

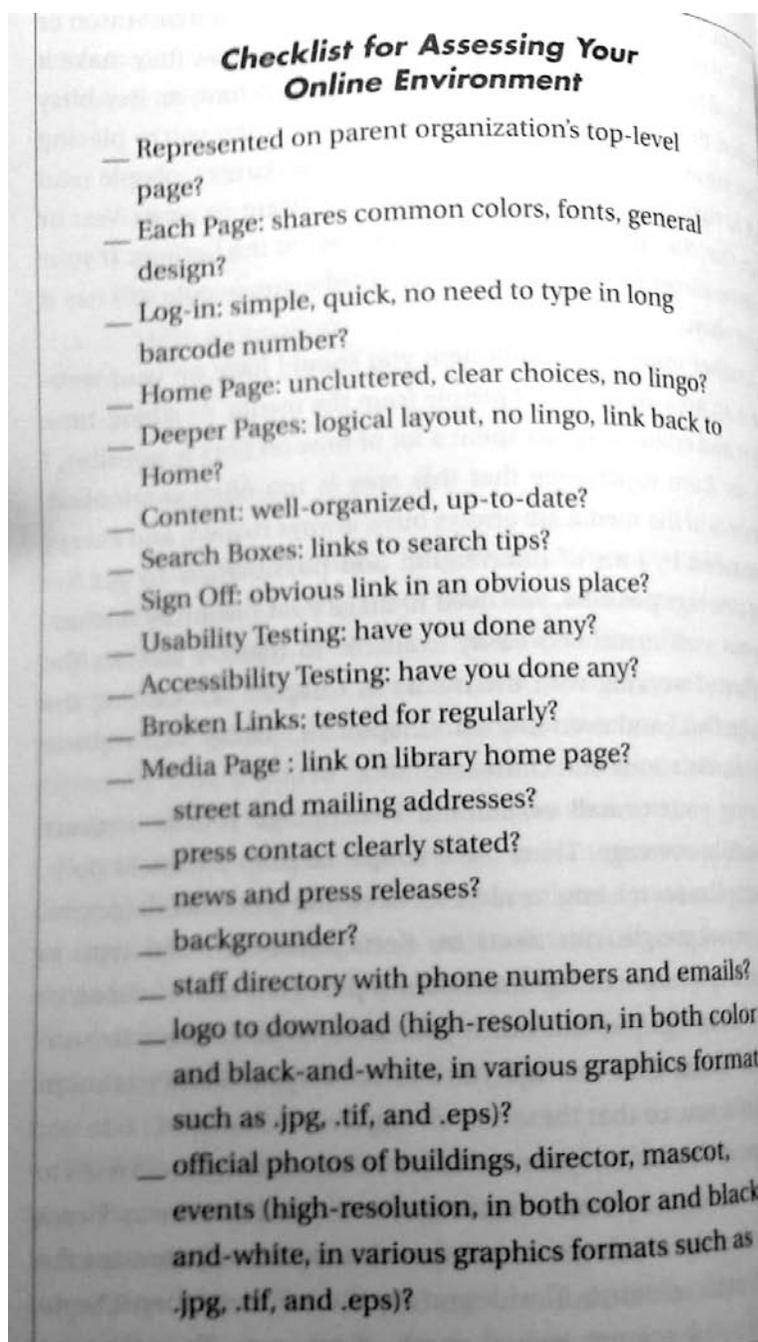
The Accidental Library Marketer
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Notes
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Chapter Two

- How pop culture sees librarians: www.infotoday.com/mls in section "Spectacles"
- **The Cycle of True Marketing:**
 - Do some research to learn about the people in your service area.
 - Acknowledge that you have many different types of customers. Each is its "target market" that needs to be treated separately.
 - Set qualitative and quantitative goals for each group you want to reach.
 - Get to know members of a chosen target market and ask them what they want and need from your organization (and what they don't!).
 - Identify (or create) products and services that will benefit each target market to the wants and needs expressed. Figure out what people are currently using (instead of 'our library) to fulfill these needs.
 - Think about ways you can evaluate the effects of giving the people what they want. How will you know whether you're satisfying them?
 - Promote the products and/or services to their respective markets in ways that the target audience will be aware of and responsive to.
 - Deliver the products and services with your evaluative tools in place.
 - Get feedback from in the group to ascertain whether you've really met the needs they expressed earlier; evaluate the honest feedback against the customers' original requests and your original goals. Have you done what you set out to do?
 - Use your evaluations to tweak your products, services, approaches, actions, or goals as necessary. Then go back to whatever step you need to improve and continue through the cycle again.
- **Marketing:** the steps involved to discover what users want, delivering it, evaluating customer satisfaction, making tweaks to the product, and periodically updating the process.
- **Public relations:** a long-term plan of convincing the public to support/like something.
- **Publicity:** sending news releases through official channels like newspapers, radio, etc.
- **Promotion:** furthering the growth/development of a product. You tell people how using this product will be good/useful to them.
- **Advertising:** calling attention to your product/service through paid services.
- **Branding:** 1) Establish a strong link between the company and logo/brand and 2) Your product has a "personality" that people attach to the product.
- **Advocacy:** people promote the product on your behalf of their own will.
- **The Four Ps**
 - **Product** (or service)
 - **Price** (this includes time and effort to use or obtain a product)
 - **Place** (where the product/service can be obtained)
 - **Promotion** (the actions you do to draw attention/demand to your product/service)
- Beware of using library lingo in your marketing.
- Keep up to date on current terminology for your users (ex: BRB)

Chapter Three

- To assess your current situation, you need to look honestly at your library and it's products/services from all angles. Determine what really needs to be fixed.
- School libraries influence the next generation of library users. Their upkeep is very important!
- Be aware of the message your library sends about all libraries. I.e. it should stay sharp!
- What to assess in your library:
 - Your physical spaces
 - Outdoors:**
 - Area Signage: easy to find library building?
 - Signs on Site: clean, well lit, in good repair?
 - Parking Lot: clean, well lit, lines and arrows clearly painted?
 - Sidewalk: clear, safe, in good repair?
 - Directional Signage: way to main entrance clearly marked?
 - Landscaping: overgrown or well-kept?
 - Bike Racks and Benches: clean, in good repair?
 - Book Return: clean, needs painting?
 - Entrance: clear and inviting, or covered with paper signs?
 - Cleanliness: trash and recycling containers available, tended to?
 - Indoors:**
 - Entryway: inviting, uncluttered, clear sightlines, directional signage?
 - Traffic Flow: organized for common patron movement?
 - Greeter: anyone to say hello or offer directions?
 - Coat Area: place to leave big coats, wet umbrellas or strollers?
 - Circ/Ref Desks: easy to find, uncluttered, bright, space to put bags down?
 - Self-Check Stations: clear instructions, help nearby, space to put bags down?
 - Book Display Areas: stocked, up- to-date, interesting covers facing out?
 - Bulletin Boards: enough tacks, up-to--date, Some-what orderly?
 - Stacks : organized , clean, clearly marked?
 - Cleanliness: trash and recycling containers available, tended to?
 - Computer Area: clear signage, clean keyboards, enough workspace?
 - Seating Areas: comfortable, inviting, well-lit, enough electrical outlets?
 - Staff areas: clean, neat, orderly, not embarrassing?
 - Meeting Rooms: neutral decor, flexible set-up, comfortable?
 - Restrooms: clean, well-stocked, functional, dry space to put bags down?
 - Café: clean, nice view, enough seats and outlets, trash/recycling bins?
 - Your online environment
(see attachment below)



- Your printed materials
 - Standard format (template) for all outgoing correspondents?
 - Standard letterhead used for press releases?
 - Letterhead has logo, address, phone number?
 - Standard format for fliers and brochures?
 - All standard text is proofread, correct, and up to date?
 - Standard colors are specified for all printed materials?
 - Standard fonts are specified for all printed materials?
 - Standard colors are specified for logo?

- Branches use standard templates, not their own formats?
- Business cards all have logo, address, phone number, URL?
- Business cards all have person's title and degree spelled out?
- Library lingo removed from all materials?
- Signs and posters printed electronically, not hand-written?
- Your customer service environment
 - Via phone:**
 - Did the phone ring more than three times before it was answered?
 - Did the employee greet you cheerfully and include his/her name?
 - If you were transferred, did the hold music come on, and was it pleasant? Too loud?
 - Did the second employee pick up within 60 seconds?
 - Did the second employee greet you cheerfully and include his/her name?
 - Were you transferred to the correct person the first time?
 - If not, how many total transfers until you got the correct person?
 - Was the person you ultimately spoke to knowledgeable enough to help you?
 - If the employee could not help, did he/she say so and offer to find an answer, or to call you back
 - within a specific amount of time?
 - Was your concern handled to your complete satisfaction?
 - Would you call this place for help again?
 - In Person:**
 - Was there ample parking at the site?
 - Was the entrance easy to find and get into?
 - Were you greeted within 30 seconds of entering the
 - building?
 - Was the greeter friendly?
 - Did the greeter tell you his/her name?
 - Did the greeter offer to direct you to what you needed?
 - Did the greeter direct you to the right place/person?
 - Did the second employee greet you with his/her name?
 - Was the second employee knowledgeable enough to help you?
 - If the employee could not help, did he/she say so and offer an alternative?
 - Was the place clean and tidy?
 - Was the public restroom clean and functional?
 - Was there a comfortable waiting/reading area?
 - Was there clear directional signage to service points, restrooms, etc.?
 - Was the checkout person friendly and efficient?
 - Did you get a farewell or an invitation to come back?
 - Was your concern handled to your complete satisfaction?
 - Would you come to this place for help again?
 - Did you feel you got the proper value/help for your money/time?
 - Did you get a follow-up call to see if you were satisfied?
- The attitudes of customers and potential users
- **How to survey library users**
 - a. Decide exactly what you want the survey to accomplish.
 - b. Choose the target audience.
 - c. Carefully create your questions.
 - i. Don't ask open ended questions. Be specific

- d. Test the questions on a few willing subjects and tweak as necessary
- e. Determine the method of distributing the survey and of getting it back.
- f. Determine the method of tabulating the survey.
- g. Choose incentives you can offer to encourage people to complete it.
 - i. Anything you give out should have your library name and URL on it.
- h. Send the surveys out (with clear deadlines for return).
 - i. Clearly state that you'll use the form for future contact and give people an option to opt out.
- i. Send out reminders just before they're due back.
- j. Tabulate survey results to create useful answers to its questions
 - i. Create categories such as "often, never, etc." to make it easier for your boss to read.
- **How to conduct a focus group:**
 - Decide exactly what you want the focus group to accomplish and who can make that happen.
 - Get an outsider to be the moderator.
 - Choose the target audience.
 - If your focus is on the elderly, don't add teens.
 - Carefully create your questions, thinking ahead to how you'll be able to interpret responses to create useful data.
 - You can only get 10 questions answered in 60-90 minutes.
 - Test the questions on a few willing subjects and tweak as necessary.
 - Don't word your questions so that they influence answers.
 - Determine the method of recruiting participants.
 - Always look for more people than you need because people will drop out.
 - Decide what incentives to offer to encourage people to participate; order the items ahead of time if necessary.
 - Set times and places for the focus groups to occur.
 - Invite many participants (with the promise of snacks, incentives, and a clear deadline for RSVPs).
 - Hold the actual focus groups, taking careful notes, and give participants the promised thank-you gifts.
 - Your scribe should be familiar with library policies but not part of the library staff.
 - They should be able to record responses rapidly.
 - Find a way to record the session so you can double check for accuracy.
 - Study the responses and collect them into a useful report.
 - Note when respondents were surprised, very positive, or very negative.