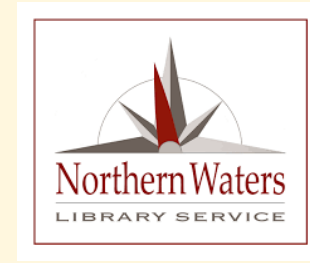


# Introduction to Marketing: It's More Than Emails, Newsletters, and Social Media

## Tuesday, October 6, 2020



## Building & Maintaining Customer Relationships #1

Presented by the Wisconsin Valley Library Service,  
with support from the Northern Waters Library Service  
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# Key Idea

**Understand and Respond  
Successfully to Your Library  
Customers' Points Of View.**

# Outcomes

- Improve “sales” and “service” figures with better rapport with library customers.
- Introduce customer feedback from the beginning during your library’s product and service development.
- Improve response to advertising by emphasizing library customer benefits.

# Agenda

- Library Marketing's *Big Umbrella*:  
Customer Input, Public Relations, Advertising,  
and Community Relations
- *Awareness Of Your Library Customers' Issues:*  
Which Will You Help Solve?
- *Change Because Of Behavior And Feedback*
- *Respond: Showing Them The Benefits*
- *Why Library Marketing Efforts Fail*

# Exercise: Part One

Make a list of ten things you think are examples of library marketing: Things you read in books, learned at workshops, or have applied in your library workplace.

# Agenda



# Introduction

**Marketing is Awareness,  
Change, and Response.**

Marketing is about relationships,  
an ongoing conversation  
with library's customers, and  
they get to do 75% of the talking.



# Target Audiences

Successful marketing identifies your target audiences: groups of people that you can identify by age, socioeconomic status, education, cultural interests, ethnicity, geography, languages, clubs, hobbies, etc.

# Customer Input/Feedback Challenges

- Embarrassed to ask
- Impossible requests
- Don't like criticism
- Don't know customers
- Don't have time
- Don't have staff
- Don't have resources
- Uninformed answers
- Only polite positives
- Not part of strategic plan
- Offensive answers
- Feel defensive
- No one is in charge
- No governance structure

# What is Public Relations?

- Remember me fondly, and often.
  - Reminds people you exist
- The “*white noise*” of outreach
  - Constant and specific information
- Always include basic information.
  - Written for the *new* customer

# Better Public Relations?

- Avoid habituation (same-old stuff).
- Create “graphic identity”: branding.
- Contact info in every publication
- Contact info in every posting
- Get people talking (positively).
- Use the voice of the library customer.

# What is Advertising?

- A compelling reason to use the library
- Get them off couch and out the door.
  - *Time limit on the offer:* Deadlines
  - *Novelty:* Change something often.
  - *Interaction:* Games, “mirrors”
  - *Surprise:* Extend your reach.

# Better Advertising

- Pick your target audiences.
- Special events to draw people
- Engage library customers.
- Stay aware of changing expectations.
- Borrow from other enterprises.
- Have fun!

# What is Community Relations?

- *"We'll come to you."*
- The library's presence outside its walls
- Partnerships with other organizations
- Showing up to demonstrate support
- Showing up to help
- Service club and chamber memberships
- Stepping up in time of need

# Community Friendship

**How does the library  
connect with people  
from different cohorts?**



# Assignment One

How much input do library customers have **when you create new programs, services, collections, and projects?**

# Agenda



**Awareness Of Your Library Customers' Issues:  
Which Will You Help Solve?**

# Awareness

- **What challenges do they have?**
- **What issues take up their time?**
- **What's their personal vision?**
- **What's their personal mission?**
- **What's coming up next?**

# The Invisible Customer

*How can we bring you back,*  
to former library customers  
who have not returned.

*How can we bring you in,*  
to potential library customers  
who have never shown up.

# Assignment Two

**What are your library customers  
most important issues?**

**If your library picked one issue  
to make the library's new job,  
what would your library  
be doing differently?**



# Agenda



**Change Because Of Behavior  
And Feedback**

# Changes

- Question barriers to library service.
- Challenge library sacred cows.
- Challenge library staff pet projects.
- Eliminate what only library staff like.
- Playing “What If”: Experiment!
- Even small details are important.

# Caveat

If you're not willing to make changes to your library based on customer feedback, **then don't ask for it.**

**Library marketing is a two-way street:  
a relationship, not a monologue.**



# Assignment Three

Which of these management issues would you allow your library's customers to be part of the decision-making, not just input?

- When the library is open
- **Additions to the collections**
- Non-traditional materials to circulate
- **Programming, services, and staffing**
- The library's physical environment
- **Partnerships inside and outside the building**

# Agenda



**Respond:  
Showing Them The Benefits**

# Response

- **What do you offer? Repeat! Repeat!**  
**Don't assume customers remember.**
- **Don't assume new customers know.**
- **Be specific, but don't overwhelm.**
- **Use customer testimonials.**
- **Keep information up-to-date.**

# The Benefit Statement

- *Features are what you like* about your library's collection, databases, programming, services, staffing, etc.
- *Benefits are what library customers* gain, in their words, on their terms, from their points of view.

# Customer's Point of View

- First person: I, me, my, mine
- **Their** words:  
**NO** library/academic jargon
- What *they can or have* accomplished:
  - as a result of using the library.
  - in *their* lives outside the library.

# Assignment Four

**Translate your library feature statements into benefit statements:**

- We have a great movie collection.  
*I have a date with Johnnie Depp tonight.*
- Our new databases are accessible from home.  
*I got an A on my term paper.*
- We start Spanish cooking classes on Monday.  
*My paella wowed my in-laws.*



# Agenda



## Why Library Marketing Efforts Fail

# What is Marketing?

- Listening
- Asking for advice
- Testing a brochure
- Partnering
- Changing a service
- Collecting stories
- Customer reviews
- Evaluating services
- Gathering opinions
- Interviewing customers
- Rewarding feedback
- Running contests
- Report improvements
- Evaluate statistics



# Exercise: Part Two

How many of the items you listed  
deserve an **M** for Library Marketing?

**Capture data about customers.**  
**Provide data to repeat successes.**

# Typical Mistakes

- **Not involving customers from the start**
- **Not willing to give up anything**
- **Not setting aside enough time and money**
- **Not running small tests first**
- **Not capturing data to repeat success**
- **Not determining why they don't like you**

# Homework

- Pick a specific target audience.
- Build network of customers for advice.
- Ask for advice on your “product”.
- Apply changes—as you can.
- Promote the “new library”!
- Gather testimonials from customers
- Use them to create your ad campaign.