



MARKETING THE SCHOOL LIBRARY®

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Marketing the School Library

1. Why Market the School Library?

What does the school community
need to know about you?



1.1 What's a library?

- Does everyone know about your school library?
- You may have new services and resources to offer that will benefit new users or keep current users coming back.
- A few users may not understand the services libraries have always had.

1.2 Have you heard this before?

- I didn't know you had DVD's!*
- You mean I can ask for a book in advance?*
- Do you have magazines?*
- Can I read the latest Newspaper?*
- Oh, I really don't want to bother you -- I'll just look around for a while.*

1.3 Who uses the library? Who doesn't?

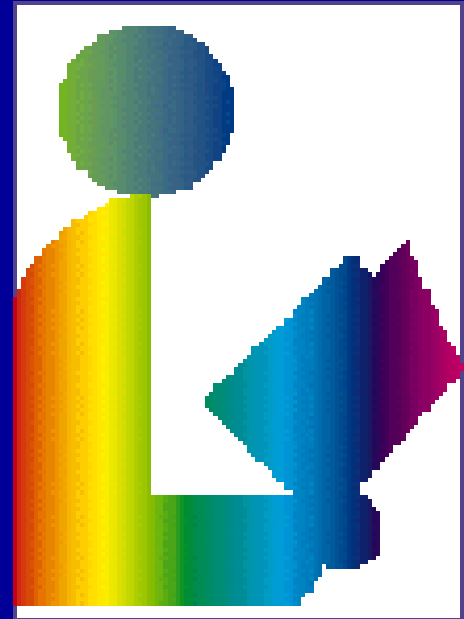
- Do you know what percentage of the population in your school does not use the library?
- Marketing may be directed at those who don't use the library, to show them the value of the library.

Marketing could mean survival!

- Libraries cost money and marketing informs the school community of the value of the library and the necessity of continuing to support the library.
- **Marketing is anything libraries do to let the school community know who they are and what they do! Concentrate your promotion efforts where they will achieve the best results!**

Marketing is

a means
of presenting
the benefits of
the library
to all segments
of your market,
users and non-users.



In a marketing plan you should consider:

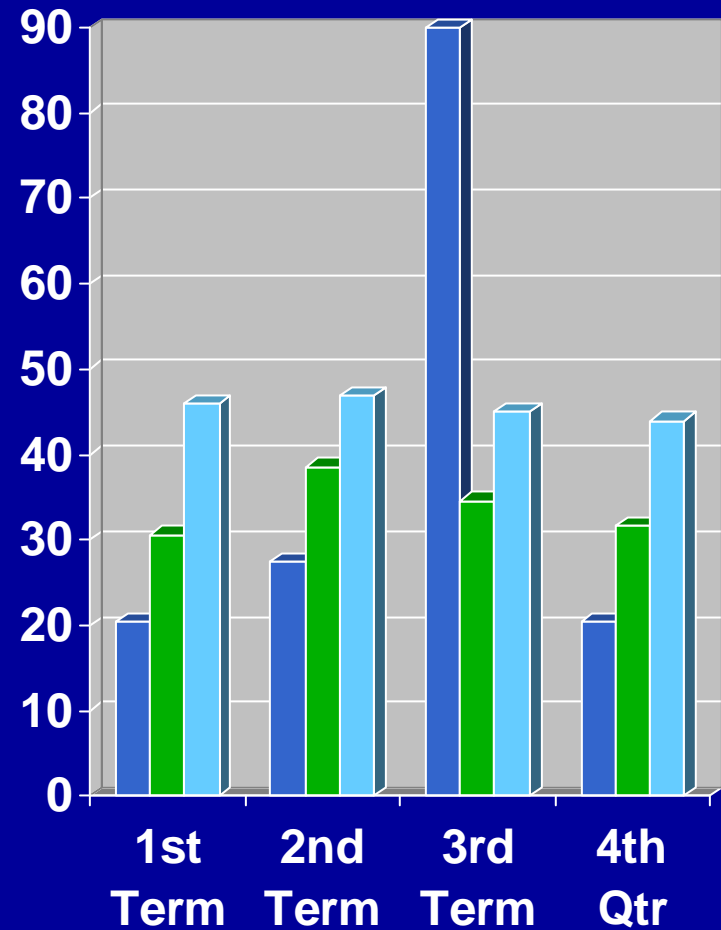
1. Demand
2. Competition
3. You determine what the school community needs to know in order to decide that the library is a service worthy of continued support.
4. The school library tradition is to offer needed services in the best way possible and the tradition of service doesn't change -- but the methods do.

Marketing

Lets the school community know that the library continues to be an outstanding source of information in a changing world.

Look for statistics on library usage

- What are the numbers, how many people are using the library?
- What are the trends are percentages going up or down?
- What statistics are maintained by your library?



2. Marketing Defined

Definitions

There are several definitions of marketing and more than one way to describe the process.

Example one:

"The process of planning and executing conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."^{1.)}

More examples in document

Find at least three definitions of marketing.

They won't all be the same, but all libraries aren't the same, and one will work best for you.

1.) [Dictionary of Marketing Terms, 2nd edition, edited by Peter D. Bennett, published by the American Marketing Association, c1995.]

What is the process?

1. Know your library -- who are you, what is your mission and vision?
2. Find out about your users -- who are they and what do they want?
3. Create products and services that users want.
4. Develop a plan of action with promotion strategies to market selected products to targeted users with appropriate methods.
5. Be sure you're doing it right -- establish measurable goals and evaluate how well you've done.
6. Start over!

Marketing is :

the process of planning, pricing, promoting, and distributing goods and services to create "exchanges" that satisfy the library and the customer.

Marketing is ongoing and dynamic because customer needs and library products change.

The marketing process determines the decisions and activities involved in continuing to meet the needs of customers.

Library products are services, resources, programming, events, or instruction, for example, that are offered to the school community. For example:

- Provide resources and encouragement for lifelong learning.
- Provide a place for all ages to gather and learn.
- Work with school to support curriculum.
- Introduce children to reading.
- Work with literacy programs.
- Provide information for educators.
- Maintain archives of the school's historical resources.
- Provide meeting areas.
- *See document for more*



3. Steps of the Marketing Process

- 1. Begin the marketing process by examining your library's mission and vision statement.
- 2. Assess library capabilities with a marketing audit, an internal assessment.
- 3. Find out what products (services) your users want.
- 4. Develop goals and objectives based on your mission and the results of your internal audit into what customers want.

Marketing process...

- 5. To meet goals, select strategies to promote your products that will work best, be affordable, and reach your customers. Include the Internet in your plan. Look at what others are doing.
- 6. Create a plan of action that describes all the steps needed to carry out the strategies for meeting goals. Outline the specific tasks, timelines, and assignment of responsibilities. Consider budget restraints.
- 7. Evaluate how well you have done. Evaluation may indicate that some goals can't be reached or can't be measured, some methods of promotion don't work as expected, or what's really needed is an entirely new plan!

4. Market Research

Assessing users Needs.

Market research helps you see the library through the eyes of your users. It is a way to quantify, to actually measure what your users want - or find out what keeps some school community members from using your services.

Market research identifies possible opportunities.

- *if you ask people what they want,
they tend to expect you
to give it to them!*

The "4P's" of marketing

(i.e. the marketing mix):

1. Product – services available.
2. Price of Service – fees if any.
3. Place – method of distribution of 1. & 2.
4. Promotion – methods available.

MARKETING ...

Marketing requires a critical analysis of the marketing mix (the 4Ps of product, place, price, and promotion) to identify the nature, features, benefits, and value of the products to the customer.

In marketing, perception is reality. Library products have no value to users unless the users can perceive the value. One purpose of marketing is to communicate the benefits and the value of library products to our users.

5. Marketing Plan

5.1 Writing the Plan

The plan spells out in a specific, detailed, step by step way how you will change what you have determined needs to be changed.

5.2 The Goals

The goals are based on your mission and the results of your internal audit and external research into what customers want.

5.3 Strategies

Strategies in the plan depend on the user group and/or the service being offered.

5.4 Plan of Action

is developed to describe how the strategies will be carried out.

5.5 Evaluation

how well goals and objectives were met.

5.6 The Written Plan:

5.6.1 Typical components :

1. Overview
2. Situation
3. Marketing Research
4. Goals and Objectives
5. Marketing Strategies
6. Action Plan
7. Implementation, Controls, and Evaluation
8. Financial Projections and Budget



5.6.2 Marketing Plan: Worksheet

1. Executive Summary or brief overview of the plan.
How does your plan fit into the library mission and vision?
2. Information about the planning group.
Consider staff, users, non-users, supporters.
3. Internal Strengths and weaknesses, and the environmental analysis.
These are the strengths and weaknesses from the SWOT.

Worksheet...

4. Challenges and barriers section identifies possible barriers and ways to overcome them.
These are the "threats and opportunities" from the SWOT.
5. Market Research summary provides analysis of customer needs. Who will be your targeted market segment?
6. What is the survey method you have selected?
How will you do it?

Worksheet...

7. **Goals and Objectives section** defines the goals and specific measurable objectives. For example, if your goal is to bring in more Gr 4 learners to an event, an objective might be to state the percentage attending who will be Gr 4 learners.
8. **Marketing strategy** section outlines the approach that will be used to achieve the plan's objectives. Discussion includes the marketing mix: product, place, price, promotion.
9. **The action plan** details programs and promotions designed to meet the objectives, with timelines and assignment of tasks. Describe every step you need to take, who will do it, and when.

Worksheet...

10. Evaluation section provides measures of assessment and feedback. How will you measure whether your goals have been achieved?
11. Budget section details any financial constraints or profits.

Setting measurable goals and including specific methods of evaluation in your plan will make it easier to determine if your goals have been met.

6. Public Relations

6.1 Building relationships

Public relations involve promoting the library as a whole, developing an identity and image, and communicating library goals and mission to the school community. For marketing, public relations, or advertising the ultimate goal is the same -- let the school community know what you have to offer.

6.2 Advertising – relies on free publicity

6.3 Public Relations and library image

- + Libraries are great places for kids.
- + Libraries are for everyone.
- + Libraries support a school community of readers.

7. Hands on Marketing ideas

7.1 Library Supporters:

Friends, Advocacy, Legislative Issues, and Fundraising.

7.2 Slogans: Get creative @ your library.

7.3 Create-a-book:

Let the learners create their own books and place them in the library or read it to other learners.

More ideas...

7.4 Networking with:

- Other school libraries
- Libraries in town/village
- People that have an influence
- Your local community leaders
- Interest groups
- Reading groups
- Local library forum
- ELITS



7.5 Other ideas:

- Bookmarks
- Book day / evenings
- Reading theme for year
- Weekly announcements during assembly regarding the library
- Exhibitions
- Promote new books
- Start reading a book and stop, learners read the rest
- Displays
- Writing a Press Release
- The Interview
- Story Ideas

Marketing Plan



4 P's

- 1. PRODUCT
- 2. PRICE
- 3. PLACE
- 4. PROMOTION



Overview of the marketing process and the need for marketing

1. Briefly describe the steps in the marketing process.
2. For each step, describe why it would be easy or difficult for your library to accomplish (lack of staff expertise, money, etc.)
3. What do you think would be the most critical service for your library to market right now! Why?







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THE END

- *Build a library ...shape a school community.*
- *Great books are great teachers.*
- *Books open doors to knowledge.*