

LIBRARY MARKETING 201:

*Win the Hearts and Minds
of Your Community*

from:

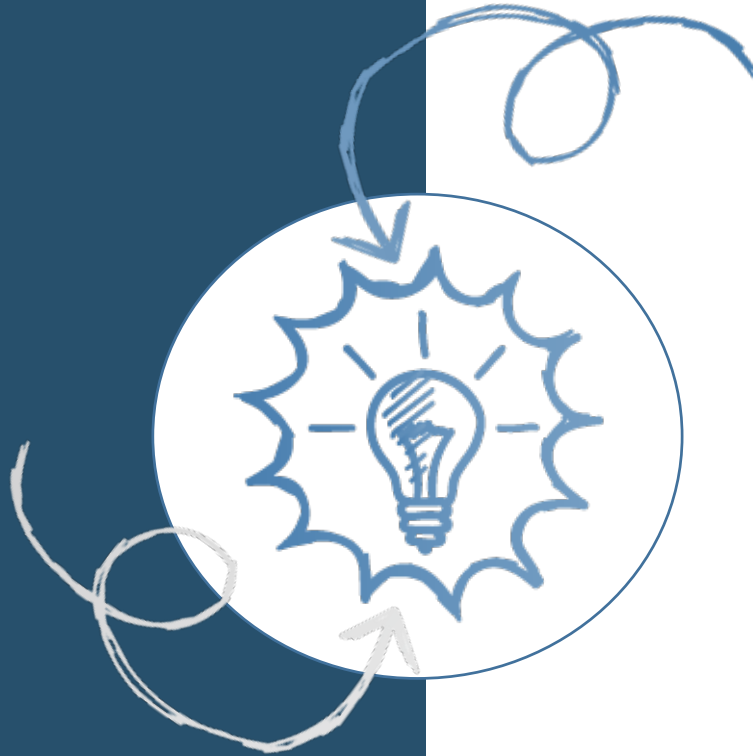


modern[®]
postcard



Chris Foster

VP Business Development
Modern Postcard



Robert Storer

Director of Marketing
SirsiDynix

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

YOU
ARE
HERE

201: Win the Hearts and Minds of Your Community



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

3 Acts of Branding Plans

ACT 1

*The
Foundation*

ACT 2

*Brand
Architecture*

ACT 3

*Marketing
Expression*

ACT 1

THE FOUNDATION

Research

Competition

Positioning

Positioning comes from understanding your community and the forces that you are competing against.

From there you can articulate your difference and how you want your community to think of you.

RESEARCH

Quantitative

Structured Data

Statistical Analysis

Surveys (Post-it notes, IUPUI)

Etc.

Qualitative

Unstructured Data

Interviews

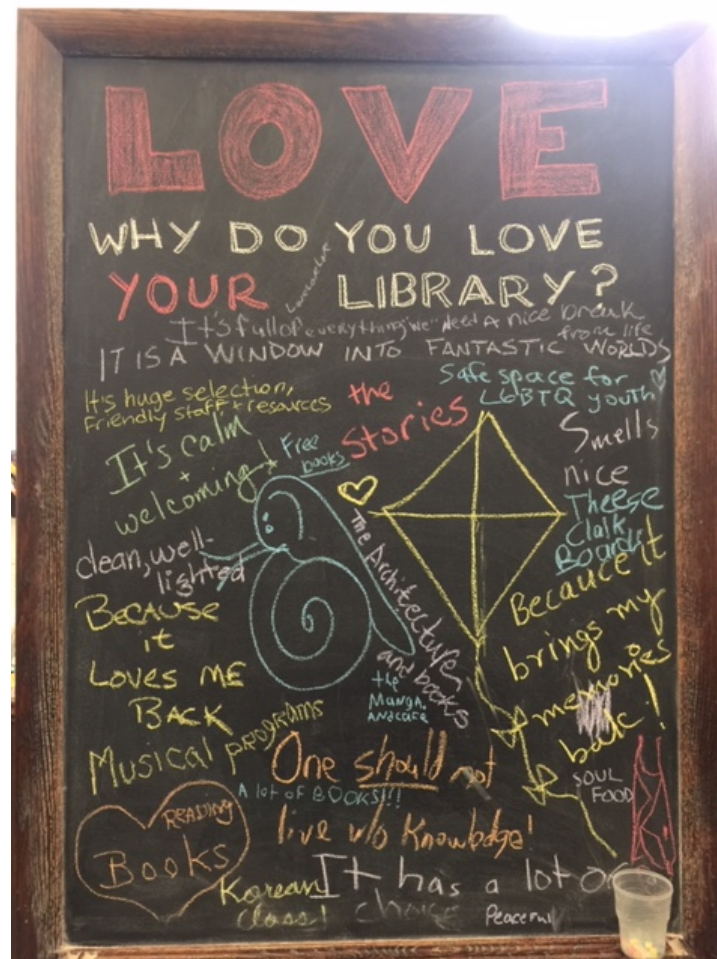
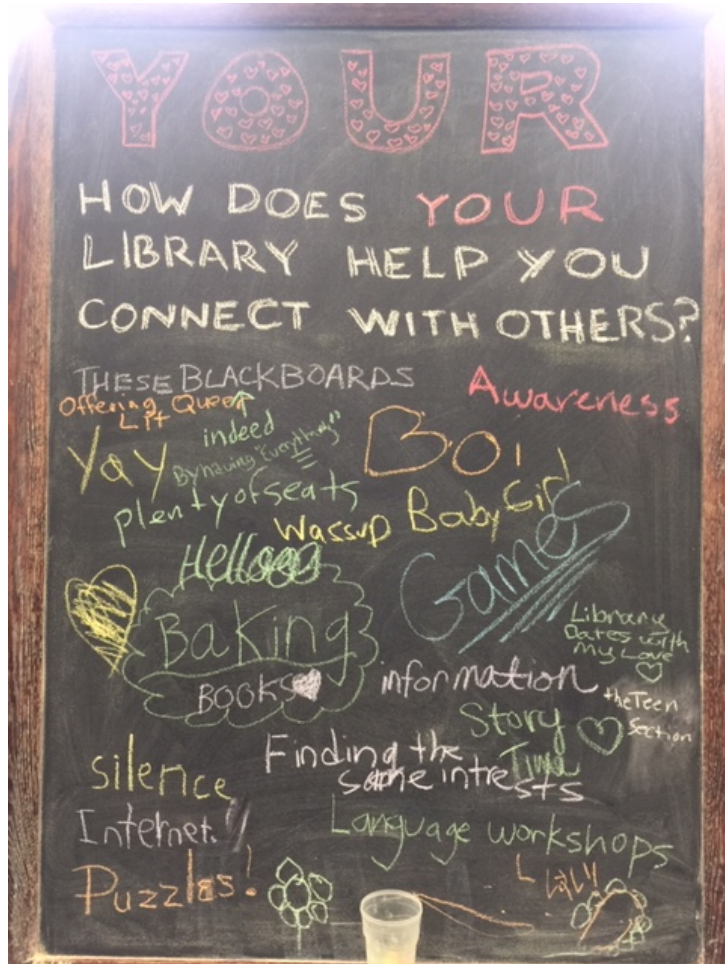
Informal round-tables

Simple conversations

Ask Your Community About Their Transformation

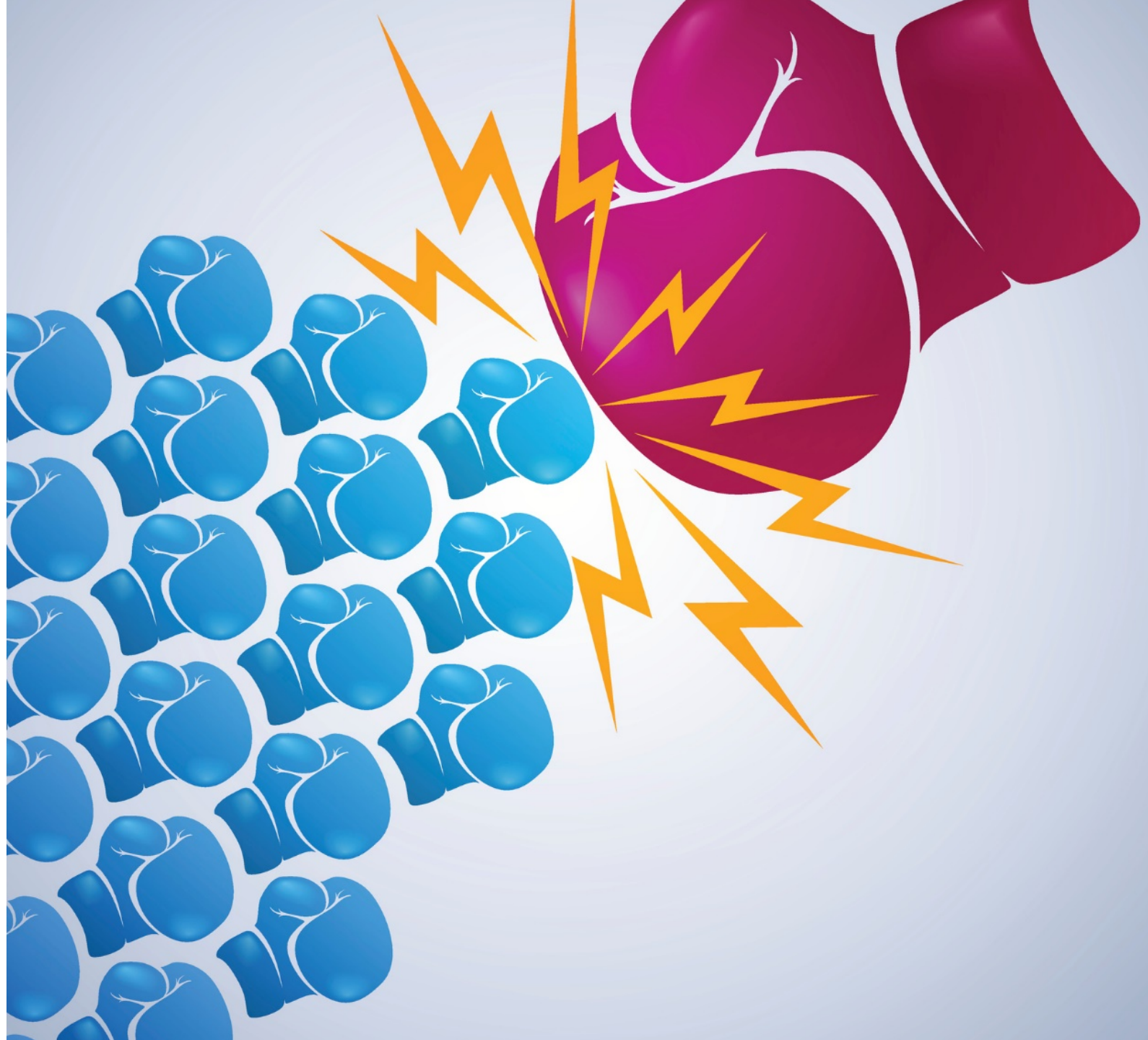


University of Pittsburgh



Competition

- What are the competitive forces that surround you?
- How do they influence and impact your growth?
- How do you block them?



Competition

- What are the competitive forces that surround you?
- How do they influence and impact your growth?
- How do you block them?



Positioning

- What is your unique difference?
- Why would the community believe you?



POSITIONING EQUATION

$f(x)$:

Among

<TARGET AUDIENCE> ,

<BRAND NAME> *is the brand of*

<FRAME OF REFERENCE> *that*

<POINT OF DIFFERENCE>

because <REASON TO BELIEVE> .

Among
SNACKERS,
SNICKERS *is the brand of*
CANDY BAR *that*
SATISFIES YOUR HUNGER
because
IT'S PACKED WITH PEANUTS.

OH DEER
ITS HARD TO SPEL
WHEN YOUR HUNGRY

IF YOU KEAP MAKING TYPING MISTAKES
GRAB YOURSELF A SNICKERS FAST



VISIT OUR FACEBOOK PAGE IF YOUR NOT SHAKING TO MUTCH



3 Acts of Branding Plans

ACT 1

*The
Foundation*

ACT 2

*Brand
Architecture*

ACT 3

*Marketing
Expression*

ACT 2

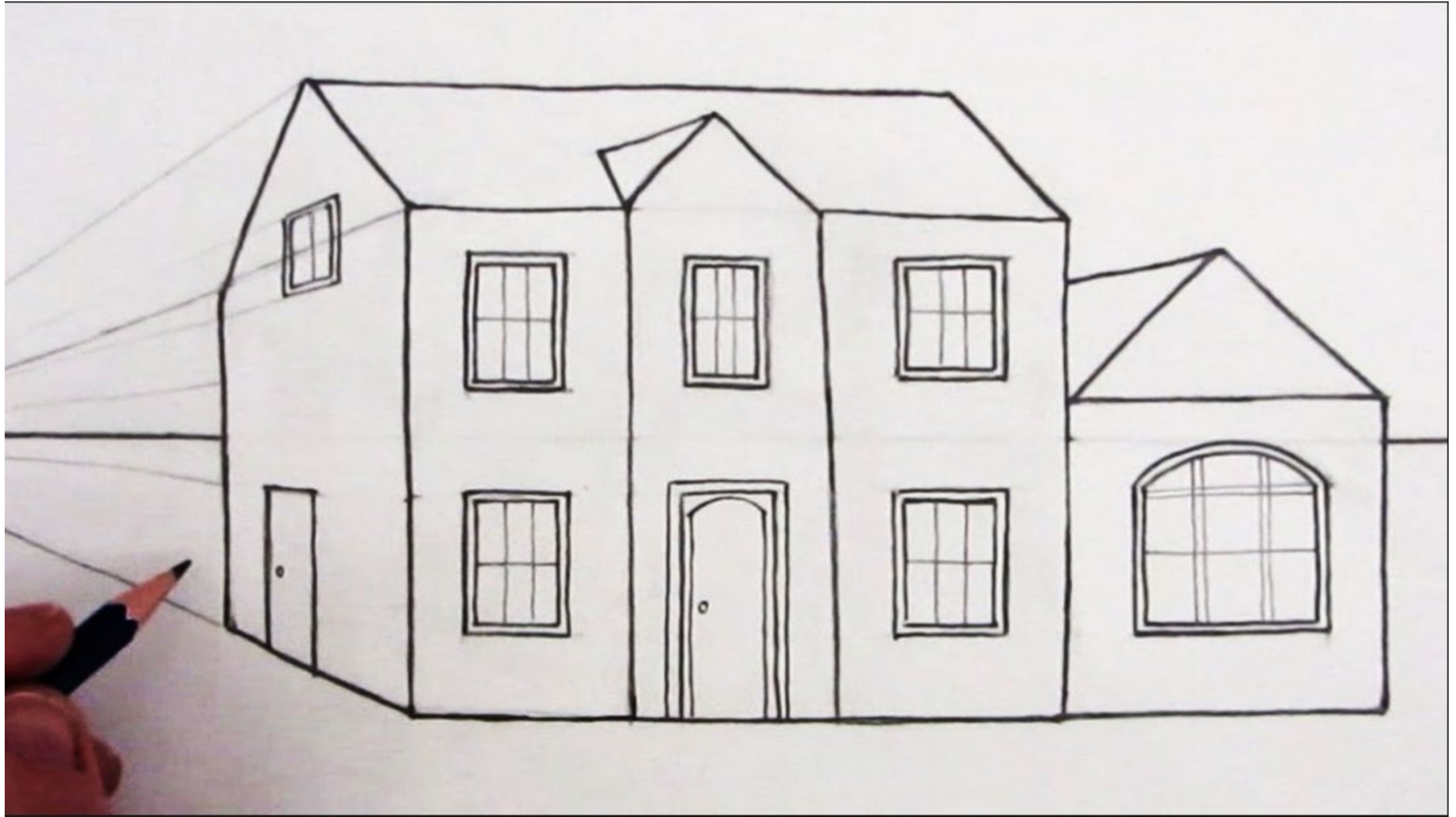
BRAND ARCHITECTURE

Mission/Vision/Values

Story Arc for Customers

Customer Journey Map

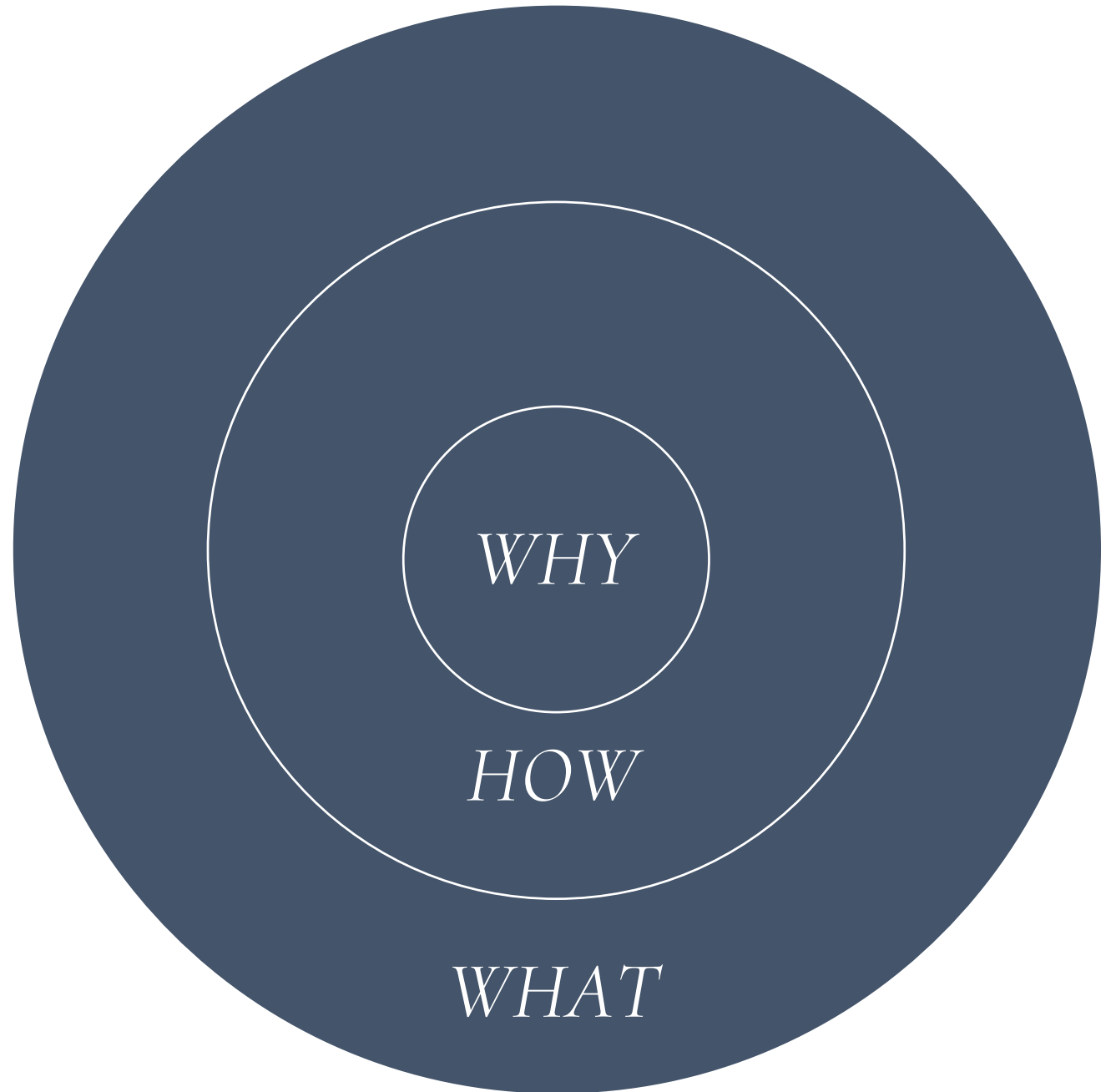
You discover your “Why,” and tell your brand story in a way that’s compelling and engaging.



MISSION

- Why you exist
- We've seen other strong Mission Statements before

What's your Mission?



NYPL



THE
A
WHY
CHILDREN'S
BOOKS
MATTER
B C
OF IT
FREE EXHIBITION
New York
Public
Library
NYPL.ORG

NYPL
**BOOKS
AT NOON**
FREE AUTHOR TALKS
P.J. O'Rourke
Sam Lipsyte
Paul Auster
Michael Cunningham
Colin Tóibín
A.E. Hotchner
Joyce Carol Oates
Francine Prose
Richard Ravitch
Eve Ensler
WEDNESDAYS AT NOON
MARCH 5 - MAY 1
New York
Public
Library
NYPL.ORG

HOLOCAUST
REMEMBRANCE
The New York
Public Library
THE
ABC
OF IT
WHY
CHILDREN'S
BOOKS
MATTER

The logo for the New York Public Library (NYPL) is displayed in a white serif font on a dark blue rectangular background. The letters are spaced out and have a classic, elegant appearance.

Why

MISSION:

to inspire lifelong learning, advance knowledge, and strengthen our communities.

How

To deliver on this promise, we rely on three great resources—our staff, our collections, and our physical and digital spaces—...

What

to provide opportunities for learning and growth to all New Yorkers.



Story Arc

- What is the arc of your hero's story?

"In a World..."

"My Hero finds him/herself..."

"S/he bring this with them..."

"The Villain my Hero confronts is..."

"S/he is motivated by"

"S/he struggles with"

"I know this because..."

"We help by..."

"S/he transforms to"

"This is why I Guide my Hero..."

"This is the scope of my Influence..."

"These are the Values by Which I Guide..."

THE HERO

THE VILLAIN

THE MENTOR

THE JOURNEY

TRANSFORMATION

YOUR COMMUNITY

THEIR CHALLENGES

YOU, THE LIBRARY

SERVICES and EVENTS

**COMMUNITY
TRANSFORMATION**

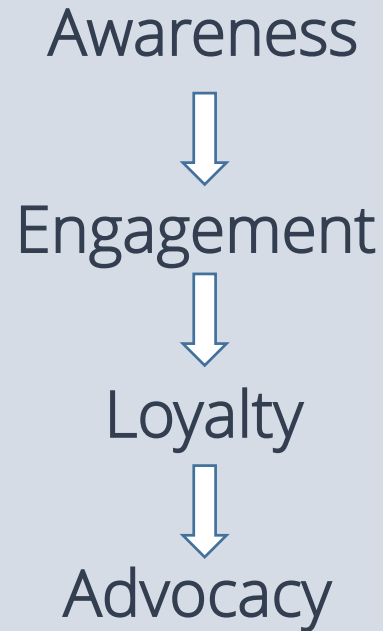
Customer Journey Map

- This physically outlines the path that your customer takes when they engage with your emails, in-Library displays, events, etc.
- What is your outline of the customer stages?



Customer Journey Map

- This physically outlines the path that your customer takes when they engage with your emails, in-Library displays, events, etc.
- What is your outline of the customer stages?



START

3 Acts of Branding Plans

ACT 1

*The
Foundation*

ACT 2

*Brand
Architecture*

ACT 3

*Marketing
Expression*

ACT 3

MARKETING EXPRESSION

Feature/Advantages/Benefit

Tone & Execution

Marketing Channels

Now that you have your story rooted in the right position, use tactics and messaging that align and make sense

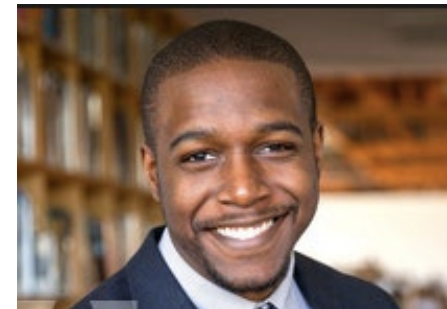
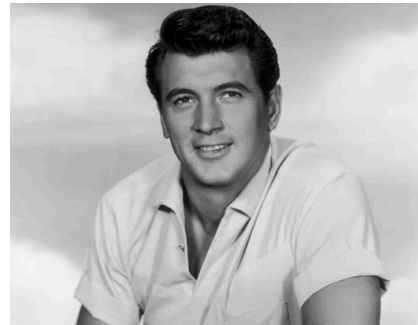
F. A. B.

- **FEATURES** are what the things are
- **ADVANTAGES** are how they're better than other options
- **BENEFITS** are how they make your community's lives better.

FEATURES	ADVANTAGES	BENEFITS
<i>What it is</i>	<i>How it works</i>	<i>Why it makes your life better</i>

tone:

If your Library walked into the room, what would s/he look like? What words do you use to describe your library? What words don't you use?



A NOTE ON TONE:

Similar Products, different tones.



Marketing Channels

The best brands use 'channels' to make emotional connections where their users are.

Marketing Channels

Channels are the tactics/places:

- Posters
- YouTube
- Handouts
- Direct Mail
- Email
- Billboard
- Radio Ads
- Digital Ads
- Webinars
- Programs/Events
- Programming Guides

Marketing
Tactics





Turning Pages

Readers find community and stability in book club

They come for coffee, for books, and most of all for conversation and connection.

This week's title is *Down By the Riverside*, by Jackie Lynn. One member shares that the book resonated for him because he's been living in a tent by a creek. This is the Turning Pages book club, and most of the members are homeless or in transition.

The book club was started in 2009 by a volunteer who saw a television story about a similar club in Boston, and it's met at Main Library every Tuesday since. Some of the members have been coming for years, a few have left and returned, and the club always



Marketing Tactics

Marketing Channels

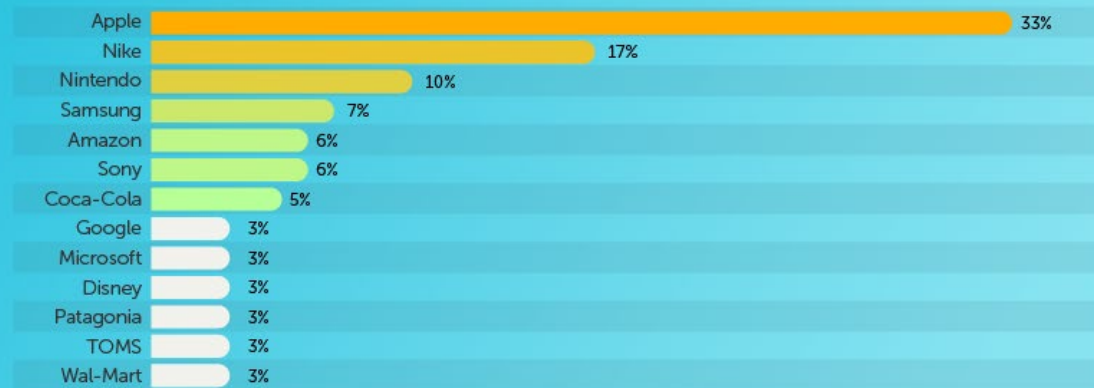
The best brands use 'channels' to make emotional connections where their users are.



Marketing Channels

Which Companies Are People Most Emotionally Connected to?

Top Companies Achieving Brand Affinity



Source: Survey of 1,000 People in the U.S.

You Are All-Whys.

Functional Why

Learning

Resources

Tools

Research

Emotional Why

Recreation

Fun

Community Center

Safe place

Moral Why

Free & Open Access

Community Anchor

Enable lifelong learning

Advance knowledge



*“A goal without a plan
is just a wish.”*

—Antoine de Saint-
Exupéry



Lets Make a Marketing Plan!

LIBRARY MARKETING 200's



- Building a plan take time and commitment, but eventually leads to a clear brand promise, position, and look and feel.
- Work the process, trust in the process, and enjoy the process.
- You're building a new brand that can stand the test of time and resonate with your changing audiences.

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 202:

Research, Competition, Positioning

Date: Wednesday, May 15, 2019

Time: 10am PT / 1pm ET / 5pm GMT

Location: SirsiDynix.com/Webinars



Next Up...