

LIS 688 Marketing
The Accidental Library Marketer
Reading Notes
2010-09-04

Chapter 4: Using Demographic, Geographic, and Census Data

- www.geolib.org
 - Supplies geographic data to libraries
 - Apply marketing solutions using this data to libraries.
 - Public Library Geographic Database (PLGDB)
 - The location of all 16k public libraries in the U.S.
 - Population characteristics from census data
 - Library usage statistics from the National Center for Educational Statistics
- Study your customers by using the Census and local geographic data
 - You can study characteristics about a location as small as a city block
- Why to use geographic data:
 - It'll help you figure out why people don't use the library.
 - Transportation barriers (no bus route), rivers, highways, etc.
 - More buildings and traffic keeps people from traveling also.
- Strengths, Weaknesses, Opportunities, and Threats (SWOT)
 - Strengths and Weaknesses usually apply to internal library conditions
 - Opportunities and Threats usually apply to external forces
 - Create charts to compare SWOT regions to each other.