

**LIS 688 Marketing  
Notes  
2010-09-09**

- Powerline adapter
  - Uses wiring of the house to spread the wifi
- Kathy Dempsey might come for iDEALS
- October 7th guest speaker: Carol Walters
  - Marketing guru on LIS Advisory Board
- When you go on a trip, you make plans.
  - This is similar to a marketing plan.
- Marketing, Advertising, and Publicity

### Going Somewhere

- Where are we now?
- Where do we want to go?
- Who is the "we" that decides?
- Who is your target audience?
  - Avoid conflicting interests

### Objectives

- Apply procedures for conducting a marketing survey.
- Identified desired outcomes of a survey.
- Identify the target audience for a marketing problem.
- State the eight survey question types.
- Apply guidelines for carrying out a survey.
- Develop a plan for analyzing the survey data.
- Discuss the steps for conducting a focus group.

### OCTOBER 14th: Have a marketing concept plan

- Survey stuff is helpful.

### Surveys and Focus Groups

- Survey
  - Quantitative: How many?
  - Large sample size (at least 500)
  - Reliability and validity are important.
    - Reliability: if you need this 12x times, it should have the similar results.
    - Validity: doesn't matter how many times you do it, the answers have to be valid.
    - Reliability can be valid but not vice versa.
  - Your error rate must be less than .05%
    - Statistically significant is greater than .05%
- Focus groups and interviews
  - Qualitative: Asks the how and why of customer attitudes and behaviors.
  - Small sample size (less than 50)

### Survey Steps

- Goals of your survey (establish them)
- Identify target audience (Who will you ask?)

- Specify method of surveying will you use?
- Timeline it (Plan your research carefully)
- Plan & Pretest the survey
- Test the survey
- Analyze the data

#### **What's the goal?** (Sample questions)

- How do people find our website?
- Do these people go to college?
- Do they work for an information organization?
- What is the level of their education?
- Where do these people hang out on the Internet?
- Why don't they visit our library today?

#### **Who's the target?**

- **Market segmentation:** more effective to communicate to smaller group with shared behaviors.
- Segmented goals:
  - Identify attractive customer and prospect goals
  - Establish which communication channels are effective at reaching these groups
  - Develop content/talking points that resonate with specific needs of individual groups.
  - Open a dialog between constituents and staff responsible for creating services.
  - Create decision rules by which to assign constituents for tactical campaigns.

#### **Creating effective questions**

- Straightforward, simple, clear, and should be phrased in a realistic and logical setting.
- Avoid qualifying phrases, extraneous references and descriptive words.
- Uni-dimensional in most cases (Also attribute statements and data response categories should be uni-dimensional)
  - Don't have two variables.
- Avoid arrangements of response categories that might bias the answer (also scale measurement formats should avoid the same)
- Avoid double negatives and avoid use of double-barreled items.
  - Double-barreled: asking for two things in the same question
- Leave a spot to ask people for feedback on better questions, what isn't clear.
- Avoid technical or sophisticated language, if possible.
- Check to make sure all items appear in a logical sequence.
- When designing the interface, have more spaces between questions than between the header and 1st question.
- Also use dividers between sections, number the pages so people know they're on page 3 of 8 vs. finding out you're on page 3 of 90.