LIBRARY MARKETING 201:
Win the Hearts and Minds of Your Community
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VP Business Development
Modern Postcard

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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

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
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?
Among <TARGET AUDIENCE>, <BRAND NAME> is the brand of <FRAME OF REFERENCE> that <POINT OF DIFFERENCE> because <REASON TO BELIEVE>.

\[ f(x) : \]
Among SNACKERS, SNICKERS is the brand of CANDY BAR that SATISFIES YOUR HUNGER because IT’S PACKED WITH PEANUTS.
3 Acts of Branding Plans

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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?*
MISSION:
to inspire lifelong learning, advance knowledge, and strengthen our communities.

To deliver on this promise, we rely on three great resources—our staff, our collections, and our physical and digital spaces—... to provide opportunities for learning and growth to all New Yorkers.
“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, library displays, events, etc.
- What is your outline of the customer stages?

Awareness → Engagement → Loyalty → Advocacy
• 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?
3 Acts of Branding Plans

**ACT 1**
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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
• **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.

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<tr>
<th>FEATURES</th>
<th>ADVANTAGES</th>
<th>BENEFITS</th>
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<tbody>
<tr>
<td>What it is</td>
<td>How it works</td>
<td>Why it makes your life better</td>
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**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.
The best brands use ‘channels’ to make emotional connections where their users are.
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 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

- Apple: 32%
- Nike: 17%
- Nintendo: 15%
- Samsung: 7%
- Amazon: 6%
- Sony: 6%
- Coca-Cola: 5%
- Google: 3%
- Microsoft: 3%
- Disney: 3%
- Patagonia: 3%
- TOMS: 3%
- Wal-Mart: 3%

Source: Survey of 1,000 People in the U.S.
# You Are All-Whys.

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<tr>
<th><strong>Functional Why</strong></th>
<th><strong>Emotional Why</strong></th>
<th><strong>Moral Why</strong></th>
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<tr>
<td>Learning</td>
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<td>Resources</td>
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<td>Community Anchor</td>
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<td>Tools</td>
<td>Community Center</td>
<td>Enable lifelong learning</td>
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<td>Research</td>
<td>Safe place</td>
<td>Advance knowledge</td>
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“A goal without a plan is just a wish.”

—Antoine de Saint-Exupéry
Let's 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