Act 3: Marketing Expression
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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
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

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday Hours</td>
<td>More convenient than coming in on a weekday</td>
</tr>
<tr>
<td>Book Drops</td>
<td>Open 24 hours to return</td>
</tr>
<tr>
<td>Community Rooms</td>
<td>A space that’s available for any small-sized groups</td>
</tr>
<tr>
<td>Story Time</td>
<td>Where kids can collectively listen to the same story</td>
</tr>
</tbody>
</table>
## Benefits
How a feature makes your life better

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>ADVANTAGE</th>
<th>BENEFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday Hours</td>
<td>More convenient than coming in on a weekday</td>
<td>Make a trip to the library a weekend habit to rest and renew</td>
</tr>
<tr>
<td>Book Drops</td>
<td>Open 24 hours to return</td>
<td>Always convenient and accessible</td>
</tr>
<tr>
<td>Community Rooms</td>
<td>A space that’s available for any small-sized groups</td>
<td>Strengthen the bonds that tie our community together</td>
</tr>
<tr>
<td>Story Time</td>
<td>Where kids can collectively listen to the same story</td>
<td>Build a future of learning, tolerance, and shared experiences</td>
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</table>
Benefits will always be more powerful
Marketing
“Channels” abound
Marketing
“Channels” abound

Digital Marketing
Physical Marketing
Event Marketing
Digital Marketing

Announcement!

Welcome to the Grand Central Library Newsletter. Our branch in Midtown East/Purtle Bay is conveniently accessible to both local residents and metro area commuters.

In addition to diverse educational and cultural programming, the Grand Central Library offers computer services, including free WiFi and power outlets, plentiful seating for individual and group work, and collections of print and non-print media for all ages. Grand Central is also home to BNYS and Single Stop services, each located on our 2nd floor.

We are excited to welcome local resident and author Carol Kindler who will be presenting her book, "Neighbours and Nuisances" and answering all of your questions at this event.
Physical Marketing
Event Marketing
# Organize your channels

## CUSTOMER JOURNEY

<table>
<thead>
<tr>
<th></th>
<th>Awareness</th>
<th>Interest</th>
<th>Engagement</th>
<th>Advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital</strong></td>
<td>Facebook, Email</td>
<td>Website</td>
<td>Sign-ups</td>
<td>Survey</td>
</tr>
<tr>
<td><strong>Physical</strong></td>
<td>Poster</td>
<td>Flyer</td>
<td>Hand-out</td>
<td></td>
</tr>
<tr>
<td><strong>Event</strong></td>
<td></td>
<td></td>
<td>Book Sale</td>
<td>“Friends of the Library” event</td>
</tr>
</tbody>
</table>
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