Marketing

Stephanie Freas

What is Marketing?

"Selling a specific product to a specific group by understanding their needs and how your product can fill them" (Smith 2011).

"Marketing is taking steps to move goods (and services) from producers to consumers. It's *determining what people want*, delivering it, communicating about it, and then periodically updating that whole process" (Porteus 2012).

Marketing Tactics

- Public Relations
- Publicity
- Promotion
- Advertising
- Branding
- Advocacy

The Atmosphere in Libraries

While marketing is crucial for libraries to communicate with their users about the available resources, many libraries of every type fail to utilize marketing to promote their offerings to users. In a survey of nearly 500 public libraries in November 2012,

"77% of respondents completely agree that library marketing increases overall community awareness"

While only a small fraction of libraries have plans, over half recognize that a marketing plan would be beneficial for their library, and 52 % don't think their current plan is effective (Public Library Marketing 2012).

Further, the issue lies in the role of marketing in librarian positions in many libraries. There is little mention of budget or staff time for marketing, and in a study of academic libraries, only 23% acknowledge any budget allocation for outreach (Carter 2011).

And, most library marketing is *ad hoc,* or on the spot, informal marketing.

How can Libraries Market?

Marketing begins with the staff of the libraries and with education. It increases awareness for library staff so that they may recognize the usefulness for their libraries (Singh 2009). But marketing is an iterative process, and should be a part of every library's strategic plan.

Suggestions:

•Create marketing committees for staff members

•Know your audience and utilize their feedback

•Include marketing in every person's daily activities

•Combine marketing with assessment to evaluate marketing for each program and service (Smith 2011).

•Make it fun!

Which marketing/communication channels does your library use to communicate with your community?

- Signage in library 96%
- Library website 95%
- Local newspaper 94%
- Flyers/bookmarks 93%
- Social media 86%
- Word of mouth 84%
- Newsletters 45%
- e-newsletters 41%
- Monitor in library 38%
- Blogs 22%

86% of libraries use social media; of those that do, Facebook is used most often

https://s3.amazonaws.com/WebVault/PublicLibraryMarketingRpt2013.pdf

While 91% of Americans recognize the importance of libraries, only 22% know what libraries have to offer (Schwartz 2013).

Marketing is essential to keep libraries relevant in today's society.

Marketing Resources

•Marketing @ Your Library: http://www.ala.org/acrl/issues/marketing
•Marketing. For Libraries. By Library People. http://illinoislibrariesmatter.wordpress.com/
•The 'M' Word-Marketing for Libraries http://themwordblog.blogspot.com/
•Library Journal http://lj.libraryjournal.com/category/marketing/

Online Marketing Tools

Because an online presence is becoming increasingly important for libraries, marketing online is essential.

- Facebook
- Twitter
- Blogs
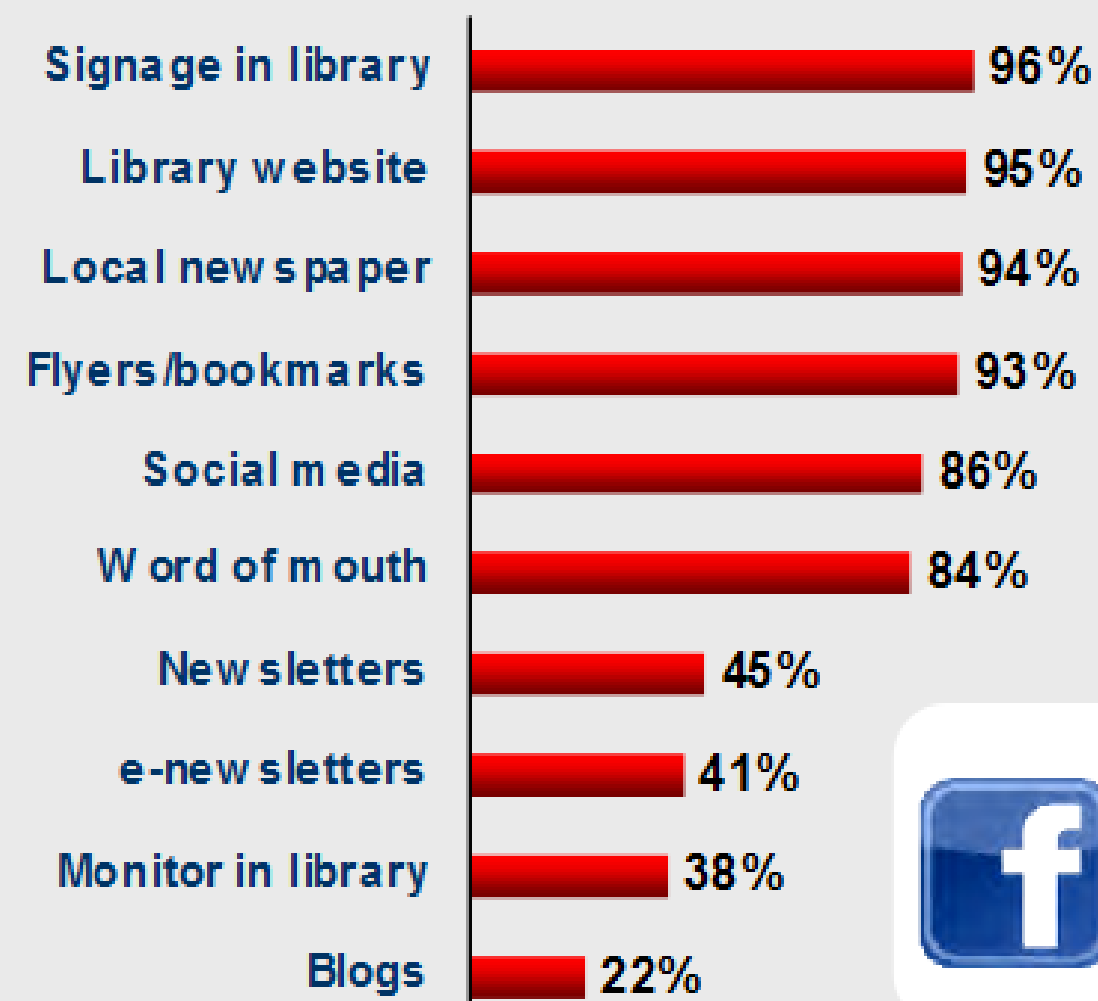- Photo sharing websites
- User-focused library websites
- Videos

Marketing works!

Studies demonstrate that aggressive marketing has led to increased library usage. For example, at Rizal Library,

database usage increased by more than 50% after aggressive marketing tactics (Lourdes 2012).

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