



# What They Didn't Teach in Library School: The Cycle of True Marketing

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**LibraryWorks**

Hi, I'm Kathy Dempsey 😊



# What Is Marketing?



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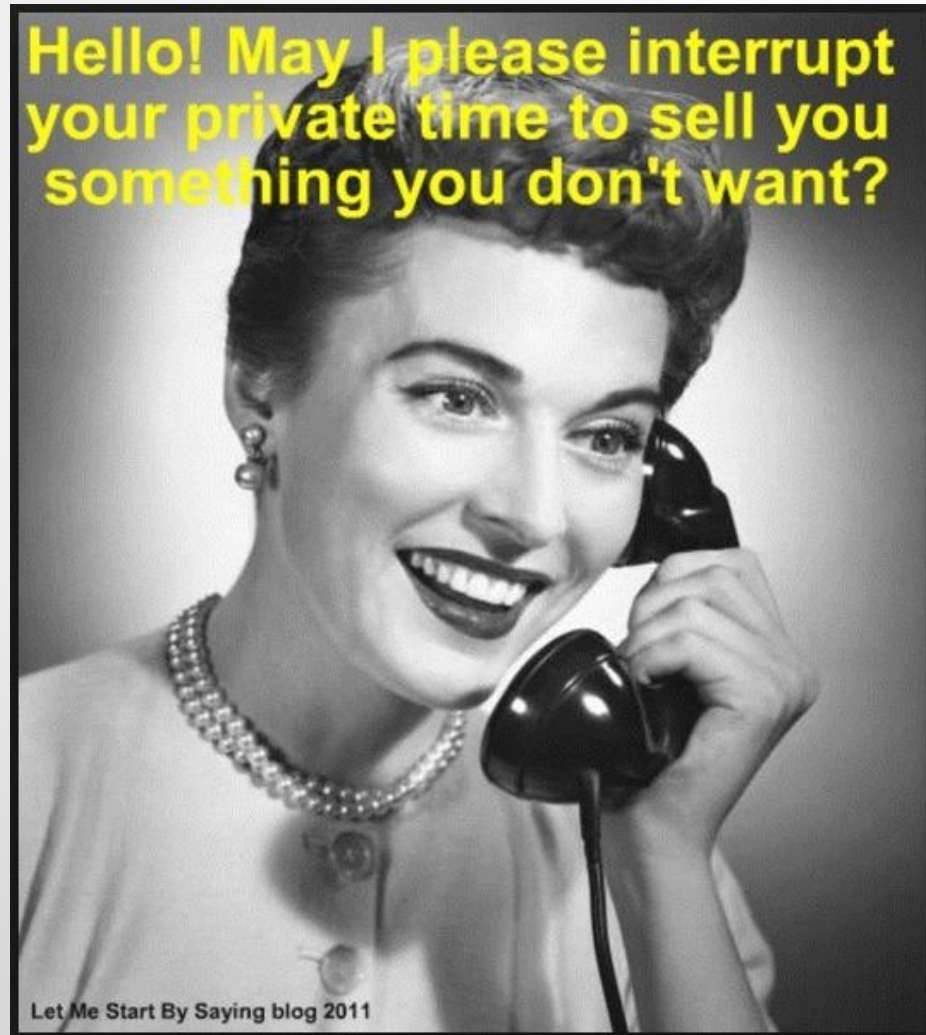


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# Marketing Is Not Sales, It's Service!



# Do You Know the Difference?

1. Marketing

2. Public Relations

3. Promotion

4. Publicity

5. Advocacy

6. Advertising

7. Branding

A. Getting others to speak on your behalf

B. Sending communications via official channels

C. Paid communications

D. The overall communications plan

E. Studying people to learn what want what want; delivering it; evaluating success

F. Encouraging usage by explaining benefits

G. Establishing a link between a company and its font, logo, and colors

# How Did You Do?

The answers:

1 = E

2 = D

3 = F

4 = B

5 = A

6 = C

7 = G

5, 6, or 7 correct: Great!

3 or 4 correct: Not bad ...

1 or 2 correct: No worries;  
you're in the right place!

# Here's the Difference



**1 – E: Marketing** is taking steps to move goods from producers to consumers. It's determining what people want, delivering it, evaluating consumer satisfaction, and then periodically updating that whole process.

# Here's the Difference

**2 - D: Public Relations** is a planned, long-term communication program (via various media) that has a goal of convincing the public to have good will toward something.

**3 - F: Promotion** is furthering the growth or development of a product or service. It's not just aiming toward good will; it's encouraging people to use it by telling them how it would benefit them.



# Here's the Difference

**4 - B: Publicity** is sending a message via official channels such as news releases, newsletters, press conferences, social media, etc.

**5 - A: Advocacy** is getting people who have good opinions of your organization to speak to others on its behalf, to convince other people of its value.

# Here's the Difference

**6 - C: Advertising** is calling attention to something through paid announcements.

**7 - G: Branding** is establishing a strong link between a company and its logo/font/colors or name/phrase. Its aim is to make people associate the company with the graphics or words it uses. Branding helps build loyalty. (A brand touchpoint is a point of interaction between a brand and a customer, which gives the customer an impression of the brand.)

# Plus a Bonus Term

**Content Marketing** is showing off content without asking people to act on it. It's telling a story or sharing an experience to subtly encourage people to use the product or service.

- Sally needed a new job, but didn't know how to start looking.
- Sally went to the library to ask for books on finding jobs.
- The librarian showed Sally books, and also told her about the library's classes on writing resumes and filling in online job applications.
- A couple weeks later, Sally was called for 4 job interviews. Sally was happy and hopeful.

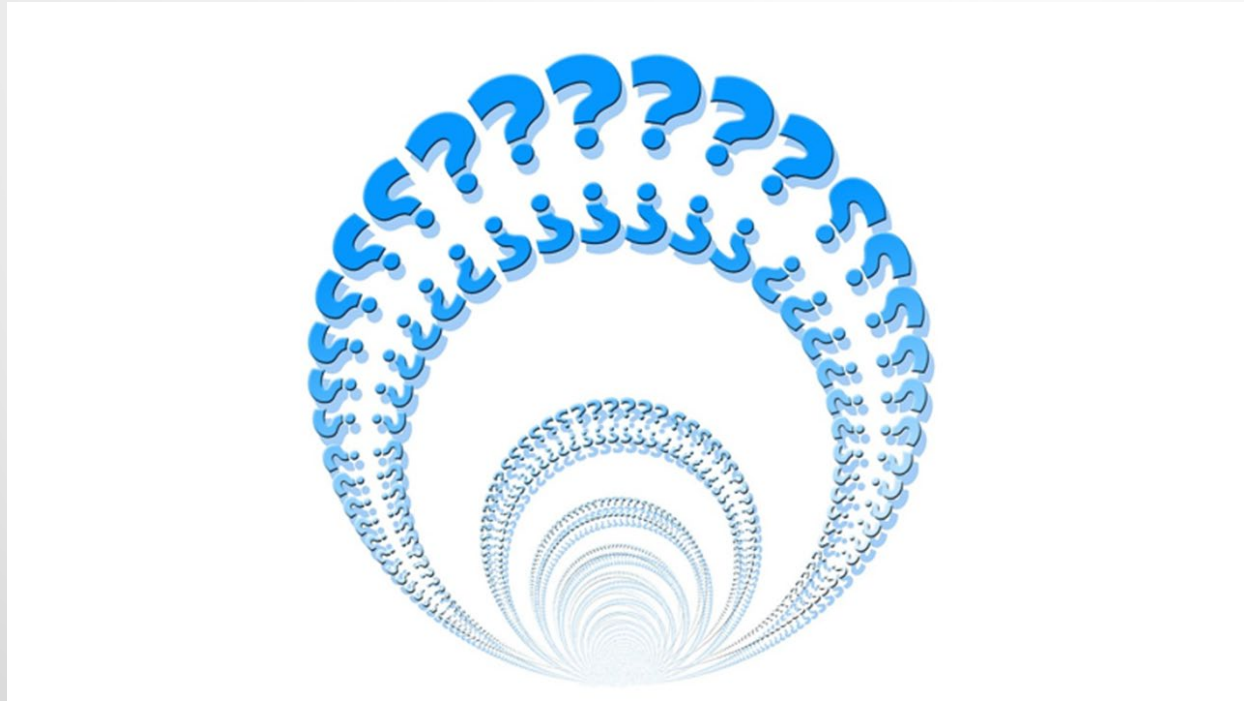
# The Four P's

- **Product:** The object or service you provide
- **Price:** A user's cost, which can be measured in time and trouble as well as dollars
- **Place:** Where you're providing the service, could be stationery or mobile
- **Promotion:** How you encourage others to use what you have for them

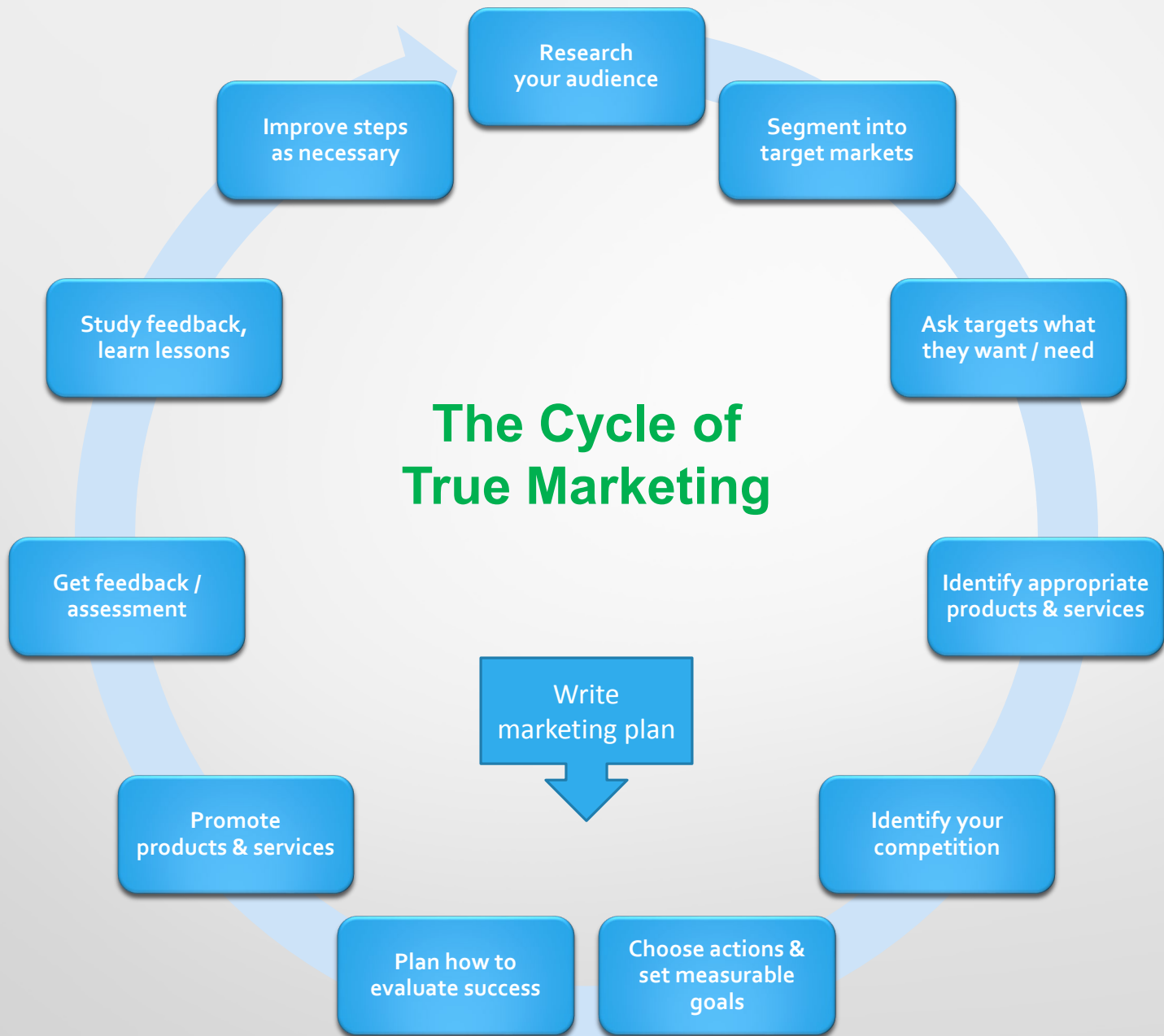
# SWOT Analysis



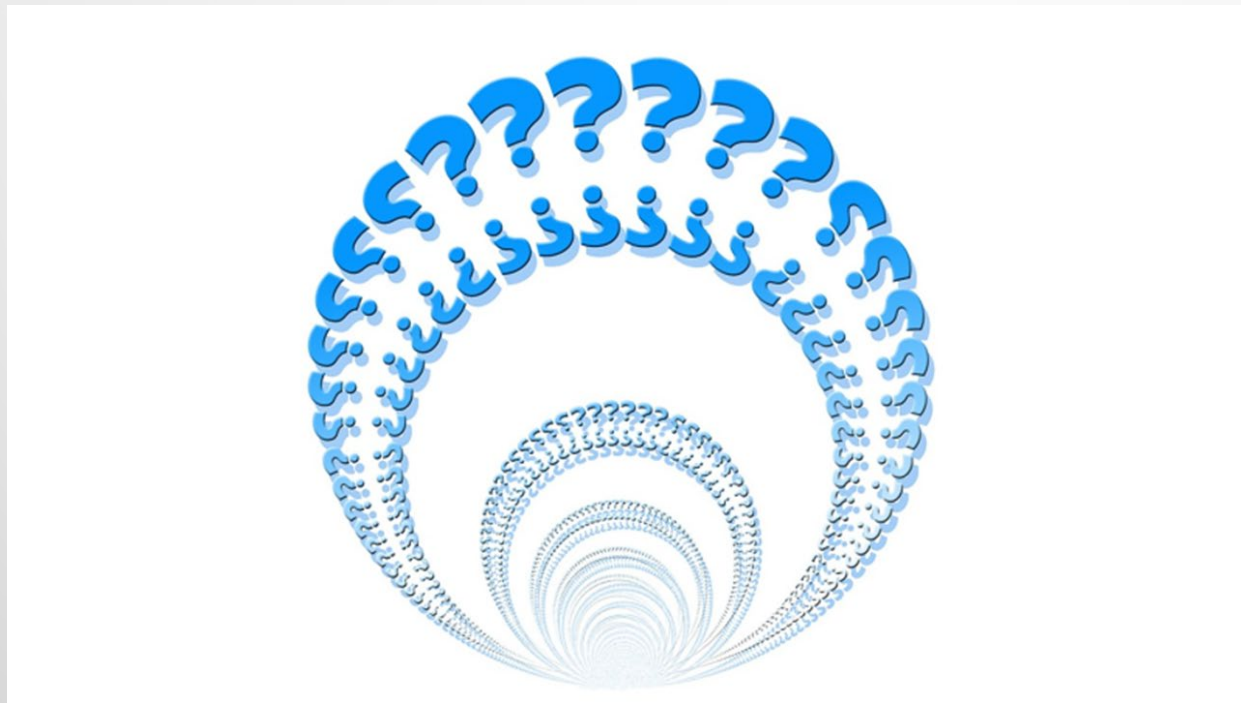
# Any Surprises So Far?



# The Cycle of True Marketing



# Questions on the Cycle?





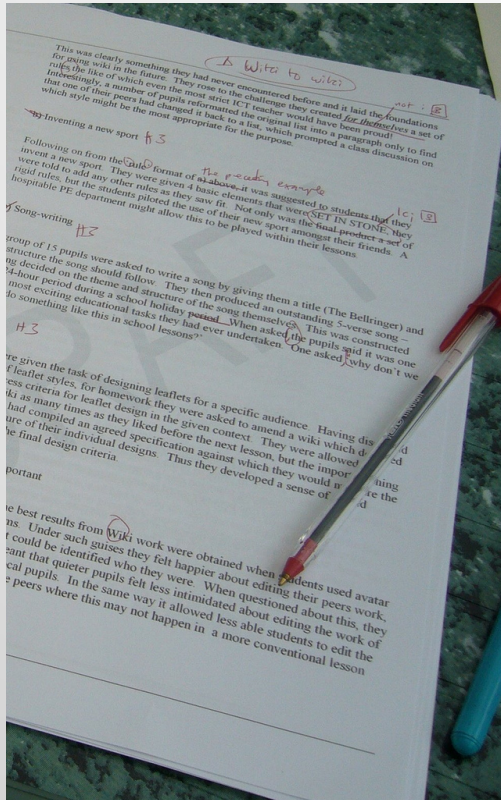
# Why People Don't Show Up

- The language, placement, or timing of your message is off.
- Your MarCom doesn't reach the targets.
- Your event is based on what *you want* to offer, or what you *think* people want, instead of what your population *actually wants*.
- The event is on a bad day / date / time that conflicts with other community events.

## 4 Common Mistakes

1. Thinking that you know what your customers want without asking them
2. Sending press releases and promoting programs, and calling it "marketing"
3. Not separating people into target markets and treating each group differently
4. Not evaluating the results of programs and campaigns to improve future efforts

# 2 Rules for Effective Marketing Communication



1. Match the message & medium to the target. (No lingo! Their language & space!)
2. Talk benefits, *not* products. (WIIFM)

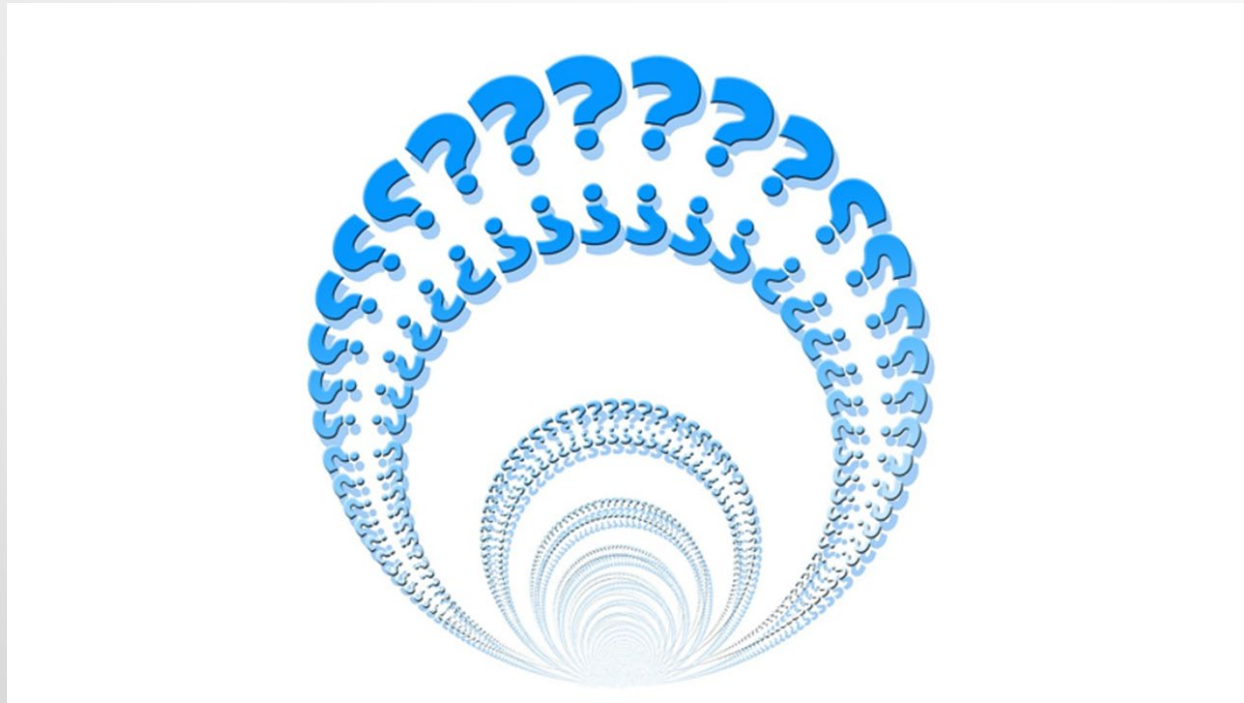
# Library Lingo Can Be Deadly

- Word and phrases that are commonplace to us don't make sense to others! (<http://escholarship.org/uc/item/3qq499w7>)
- Studies reveal some of the most commonly misunderstood terms:
  - Catalog
  - Database
  - Resource



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# Final Questions?



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