculture Foods Program
- National School Lunch and Breakfast
- Resources and Tools for Food and Nutrition
- Data for Free and Reduced Price Meal Eligibility**
- 6 Cents Certification/New Meal Pattern Resources
- Child Nutrition Reauthorization

Data for Free and Reduced Price Meal Eligibility

Location

The data can be found at the Ohio Department of Education ftp site at: <ftp.ode.state.oh.us/>

- Click on the MR81 folder;
- Find the files with the most recent October date;
- The data is available in 3 formats:
 - Text file – this is a formatted text file. Sponsor and county totals can be found on this file. Note: This file must be opened using Notepad or WordPad to be formatted correctly.
 - Tab delimited file – this file can be easily imported into a spreadsheet, such as Microsoft Excel.
 - Zip file – this file has been zipped to make it smaller. Once saved to a local drive it must be unzipped before it can be used.

<http://education.ohio.gov/Topics/Other-Resources/Food-and-Nutrition/Resources-and-Tools-for-Food-and-Nutrition/>

Recent report:
ftp://ftp.ode.state.oh.us/MR81/MR81_October_2014/October_2014_MR81_Traditional_text.txt

PRB | Population Reference Bureau

Get Email News | Donate | Social Media Icons

PUBLICATIONS | MULTIMEDIA | TOPIC/GEOGRAPHY | EVENTS | DATAFINDER | ABOUT

2015 World Population Data Sheet & Digital Visualization

PRB in the Media

Support PRB

Spotlight

#ICFP2015

THE DIGITAL HUB

A CURATION OF DIGITAL CONVERSATIONS ON FAMILY PLANNING

FPCongress.org/ICFPdigitalhub

2015 International Conference on Family Planning

PRB will be at the 2015 International Conference on Family Planning in Nusa Dua, Indonesia, from Nov. 9-12.

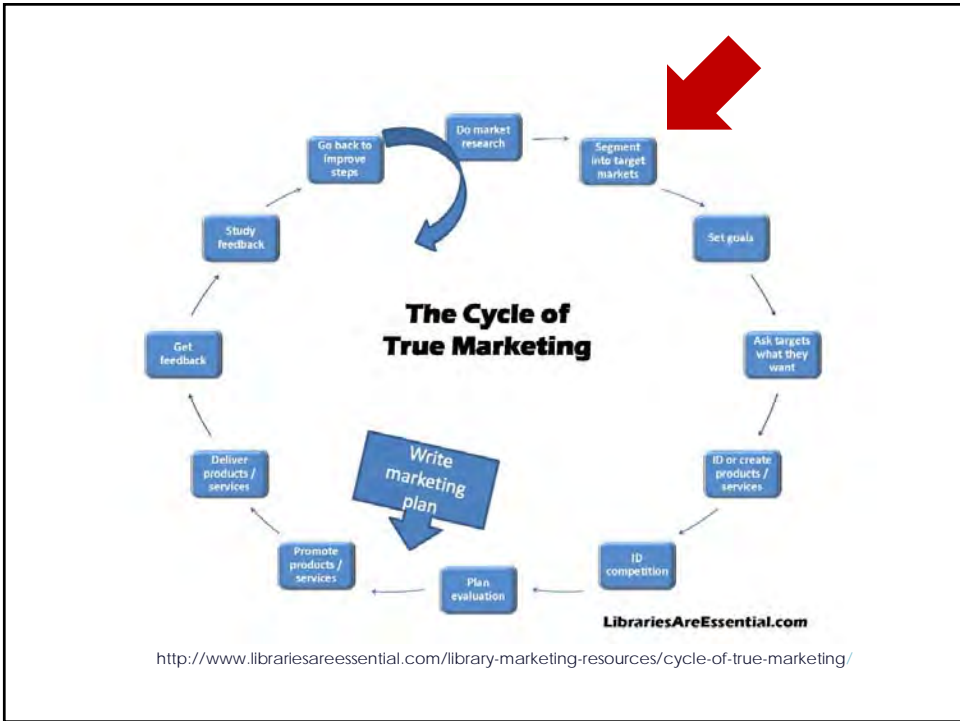
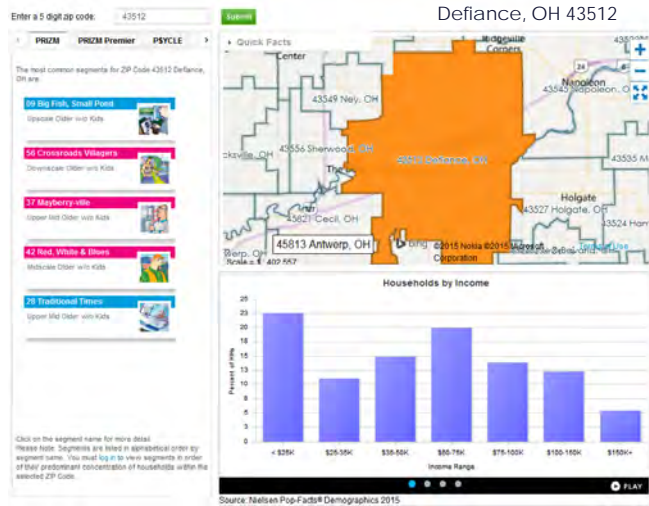
www.prb.org/DataFinder.aspx

nielsen | MyBestSegments

<https://segmentationsolutions.nielsen.com/mybestsegments/>
 Select ZIP code Look-up

MyBestSegments ZIP Code Look-up aggregates Census data, neilson survey data, and other sources of public and private consumer data.

Do not rely on all of the information as an exact analysis.



Market Segments

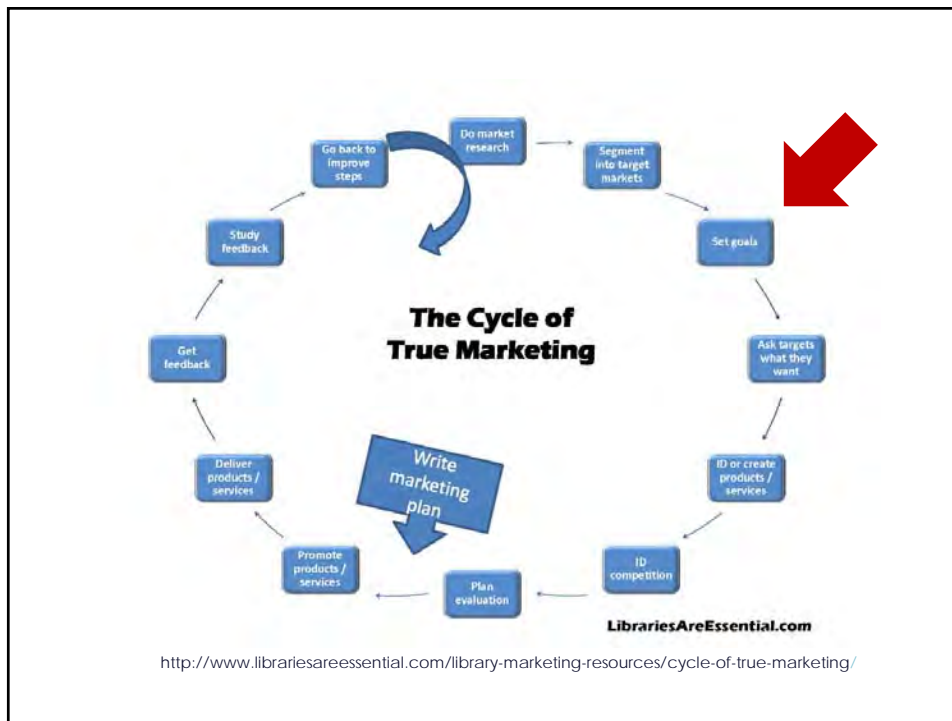
Demographic

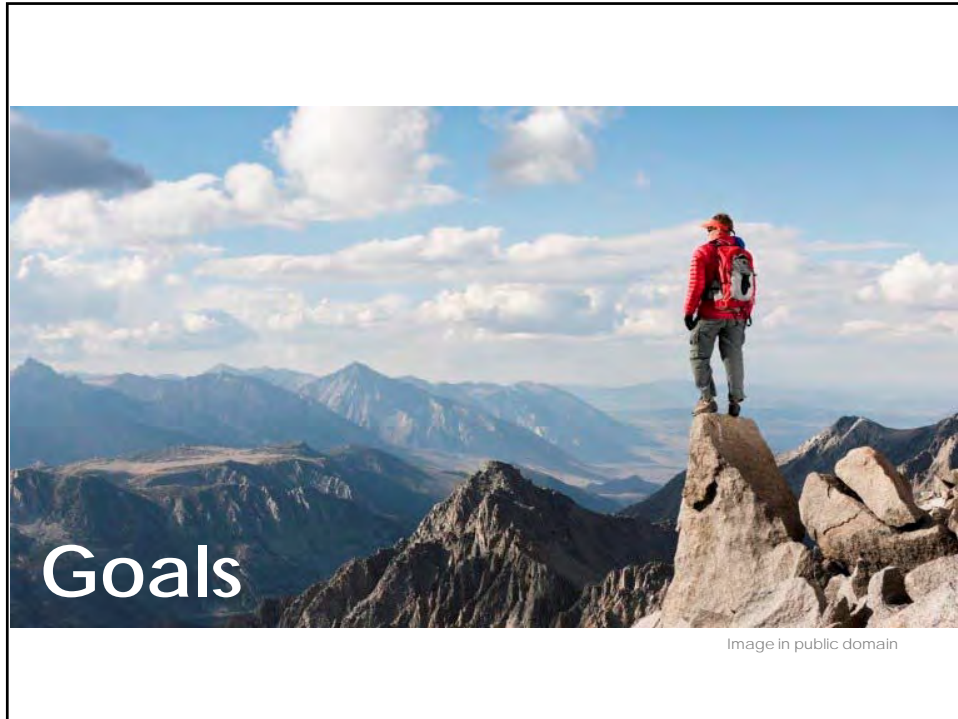
- Age
- Education
- Ethnic
- Gender
- Family Size
- Housing
- Employment/Occupation
- Income

Psychographic

- Social class
- Lifestyle
- Values
- Attitudes
- Personality Traits

The screenshot displays the Nielsen MyBestSegments interface. On the left, there is a sidebar with 'All Segments' (66 Segments) and 'Lifestyle Groups' including Younger Years, Family Life, and Social Groups. The main area shows a grid of 33 segment cards, each with a title, description, and a small image. The segments are numbered 01 through 33. At the top right, the Nielsen logo and 'MyBestSegments' are visible. A red arrow points to the 'Set goals' step in the diagram below.





Objectives

S = Specific

M = Measurable

A = Actionable

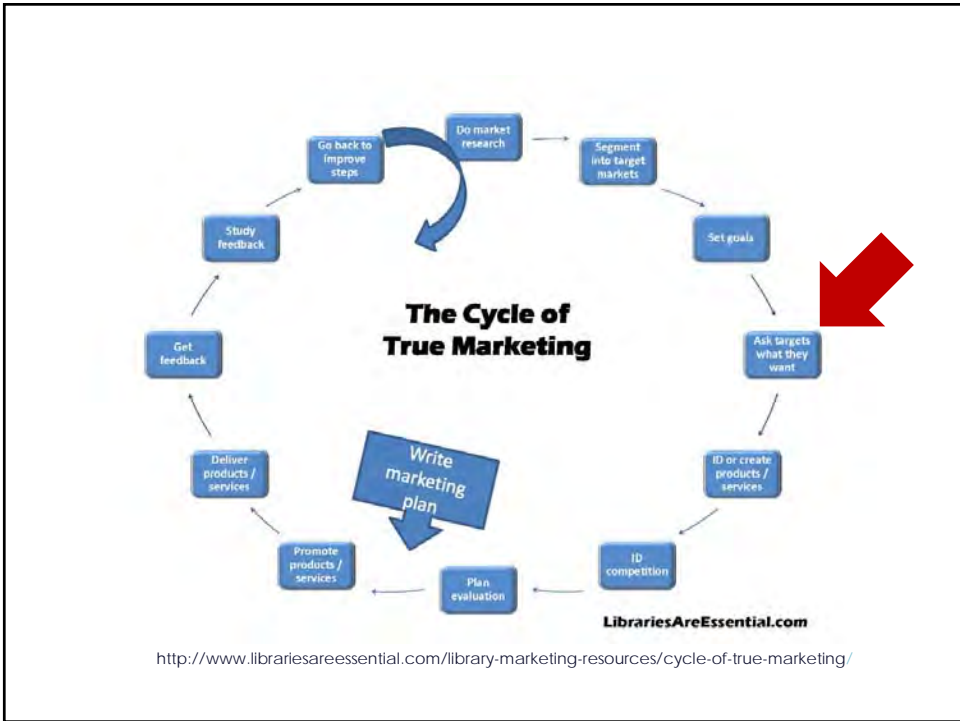
R = Realistic

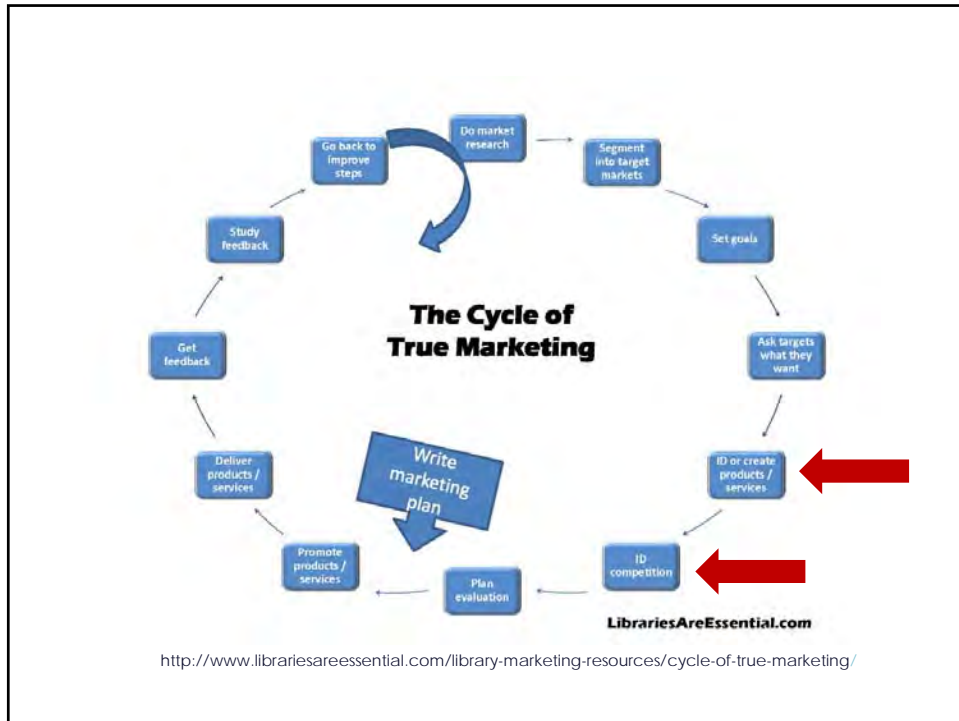
T = Time-bound



SMART Objectives	Objectives that are not SMART
<ul style="list-style-type: none"> Complete at least 25 cold calls to qualified prospects by September 1, 2010. 	<ul style="list-style-type: none"> Conduct as many sales calls as possible as soon as possible.
<ul style="list-style-type: none"> Increase sales of Waffle Wraps to chain grocery stores by 8% over last year by December 31, 2010. 	<ul style="list-style-type: none"> Sell as many Waffle Wraps as possible this year.
<ul style="list-style-type: none"> Convert 33% of leads to customers within 30 days of initial contact. 	<ul style="list-style-type: none"> Convert some leads every day so that you always have new customers.
<ul style="list-style-type: none"> Follow up with every prospect and customer within 48 hours of sales call. 	<ul style="list-style-type: none"> Follow up with every prospect and customer after a sales call.

Image from: Frompo.com







Marketing Plan

- One or two specific needs in community
- One product or service
- One market segment



Marketing Plan Contents

- Introduction
- Target Market Description
- Current Market Situation
- Opportunities and Issue Analysis
- Marketing Strategies
- Tactics & Action Plans
- Implementation & Controls
- Summary
- Appendixes

Blueprint for Your Library Marketing Plan: A Guide to Help You Survive and Thrive by Patricia H. Fisher and Marseille M. Pride(2006)

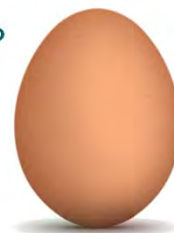


Part Two

Quick Tips

Use Simple Messages to Communicate Value

- **AVOID LIBRARY LINGO**
- Clean design: resist clutter
- Prioritize key message
- Be specific: Benefits, NOT STUFF... *tell them why it is useful*
- Use action language: Give them something to do
- Tailor messages to target groups



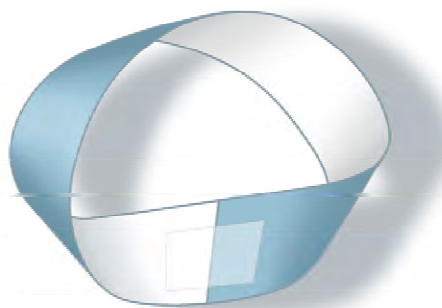
Delivery

- **DON'T WAIT FOR THEM TO COME TO YOU**
- Everyone is a library ambassador
- Get involved, attend events, sponsor programs
- Use multiple approaches – old and new
- Social media – engage followers, follow and comment
- Word of mouth – influence others and they will tell your story too



Rinse & Repeat

- **TRACK PROGRESS & OUTCOMES**
- Always ask **WHY?** Why did it work? Why didn't it work?
- Get feedback, make changes, do it again
- If you have tried it multiple times and it does not work, **STOP**



Resources

Books about Marketing, Branding & Promoting Libraries and Library Services

Compiled by Marsha McDevitt-Stedney
Director, Marketing & Communications
State Library of Ohio

 <p>The Accidental Library Marketer Mark Sargent The Accidental Library Marketer For the Trainers ISBN-13: 978-1-5237-7480-3 2017</p>	 <p>BITE-SIZED MARKETING Bite-Sized Marketing: Practical Advice for the Overworked Librarian Nancy Orndorf, Amy Evangelista, and Jonathan Silverstein ISBN-13: 978-0-8389-3000-9 2016</p>	 <p>BREAKTHROUGH BRANDING Breakthrough Branding: Publishing Your Library's Unique Story Through Business Writers and Editors ISBN-13: 978-1-5575-706-8 2013</p>	 <p>BUILDING A BUZZ Building a Buzz: Librarians & Promotional Marketing Peggy Butler and Janice Walker ISBN-13: 978-0-8389-1011-5 2010</p>
 <p>Communicating Professionally Communicating Professionally: From the Librarian to the Librarian Catherine Braddock Post and Lanti Nelson ISBN-13: 978-1-5570-908-3 2013</p>	 <p>Creating Your Library Brand Communicating Your Brand: From the Librarian to the Librarian Catherine Braddock Post ISBN-13: 978-0-8389-0962-1 2016</p>	 <p>DOING SOCIAL MEDIA SO IT MATTERS Doing Social Media So It Matters: A Librarian's Guide to Social Media ISBN-13: 978-0-8389-1040-2 2011</p>	 <p>Librarians and Identity Librarians and Identity: The Role of a Librarian's Identity and Identity in the Librarian's Life By Jocelyn Heston ISBN-13: 978-1-8430-5411-2 2010</p>
 <p>Marketing Concepts for Libraries and Information Services Marketing Concepts for Libraries and Information Services ISBN-13: 978-1-84304-875-5 2014</p>	 <p>Marketing with Social Media Marketing with Social Media: A Librarian's Guide Edited by Beth C. Beaumont-Smith ISBN-13: 978-1-5530-972-3 2014</p>	 <p>Marketing Your Library's Electronic Resources Marketing Your Library's Electronic Resources: A Librarian's Guide ISBN-13: 978-1-5530-972-3 2014</p>	 <p>Public Relations and Marketing for Archivists Public Relations and Marketing for Archivists ISBN-13: 978-1-5530-9224-0 2011</p>

Marketing 101 for Guiding Ohio Online Webinar - October 21, 2015 Marsha McDevitt-Stedney
STATE LIBRARY OF OHIO

Resources

MORE... Books about Marketing, Branding & Promoting Libraries and Library Services



Recommended from library field to follow...

Kathy Dempsey
www.libraryfield.com/author/kathydempsey/
 Kathy Dempsey is a consultant and trainer through her business, Library Age Essential, and is the author of the Accredited Library Marketing Professional Society, Inc., 2009, the award winning book dedicated to helping librarians and information professionals promote their value and expertise through a grant request and funding.

Ned Potter
<http://www.libraryfield.com/author/nedpotter/>
 Ned Potter is a marketing librarian at the University of York in the UK.

Other resources...

- Geek the Library**
<http://www.geekthelibrary.com/>
- Ohio Library Council**
<http://www.ohiolibrarycouncil.org/>
- WebJunction**
<http://www.webjunction.com/>

Marketing 101 by Gliding Ohio Online Webinar - October 21, 2015 Marsha McDevitt-Stedney
STATE LIBRARY OF OHIO

Resources

Books about Branding, Communications, Marketing & Promotion (not library specific)



Recommended from outside library field to follow...

Scott Brady
<http://www.libraryfield.com/author/scottbrady/>
 Scott Brady is a marketing executive for Nike (1987-94) and Starbucks (1995-98, and co-author of A New Brand World, published in 2002 by Wiley Press.

Robert By
<http://www.libraryfield.com/author/robertby/>
 Robert By is a freelance copywriter and marketing consultant with 3 decades of experience in business-to-business and B2C consumer marketing.

Seth Godin
<http://www.libraryfield.com/author/sethgodin/>
 Seth Godin is the author of 17 books. He writes about the post-Industrial revolution, the way ideas spread, marketing, getting, teaching, and most of all, changing everything. You might be familiar with his books: Tribes, The Dip and Purple Cow. <http://sethgodin.com/>

Chip Heath and Dan Heath
<http://www.libraryfield.com/author/chipheath/>
 Chip Heath is a professor of Stanford Graduate School of Business, teaching courses on business strategy and organizational design. Dan Heath is a Senior Lecturer of University of California, Berkeley, which regularly organizes seminars. He is the co-author of two New York Times Best Seller Classics in the past week, as well as two past bestsellers: Switch and Made to Stick.

Lee LeFever
<http://www.libraryfield.com/author/leefever/>
 Lee LeFever is the Chief Executive Officer of Curator Group, a leading provider of marketing solutions for libraries. He is the author of the book 'Marketing for Libraries' and 'Marketing for Libraries: A Practical Guide to Marketing for Libraries'.

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Questions?

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