

LIBRARY MARKETING 204:

Act 3: Marketing Expression

from:



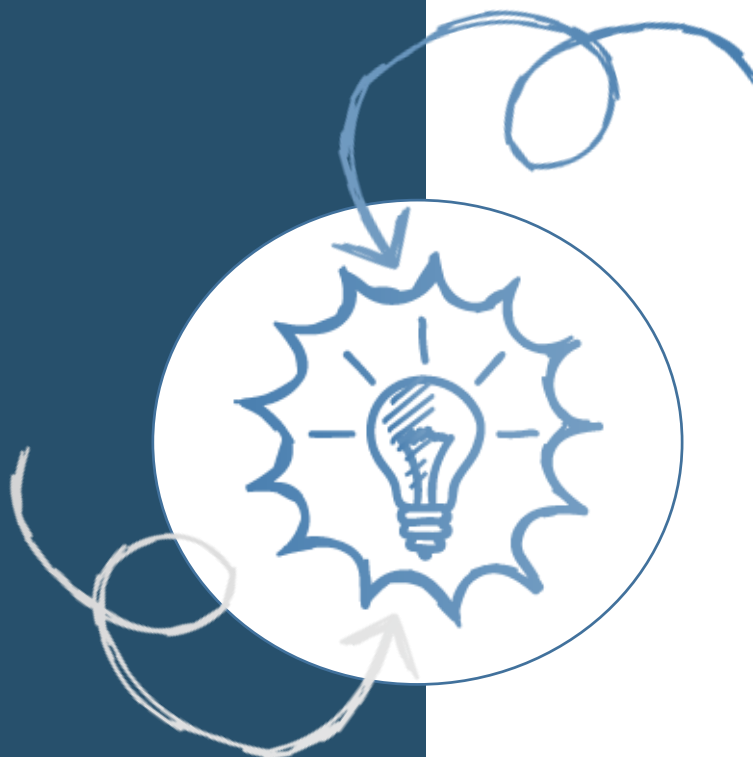
modern[®]
postcard



Chris Foster

VP Business Development
Modern Postcard

cfoster@modernpostcard.com



Robert Storer

Director of Marketing
SirsiDynix

robert.storer@sirsidynix.com

WEBINAR SERIES GOAL:

Help you:

- Help you engage with your community
- Help you apply marketing principles to library marketing
- Make a marketing plan



LIBRARY MARKETING SERIES WEBINARS:

100 Series Introduced Marketing Concepts and
How to use Storytelling with your Community

200 Series will step thru components of a marketing plan

201: Win the Hearts and Minds of Your Community

202: Act 1: Research + Competition = Positioning

203: Act 2: Brand Architecture

204: Act 3: Marketing Expression

YOU
ARE
HERE



3 Acts of Branding Plans

ACT 1

*The
Foundation*

ACT 2

*Brand
Architecture*

ACT 3

*Marketing
Expression*

OUR GOAL:

Developing a Branding Plan...

- Research
- Competition Model & Description
- Positioning Statement
- Mission/Vision/Values
- Story Arc for Customers
- Customer Journey Map
- **Feature/Advantages/Benefit**
- **Tone & Execution**
- **Marketing Channels**

ACT 2

The final touches that reach your
users with your brand message



Marketing Expression
is like the walls and furniture
of your house









Your Positioning +
Your Branding Work

Helpful exercise for messaging

Features / Advantages / Benefits

Features

help describe what
they're selling



Advantages

how a feature is better than an alternative

FEATURE	ADVANTAGE
Saturday Hours	More convenient than coming in on a weekday
Book Drops	Open 24 hours to return
Community Rooms	A space that's available for any small-sized groups
Story Time	Where kids can collectively listen to the same story

Benefits

How a feature makes your life better

FEATURE	ADVANTAGE	BENEFIT
Saturday Hours	More convenient than coming in on a weekday	Make a trip to the library a weekend habit to rest and renew
Book Drops	Open 24 hours to return	Always convenient and accessible
Community Rooms	A space that's available for any small-sized groups	Strengthen the bonds that tie our community together
Story Time	Where kids can collectively listen to the same story	Build a future of learning, tolerance, and shared experiences

Benefits
will always be
more powerful







*Marketing
“Channels” abound*



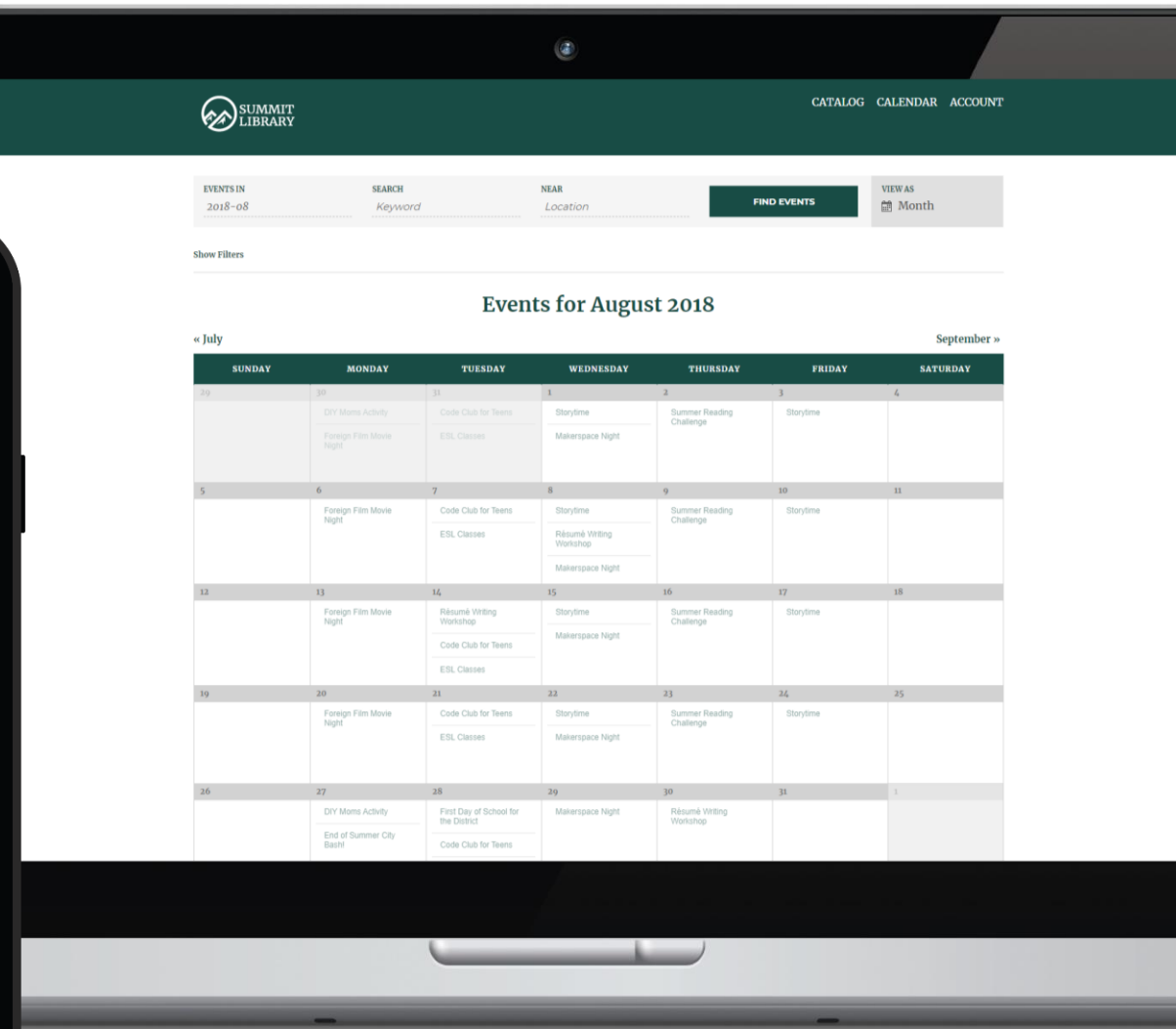
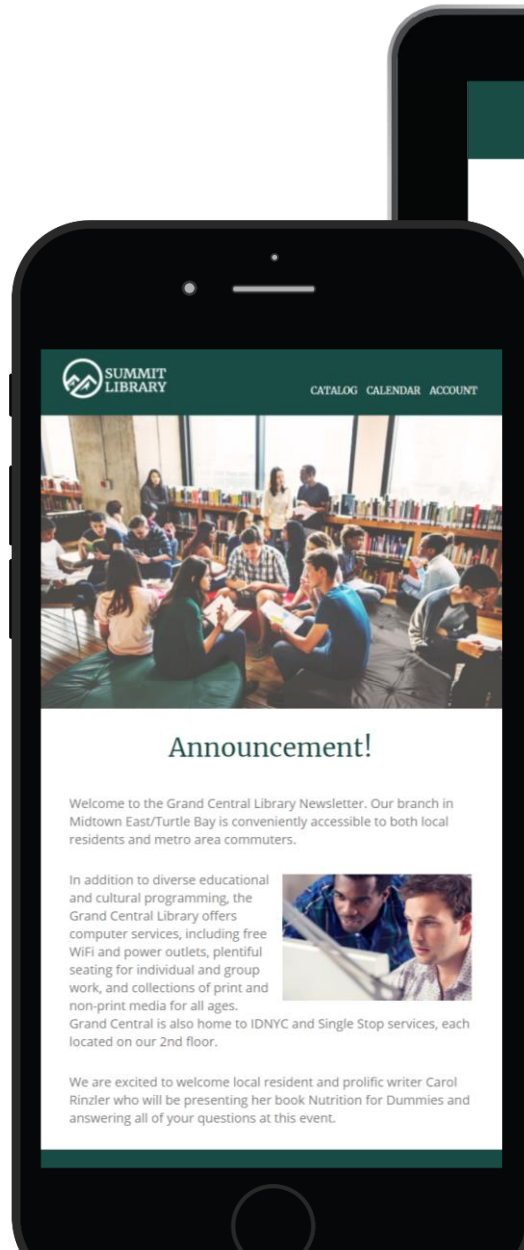
Marketing “Channels” abound

Digital Marketing

Physical Marketing

Event Marketing

Digital Marketing



Events for August 2018						
« July						
September »						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	DIY Moms Activity Foreign Film Movie Night	Code Club for Teens ESL Classes	Storytime Makerspace Night	Summer Reading Challenge	Storytime	
5	Foreign Film Movie Night	Code Club for Teens ESL Classes	Storytime Résumé Writing Workshop Makerspace Night	Summer Reading Challenge	Storytime	11
12	Foreign Film Movie Night	Résumé Writing Workshop Code Club for Teens ESL Classes	Storytime Makerspace Night	Summer Reading Challenge	Storytime	18
19	Foreign Film Movie Night	Code Club for Teens ESL Classes	Storytime Makerspace Night	Summer Reading Challenge	Storytime	25
26	DIY Moms Activity End of Summer City Bash!	First Day of School for the District Code Club for Teens	Makerspace Night	Résumé Writing Workshop		1

Physical Marketing



Event Marketing



Organize your channels

CUSTOMER JOURNEY



	Awareness	Interest	Engagement	Advocacy
Digital	Facebook, Email	Website	Sign-ups	Survey
Physical	Poster	Flyer	Hand-out	
Event			Book Sale	"Friends of the Library" event



*Everything you need to
brand your library
is inside of you*

Enjoy the work!



HOMEWORK:

Write your marketing plan!



You're ready to fly!

YOUR BRANDING PLAN CONTAINS:

- **Research**
- **Competition Model & Description**
- **Positioning Statement**
- **Mission/Vision/Values**
- **Story Arc for Customers**
- **Customer Journey Map**
- **Feature/Advantages/Benefit**
- **Tone & Execution**
- **Marketing Channels**

LIBRARY MARKETING SERIES

Watch onDemand

Thank you!

sirsidynix.com/ondemand-webinars/

Filter for Library Marketing Series

