

San Jose State University

From the Selected Works of Dr. Michele A. L. Villagran

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Webinar 1: Marketing and Branding: Asserting Your Value

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Available at: <https://works.bepress.com/michele-villagran/62/>



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Webinar 1:

Marketing and Branding: Asserting Your Value

Dr. Michele A. L. Villagran

Sponsored by UNT PEARL Project

Agenda

- Marketing Strategy
- Marketing Tactics
- Branding
- Legal Issues
- Personal Brand
- Logos and Taglines
- Who and Why of Marketing
- P's of Marketing
- How of Marketing
- Q/A

Marketing: Market Strategy



Source: Doucett, 2008

Marketing: Market Tactics



Source: Doucett, 2008

Create a Marketing Plan

Strategies + Tactics + more = Plan

Branding

Branding is NOT the same thing as marketing!

It IS one of the 1st steps in marketing!

It IS the WHY does your library matter!

- Benefits community derives from what services you provide
- Should be closely linked to your mission statement
- Think emotionally
- Why is your library unique?

Legal Issues - Marketing

- Privacy and Data Collection
- Distribution of Data
- Advertising Claims
- Intellectual Property Issues
- Regulatory Scrutiny
 - Digital Advertising has additional issues



Regulatory Authorities of Direct Marketing

- Federal Trade Commission
- Federal Communication Commission
- United States Postal Service
- State and Local Regulation
- Private Organizations

Personal Brand



Logo and Tagline



Who of Marketing?



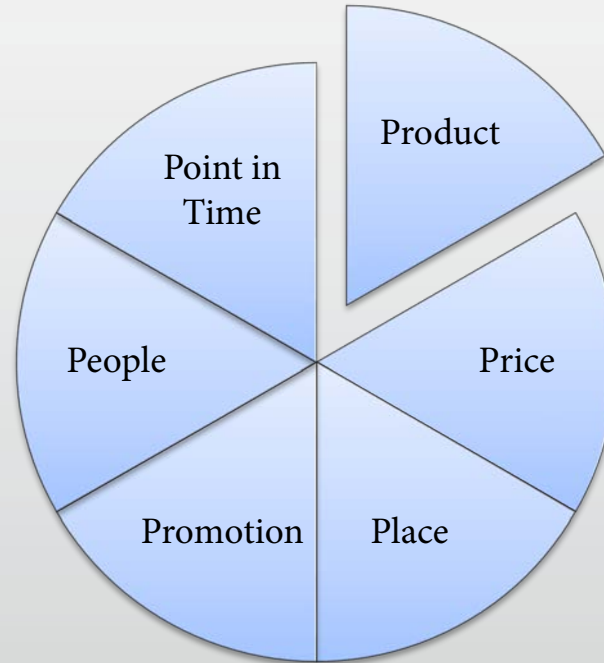
Why of Marketing?

- Increases library visibility within the organization
- Increases management commitment to library resources
- Let patrons know what libraries and librarians can do
- Advocates involvement of all staff
- The library is not the only place to go for information
- Helps with \$\$
- Increases teamwork

Think of Marketing as:

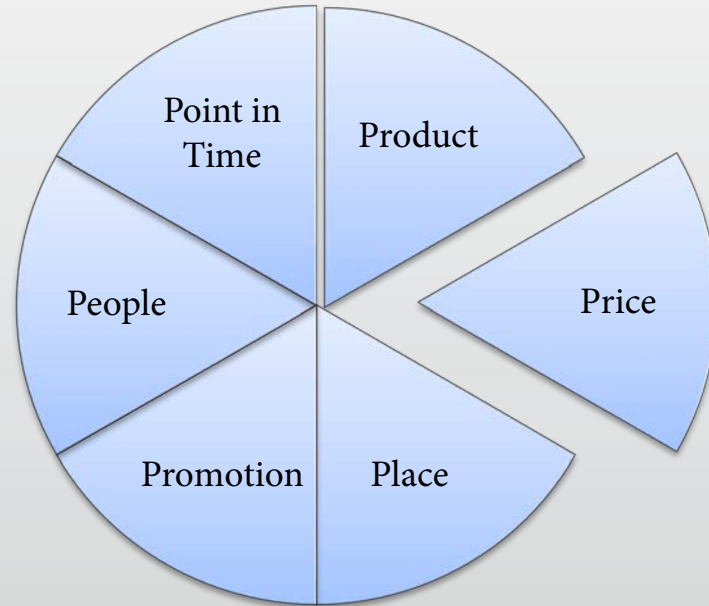
- Critical component of management to communicate programming
- Investment
- Continued selling of services
- Feedback mechanism

P's of Marketing



Source: Siess, 2003

P's of Marketing



Source: Siess, 2003

P's of Marketing



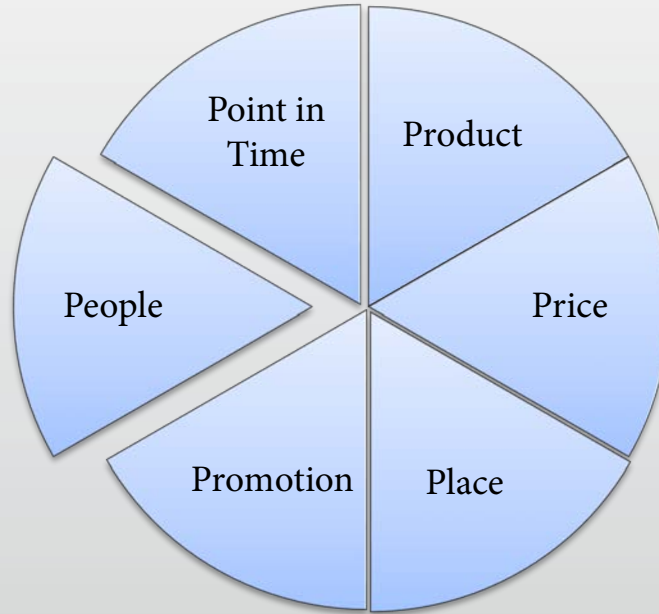
Source: Siess, 2003

P's of Marketing



Source: Siess, 2003

P's of Marketing



Source: Siess, 2003

P's of Marketing



Source: Siess, 2003

Mediums Used

- Community Events
- Trained staff
- Exhibits
- Newsletters (electronic and print)
- Tours
- Library print publications / collateral (acquisitions lists, guides, bookmarks)
- Press Releases
- Programming and events
- Annual reports
- Logos
- Cards
- Information kits
- Bibliographies, Libguides
- Social media
- Fundraising!

Work the Room (Community)



National Library Week

Goals & Objectives

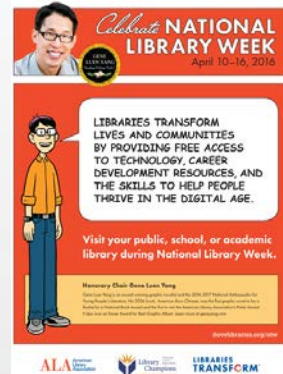
- Bring renewed energy to the promotion of libraries and librarians
- Increase awareness and support for libraries through increased visibility of libraries & communication on why libraries are unique and valuable
- Update the image of libraries and librarians
- Increase library usage
- Increase funding for libraries
- Bring librarians to the table at public policy discussions regarding intellectual freedom, equity of access and narrowing the digital divide
- Positively impacts recruitment efforts for the profession

National Library Week

Celebrate National Library Week 2016 (April 10-16, 2016)
with the theme “Libraries Transform”

- **National Library Workers Day**, Tuesday of National Library Week (April 12), a day for library staff, users, administrators and Friends groups to recognize the valuable contributions made by all library workers;
- **National Bookmobile Day**, Wednesday of National Library Week (April 13), a day to recognize the contributions of our nation's bookmobiles and the dedicated professionals who make quality bookmobile outreach possible in their communities

Source: <http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek>



Library Card Sign-Up Month

September is Library Card Sign-up Month. A time to remind parents and children that a library card is the most important school supply of all.



Source: <http://www.ala.org/conferencesevents/celebrationweeks/card>

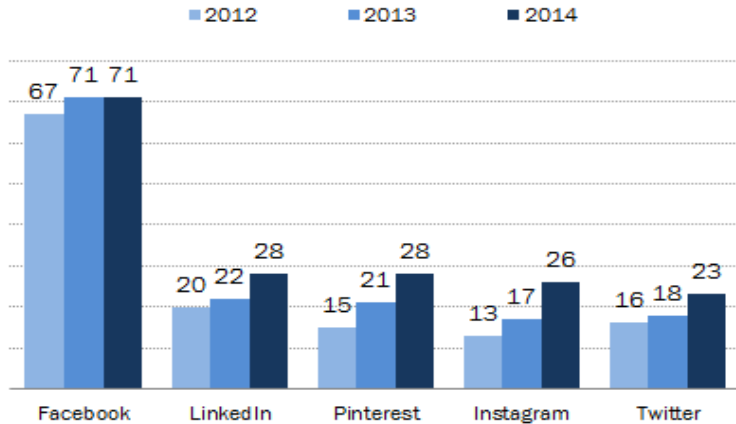
Public Relations

- Effective PR informs, educates and influences
 - Plan: Develop a marketing and PR plan
 - Clarify goal
 - Develop plan
 - Audit communications from library, other departments
 - Define message
 - Target the audience
- Staff: Identify staff to develop, present, and implement
- Funding: Set a budget
- Develop relationship with media

Social Media

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year

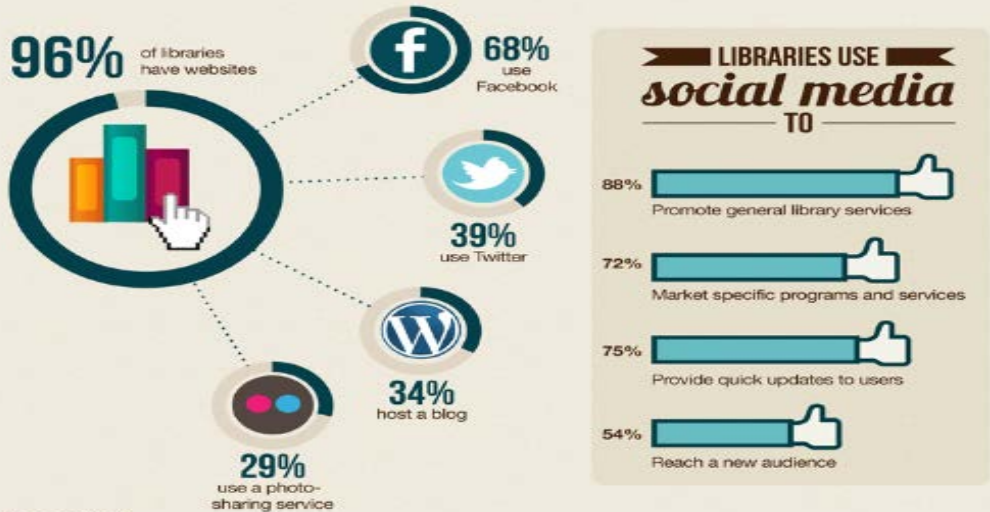


Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

LIBRARIES & SOCIAL MEDIA

More and more libraries are now using social media.



You are free: to Share — to copy, distribute and transmit the work.

SOURCES: ala.org | huffingtonpost.com

OpenSite

Support

Create an environment that supports the message

- Staff value
- Promote customer service
- Physical appearance
- Communication

5

WHO YOU WORK WITH?

Specific industries which need your offering

4

WHAT YOU DELIVER?

Solution based outputs that can be measured as success

3

HOW YOU DO IT?

What is your Methodology, Model, I.P or point of difference

2

WHAT YOU DO?

Clear description of your core benefit in one sentence

1

WHO ARE YOU?

What is your organisational name & vision

Elevator Pitch
Hot Buttons



Conclusion

- Strategies + Tactics + more = Plan
- Legal Issues
- Personal Brand
- P's of Marketing
- Who, Why and How of Marketing

- **Take action!**
 - Create marketing plan
 - Become active member in community event (Ex. City Council)
 - Get out there & be visible: Work the Room
 - Present at local community organizations
 - Logo – create and disseminate
 - Create your elevator pitch

Additional Resources

- American Library Association. Elevator Content. Accessed July 21, 2015
<http://www.ala.org/alsc/elevator-content>
- American Library Association. Marketing @ your Library. Accessed July 23, 2015
<http://www.ala.org/acrl/issues/marketing>
- Connor, J. H. 1967. Selective Dissemination of Information - review of literature and issues. *The Library Quarterly* 37 (4): 373-391. Accessed July 22, 2015
<http://www.jstor.org/stable/4305823>
- Doucett, E. 2008. *Creating your library brand: Communicating your relevance and value to your patrons*. American Library Association: Chicago.
- Espy, S. N. 1993. *Marketing strategies for nonprofit organizations*. Lyceum Books: Chicago.
- Hammond, J. 2008. *Branding your business: Promoting your business, attracting customers and standing out in the market place*. Kogan Page: London.
- Keller, J. A. 2008. Branding and marketing your library. *Public Libraries Feature*: 45-51.
- McNally, D. & Speak, K. D. 2003. *Be your own brand: A breakthrough formula for standing out from the crowd*. Berrett-Koehler Publishers: San Francisco.
- Seiss, J. A. 2003. *The Visible Librarian: Asserting Your Value with Marketing and Advocacy*. American Library Association: Chicago.

Additional Resources

- United States Patent and Trademark Office: <http://www.uspto.gov/>
- Better Business Bureau: <https://www.bbb.org/>
- Federal Trade Commission Resources: <https://www.ftc.gov/tips-advice/business-center>
- Government Law Libraries (State, County, & Court):
<http://www.aallnet.org/sections/sccl/membership/Member-Libraries.html>
- LA Law Library: <http://www.lalawlibrary.org/index.php/legal-research/reference-assistance.html>



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Upcoming Webinars

July 13: Cultural Diversity and Inclusion

August 3: Intellectual Property

August 24: Communication

All sessions held on Wednesdays at 1 p.m. Central

Visit: <http://pearl.unt.edu/rural-small-libraries-webinar-series-dr-michele-villagran>



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Rural Library Management Graduate
Academic Certificate (GAC):

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Thank You!
Q/A

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