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
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

Building the house you live in
Brand architecture is like a floorplan of a house.
Your Purpose + Your Story

Brand Architecture
Examples of Purpose
“Choose Happiness” Video
https://www.youtube.com/watch?v=JBg_sJz_yycg
“Diet Coke Commercial” Video

https://www.youtube.com/watch?v=ZmBDeswu2dI
“Find Your Greatness” Video
https://www.youtube.com/watch?v=X0JdbZEKz7k
Find and articulate your purpose by shaping your Mission, Vision, and Values.
Mission: Why you exist?
How you see yourself in an ideal state?
What are the 5 words that your community uses when describing you?
Storytelling is the best marketing.
Storytelling has a long history
Everyone loves good stories with compelling characters.
We all enjoy stories
ALL STORIES HAVE:

Heroes, Villains, Mentors, Journeys, & Transformations.
Your Members are Heroes.

Their Challenges are the Villains.

Libraries are Mentors and enable the Journeys and Transformations.
YOU ARE THE Ultimate Mentors
How can I do that in my library?
Be yourself; everyone else is already taken.

—Oscar Wilde
“Look what I built with LEGO!”

MAKE YOUR PATRON

The Hero
They didn’t brag about how far they could take me. They asked where I wanted to go.
GOAL: MEMBERS SEE THEMSELVES succeeding with the library’s help.
Do’s & Don’ts

Don’t be the Hero,
Be the Mentor.

We’re used to companies saying they’re the hero.

**DON’T**

“Making the best coffee since 1893!”

**DO**

“Wake up feeling ready for the day.”
• **Skip what** it is, **Go straight to HOW** it helps.
• Show that you, the mentor, will show how to solve the problem (conquer the villain).
• Instead of “Résumé Workshop” use titles like:
  • How to Make a Great Résumé
  • Conquering that Résumé Roadblock...
  • Fix Your Résumé and Get Back to Interviewing

The How
FOR THE WIN!

In content, the **HOW is what compels**.
Map Out Your Customer Journey
How does your community interact in their different ‘customer stages’?
Your community is aware that you exist, but are they aware about all that you do? Examples: bus poster promotions, signage, school flyers, etc.
Your community is aware that you exist, but are they aware about all that you do? Examples: bus poster promotions, signage, school flyers, etc.

Why would your community consider going to the Library versus a bookstore or coffee shop? (remember the competitive map).
Your community is aware that you exist, but are they aware about all that you do? Examples: bus poster promotions, signage, school flyers, etc.

Why would your community consider going to the Library versus a bookstore or coffee shop? (remember the competitive map).

What would compel the community to visit? Beyond considering, when do they engage, and why?
Your community is aware that you exist, but are they aware about all that you do? Examples: bus poster promotions, signage, school flyers, etc.

Why would your community consider going to the Library versus a bookstore or coffee shop? (remember the competitive map).

What would compel the community to visit? Beyond considering, when do they engage, and why?

What aspects of the Library are most interesting and frequently used by your community? How much time do they spend?
Your community is aware that you exist, but are they aware about all that you do? Examples: bus poster promotions, signage, school flyers, etc.

Why would your community consider going to the Library versus a bookstore or coffee shop? (remember the competitive map).

What would compel the community to visit? Beyond considering, when do they engage, and why?

What aspects of the Library are most interesting and frequently used by your community? How much time do they spend?

Does your community share their experiences? How can you get them to share? Do they bring other people or groups in?
Your community is aware that you exist, but are they aware about all that you do? Examples: bus poster promotions, signage, school flyers, etc.

Why would your community consider going to the Library versus a bookstore or coffee shop? (remember the competitive map).

What would compel the community to visit? Beyond considering, when do they engage, and why?

What aspects of the Library are most interesting and frequently used by your community? How much time do they spend?

Does your community share their experiences? How can you get them to share? Do they bring other people or groups in?
Stages can actually create cycle as advocates create more awareness
Mapping the community’s engagement
HOMEWORK:

GOAL: Brand Architecture.
Write or Revisit your Mission/Vision/Values
Write Story Arc
Identify Customer Journey
NEXT LIBRARY MARKETING SESSION:

The 200 Series!

- **LIBRARY MARKETING 202:** Research, Competition, Positioning
- **LIBRARY MARKETING 203:** Mission/Vision/Values, Story Arc for Customers, Customer Journey Map
- **LIBRARY MARKETING 204:** Feature/Advantages/Benefit, Tone & Execution, Marketing Channels
LIBRARY MARKETING 204:
Feature/Advantages/Benefit, Tone & Execution, Marketing Channels —ACT 3 of 3

Date: July 2019
Time: 10am PT / 1pm ET / 5pm GMT
Location: SirsiDynix.com/Webinars