The Creation, Care & Feeding of a Marketing Plan

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We become accidental library marketers when the task of marketing is assigned to us as an afterthought.

Purpose of this session is to give you some background, tools and direction for implementing marketing efforts.
What type of library do you work in?

- Academic
- Public
- School

- Special
  - Corporate
  - Law
  - Medical
  - Museum
  - Arts
  - Other
Marketing vs. Promotion

There is a huge difference between the **marketing plan** and promotional tactics.
Seriously?

- Do I have to create a Plan?
The Marketing Cycle

1. Research & Audit
2. Identify Vision, Mission, Strategy and Goals
3. Create Plan
4. Outline Tactics
5. Modeling & Projections
6. Execution
7. Measure
8. Make Adjustments
9. Evaluate

From ResMark Consulting.com
Marketing Cycle

- Identify the mission of your library.
- Review ‘where you are now’ with a SWOT or PEST analysis.
- Do your market research – Know your communities & info needs; segment and target markets.
- Formulate marketing objectives – Develop a marketing plan; budget.
- Determine strategies (‘how we will get there’) and expected results.
  - Marketing Mix: 4 P’s - Product, Price, Promotion, Place
  - Communication – media message; publicity
  - Timeline; appointed tasks
- Monitor success; Evaluate (surveys, focus groups, informal interviews w/ patrons) – Be ready to make changes as needed.
It’s All About the Customer --

- Marketing efforts must be user focused.

- Mission / Vision / Goals of the Library
  - Relative to the community

- Know your community

- What do they want/need?
  - Environmental Scan
Where to find information about your community?

- **Academic:** Institutional data
- **School:** Dept. of Educ. website for your state
- **Public:** U.S. Census
  - American FactFinder
  - Census Business Builder
  - DemographicsNow
  - Social Explorer
Existing Information

- **Library stats**
  - Question logs
  - Circulation counts
  - ILS Reports

- **Usage statistics**
  - Google Analytics
  - Database providers
  - Social Media usage reports

- **Artifacts, photo collections**

- **Special**
STL Cardinals Hall of Fame - promotional exhibits created from existing (archival) documentation – by the archivists! You can do this, too.
Needs Assessment

“People place a value on a service offered or a resource provided, and it is often different from the value perceived by the library staff.”

http://www.ilovelibraries.org/what-libraries-do/calculator
Elements of a Marketing Plan

- Gather data/information
  - Current market
  - Competition; SWOT Analysis
  - Impact Factors – PEST
  - Needs Assessment
  - Inventory your services & resources

- Identify Target Market(s)
  - Segmenting (Ex: youth by ages; Students by program or year in college)
Sort, Categorize, Assess --

The information that is *really* needed for decision-making, relative to your marketing plan. Pull out the rest (just like packing for a conference trip)!
Strategies

- **Describe your promotional strategies.**
  - Consider promotional efforts that will reach a particular market. Knowing their needs will help define strategy.
  - Multi-prong **communication** methods

- **Execute the plan.**

- **Evaluation**
  - How do you know the plan has succeeded?
Does this seem overwhelming?

Take it one bite at a time --
Marketing is about bringing them in, and bringing them back.

We want repeat customers, and we want new customers – Just like the airlines, hotels, Disney parks, Apple, grocery stores, restaurants, malls.
Summing Up --

- Set goal(s)
- Gather Data/Information
- Identify/Segment Markets
- Needs Assessment
- Define measurable outcomes
- Timeline
- Execute
- Evaluate
- Modify as needed
What do you mean you don’t want to feed me?

Marketing plans need **continual updating** after evaluation efforts are complete (i.e. feeding).
Questions?

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