MARKETING 101: How Marketing Can Help Engage Your Community—an Introduction to Marketing
In one word, what describes great marketing?
WHAT IS Marketing?
Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

marketing

noun, singular.

1. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
Marketing is actually...

• Understand what customers want
• Get customers interested
• Influence perception

So the organization grows and thrives.
Marketing’s job is to ...

• Understand what customers want
Marketing’s job is to ...

• Understand what customers want
  • Marketing Research
    • Qualitative vs. Quantitative
Marketing’s job is to ...

• Understand what customers want
• Get customers interested

  • Advertising
  • Presentation
  • Promotion
  • Branding
  • *Storytelling*
Marketing’s job is to ...

- Understand what customers want
- Get customers interested
- Influence perception
  - Branding
  - Public Relations
  - *Storytelling*
Marketing’s job is to ...

• Understand what customers want
• Get customers interested
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So the organization grows and thrives.
HOW OLD IS Marketing?
Pretty dang old...
"The flower of garum, made of the mackerel, a product of Scaurus, from the shop of Scaurus"

Plate for advertisement printing for the Liu family needle shop in Jinan.
Why has marketing changed?
People have changed. Technology has changed. So, Marketing has changed.
In one word, when someone says "marketing" what do you think of?
The Dilemma

Marketing: a Dirty Word?
Influential VS. Manipulative
Don Draper vs. Mr. Rogers
If the weather stays mild, this will be a great day to get out and walk off the Thanksgiving dinner.

#OptOutside with REI this Black Friday

REI is closing for Black Friday. Instead, we're going outside and we want you to join us. Learn more and find ways to #OptOutside.

OptOutside.REI.com

5 Likes 1 Comment
Influential VS. Manipulative
Libraries are already influential.
WEBINAR SERIES GOAL:

Help you:

• market your programs, services, and collection to better influence community engagement.

• Active role is strengthening your libraries influence in the community.

• Become even better marketers.
LIBRARY MARKETING SERIES WEBINARS:

102: Tackling Misconceptions to Market Your Library Effectively
103: How to Tell a Story that Compels your Community
104: Marketing Fundamentals to help your Library Engage More Effectively

200 Series will steps thru components of a marketing program.
LIBRARIES MUST

Engage Their Communities to Thrive
Opportunity
FOR LIBRARIES
True Authenticity
True Altruism
We are bombarded by advertising.
The average person receives 3000+ marketing messages every day.
Don’t be 3,001.

Just Be You.

Be Authentic.
The goal is not to do business with everybody who needs what you have.

The goal is to do business with people who believe what you believe.

—Simon Sinek
The community just needs to see & hear the library.
The Key: Storytelling
THE GOOD NEWS:
Everyone loves good stories with compelling characters
Your Members are Heroes.

Libraries are Mentors.
YOU ARE THE
Ultimate Mentors
Marketing’s job is to ...

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So the organization grows and thrives.
How can I do that in my library?
2018 Library Journal Survey about Library Marketing in Public Libraries

How effective would you describe your marketing?

- Over half of libraries describe their marketing efforts with a lukewarm “somewhat effective” rating.
- Only 6% rate their marketing efforts as “very effective.”
- 20% of public libraries have a marketing plan in place.
Does your library have a marketing plan?

- Twenty percent of public libraries have a marketing plan in place.
- The percentage increases with library size, ranging from 16% of small libraries to 67% of the largest libraries.
- Another 15% are currently creating a marketing plan and over half of libraries feel they could use a marketing plan.

2018 Public Library Marketing Survey
What challenges get in the way of your ideal marketing plan?

- Lack of staff and funding are the leading obstacles libraries face in achieving their ideal marketing plan.
- Time to implement a marketing plan runs a close third.
Marketing that Engages is Built in Steps, a Plan.

**Research**—understanding your customers, competitors

**Position**—know how to be different

**Messaging**—what you say and how you say it

**Tactics**—emails, mailing, signage, flyers, website
HOMEWORK:

GOAL: Get to know your customers.


Who is he/she?
What do they look like?
What are they motivated by?
What do they struggle with?
What are their preferences? Style?

Are there multiple types? Repeat until you covered your primary audience.
SAMPLE:

DEMOGRAPHICS:
- Single mom
- Two children
- Age: 35-50
- Income: $30-40,000

CHALLENGES (Struggles with):
- Busy, Limited time, possibly stressed
- Needs low-cost activities for her children
- Entertainment, rest for self

MOTIVATED BY (Looking for):
- Desire to educate children
- Children’s needs
- Easy recreation

PROFILE:
Fiona
WATCH SOME MOVIES!

Google: “#OptOutside REI”

- #OPTOUTSIDE REI: Together
- REI- #OptOutside Case Study
- #OptOutside: Will You Go Outside
LIBRARY MARKETING 102:

Tackling Misconceptions to Marketing Your Library Effectively

Date: Thursday October 18, 2018
Time: 10am PT / 1pm ET / 5pm GMT
Location: SirsiDynix.com/Webinars