Marketing the Library

Using technology to increase visibility, impact and reader engagement

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Technology in context

- “Technology is stuff that doesn’t work yet”
- The wheel is one of the most important pieces of technology ever invented
- The book, built from the alphabet, is a masterpiece of technology
Technology in context

- “Get posts and letters and make friends with speed.”

- Web 2.0?

- No! Shakespeare, Henry IV Part 2
Technology in context

- “It’s when people stop thinking of something as a piece of technology that the thing starts to have the biggest impact.”

The Guardian, November 4th 2006
Technology in context

• “The ability to create comfortable, intimate, exciting, and rewarding life experiences for customers is the crucial organizational skill of our time.”

Jonathan Tisch
Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience.
Marketing for libraries

- Marketing matters for libraries
- It’s not enough just to be good anymore
- You have to tell people about it
- Make it meaningful to each individual
- Constantly adapt to changing needs
- And demonstrate value
Marketing is ...

- An organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders
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Marketing is ...

Advertising, Direct mail, PR, Sponsorship, Exhibitions, Pricing, Website, E-marketing

AWARENESS, PREFERENCE, SATISFACTION, LOYALTY, REPUTATION

Revenue, Price, Cost of sale, Share

Profit, Growth, Risk

Social value, Intrinsic value, Share price, Market value

Peter Fisk, Marketing Genius
Marketing is ...

Advertising
Direct mail
PR
Sponsorship
Exhibitions
Pricing
Website
E-marketing

Awareness
Preference
Satisfaction
Loyalty
Reputation

Revenue
Price
Cost of Sale
Share

Profit
Growth
Risk

Social value
Intrinsic value
Share price
Market value

Peter Fisk, Marketing Genius
The rise of digital marketing

Source: Dana VanDen Heuval and Google

16 April 2007
UKSG Annual Conference
Why digital will dominate

- It’s where our users are ...
Projected shifts in average daily volume of content 2004-2009

- Worldwide text messages (SMS): 1,850,000,000
- Worldwide e-mail: 40,288,000,000
- Worldwide e-mail minus spam: 22,000,000,000
- Worldwide e-mail with “payload”: 16,500,000,000
- Worldwide active blogs: 2,700,000
- Worldwide domestic letter-post: 1,141,000,000
- U.S. interlibrary loans – public & academic libraries: 51,000

OCLC: Information Format Trends: Content not Containers
Projected shifts in annual production volumes 2004-2009

OCLC: Information Format Trends: Content not Containers
Why digital will dominate

• It’s VERY, VERY good at some things...
Why digital will dominate

- It’s all about ME (personalisation)
- Any time any place (‘always on’ media)
- Pass it on (sharing/viral)
- Two-way communication (conversational)
- Fun and interactive (multimedia)
- Cheap
- Measurable
Emerging digital channels

A recent study of 1,000 online users:

- 100% use email
- 88% use text messaging and SMS
- 71% use message boards and forums
- 63% use blogs
- 36% use podcasting
- 28% subscribe to RSS feeds

Bluestreak report
Emerging Digital Channels: Consumer Adoption, Attitudes and Behaviour

16 April 2007
UKSG Annual Conference
Marketing the library

- How can technology be used effectively for marketing the library and its services?

4 opportunities ...
Marketing the library

• #1 Create a powerful digital brand
• #2 Make it personal
• #3 Go where your users go
• #4 Use the power of communities
#1 create a powerful digital brand
Choice and competition

Library users:

- are visiting the physical library less and less
- search online for information
- begin searches with a commercial search engine
- rarely using library websites
- expect free, quick and easy information
- associate libraries almost exclusively with books
Your brand challenge

- Macro: beyond books!
- Micro: digital visibility
Your brand challenge

The macro: creating a library brand

what’s your big idea?
Welcome to Ideastore.co.uk

Library Learning Information

Find out all you need to know about Idea Stores and the latest on libraries and learning in Tower Hamlets.

Idea Store Whitechapel

What's the big idea?
Idea Stores combine the best of traditional library and information services with first class lifelong learning opportunities in comfortable and friendly surroundings.

- Library - a wide range of stock including best-selling books, CDs and DVDs
- Learning - day, evening and weekend courses for a range of interests and abilities
Do you love libraries?

You do? Fantastic! Then you’ll already know how great they are for free books, reading groups, meeting authors and sound reading advice.

If you don’t use them yet, you’re missing out! Check out your local library and tell us what you think. Love libraries is a campaign to get everyone excited about what public libraries can do for readers and how we can make them better!

Over 12 weeks, three libraries have been dramatically transformed. See the results through this website.

Click here to download our guide to great libraries.

“"The local library service is the NHS for the imagination. And we should hang onto it for dear life.”"

Mark Haddon

If you work in libraries click here

Log on to the People’s Network

Love Libraries is a campaign to make English libraries even better. To explore a new vision of a 21st Century Reading Service we’ve transformed three libraries in 12 weeks.

Home
News
Press Releases
The Libraries
Young Librarians of the Future
Background and Research
Have Your Say
What They Say
Sign Up

Libraries are changing

It's not just the buildings that are changing. There’s a big new emphasis on making the library an interactive, community hub for reading.

See the results

Check out the transformation results of the three completed libraries.

Guide to great libraries

Read our guide to getting the most from your local library

Want to find out more about the Love Libraries campaign? Email us!
Public Information Office

- PIO's Mission
- Campaign for America's Libraries
  - About @ your library
  - What's New
  - Campaign for the World's Libraries
  - Academic and Research Library Campaign
  - Public Library Campaign
  - ALSC Kids! Campaign
  - School Library Campaign
  - PR Tools & Resources
  - Contact Us
  - Download Logos
  - Sponsorship Programs
  - Participating Libraries

Small businesses start @ your library
One of your library users could be featured in Woman's Day magazine

New tools for National Library Week

The Campaign for America's Libraries would like to thank ALA's Library Champions, ALA's highest level of corporate members, who support public awareness and advocacy for America's libraries. To learn more, please contact the ALA Development Office at 1-800-545-2433 or via e-mail at development@ala.org.
Welcome to the Digilab website

The Library and Learning Resources Centre, in partnership with Learning and Teaching Solutions, are developing a creative space in the library at the Open University, Milton Keynes to inspire and support innovation in the development of pedagogically effective learning materials.

Digilab is a showcase for tools, technologies and resources illustrating how today’s technology can nurture tomorrow’s learners. Visitors’ guides explain how engaging interactive materials achieve successful learning outcomes. Exploration of Digilab will spark the creativity of the multi-disciplinary teams who develop our learning materials.

Please note that the digilab is located on the ground floor of OU Library.

Contact us
Your brand challenge

The micro: digital visibility

- Badge library content at a deep level
- Use third-party branding tools
- Create an engaging online experience
#2 make it personal
Personalisation

• “Everybody sitting at a computer screen, increasingly, wants everything to be all about them. This is our first glimpse of what people who grow up with the net will want from the net.”

   John Lancaster, The Observer Magazine
Segmentation

Slice up your pie

- Students, faculty, library staff, media
- Learner, teacher, researcher, author
- Funder, influencer, advocate
- Interests, usage
- Attitudes to library
E-CRM and pinpoint marketing

Right message, right time, right place

- Using website for customer development
- E-mail marketing
- Data mining
- Mass customisation
- Online customer service
- Part of managing a multi-channel customer experience
Multi-channel CRM for Higher Education

Talisma Solutions

- Multi-channel CRM for Higher Education
- Strategic Enrollment Management
- Student Services
- Advancement

Talisma Multi-channel Constituent Relationship Management (CRM) for Higher Education helps universities deliver extraordinary service to constituents and build personalized, life-long relationships.

- Recruit and retain the right students
- Maximize student value throughout the student lifecycle
- Optimize constituent interactions to drive actions
- Increase advancement activity and donor contributions
- Decrease communication expenses

Designed specifically for higher education institutions, Talisma Multi-channel CRM streamlines and automates recruiting, student service and support, improves outbound communication, and enhances alumni support efforts. It includes three powerful, integrated solutions:

- Strategic Enrollment Management CRM
- Student Services CRM
- Talisma Advancement CRM

Talisma solutions automatically record and manage email, phone, chat, Web, postal mail, events, and in-person interactions and thread them into a single contact record, building a true 360-degree view of each constituent.

Departmental Uses for Talisma Multi-channel CRM for Higher Education

- IT Helpdesk
- Human Resources
- Campus Housing
- Financial Aid
- Outreach
- Distance Learning
- Athletics
- Library

News

Duke University’s Fuqua School of Business Selects Talisma Multi-channel CRM for Higher Education

Risk Education Selects Talisma to Grow Online Professional Education

Learn More

> Request a Demo
> Submit an RFP
> Download White Papers
> Free Inquiry Evaluation

Webinars/Events

A University Business Event: Personalizing Student Relationships to Drive Enrollment Growth

CASE - District IV
Dallas, Texas
Booth #10
Mar 21 - Apr 3, 2007
Student OU Life Screensaver

Home

Why a screensaver?

Downloading

Troubleshooting and FAQs

Competitions

The OU Life Screensaver ... the effortless way to keep up-to-date with the OU

Please note: If you are an OU member of staff and have come to this page you need to visit the staff pages

The OU Life Screensaver is a unique information service that allows you to keep up-to-date with all the OU has to offer, without having to lift a finger.

For information on the new Screensaver software, please click here

Once you install the screensaver it will automatically update, bringing you all the latest OU news about events from Walton Hall and the regions, new courses, services, projects and TV programmes - straight to your computer screen.

The screensaver operates like a slide carousel, showing each slide for 15 seconds, and is a lively mix of news and information, as well as a small number of adverts, which finance the service.

To install the OU Life Screensaver, please click on the left-hand Downloading section.
#3 go where your users go
Go where your users go: 1999
Go where your users go: 2007
Go where your users go

- Approach with caution!
- Make communication convenient not compulsory
- Respect people’s privacy and social space

- But if you have something good, useful and relevant to share - then try it
Go where your users go

- Mobile
- Online community networks
Going mobile

- More of the web ‘off of the web’
- 100 million ad messages every month
- 2 billion mobile users worldwide
- 79% of consumers accept mobile ads
ITV, the leading UK commercial broadcaster, is launching a service for viewers to receive mobile coupons for products shown in TV ads

- announced in The Guardian, January 2007
Passionfruit
One of the most popular of some fruits, this plant is also noted for its beautiful flowers. Each blossom

Realia tagged with 2D Barcode:
this is better than RFID, as barcodes can be created and printed for free and without any technical knowledge or special equipment.

Learner snaps barcode - phone recognises and translates it to a URL, but could be any content:
up to 4,700 characters can be contained in a QR Code.

Link goes to a del.icio.us page with learning links:
might include Wikipedia, images, media and interactions.

Learner accesses a resource: here, a movie of the fruit developing from a flower. Can be saved into
Personal Learning Environment by learner for later reference.
What is an omni

Stay Connected With The Omni
The Omni is your personal everywhere digital assistant that watches out for you as you move around town or through public places. It’s a simple wireless device that you carry in your pocket, purse, backpack, or on your key ring. The Omni constantly seeks exclusive offers, great shopping discounts, and sporting events. Whats more, Omni hooks you up with friends and family who carry Omni’s within your vicinity.

As you carry your Omni and pass within 35 feet of an OmniZone, you will be greeted by and audio message from overhead speakers with an exclusive offer from a store that you frequent. Omni always gives your option: You can also choose to mute the sidewalk audio messages and instead have the offers appear as text message on your wireless device. They’re real offers timed right where your at. How cool is that?

• The Omni Works for you 24- Hours a day, 7 Days a week and is always lookin out for...
Marketing the library

Mobile and wireless .. today

- Notify students of overdue books
- Audio tours of the library
- Library events are notified by text message
- ‘Tip of the day’ service, run polls, coupons for library promotional freebie, University ring tone and wallpaper!
Marketing the library

Case study: Duke University

- Apple i-pods provided to over 1600 students
- Orientation information
- Academic schedules
- Duke Fight song!
- Lectures, audio books and class-related content ...

See a webcast of the Duke Digital Initiative at:
http://www.duke.edu/ddi/about/web_cast.html
Online community networks

• “We often think about social networking as the next generation of email. Email provides a single channel of communication. Social networking provides a community.”

Michael Birch, Bebo
Online community networks

Social networks
- MySpace
- YouTube
- Facebook
- Flickr

Virtual worlds
- Google Earth
- Microsoft Virtual World
- Second Life
- Branded worlds: Coke Studios, Motorola’s Mokiworld
Online community networks

- “I found out all my students were looking at material in the VLE but going straight to Facebook to use the discussion tools and discuss the material and the lectures. I thought I might as well join them and ask them questions in their preferred space.”

What is Web 2.0? Ideas, technologies and implications for education.
Paul Anderson. A JISC report
Online community networks

Marketing through networks

- Has been very successful for marketing music, film and TV
- ‘Viral videos’ have also had some success
- Requires tremendous subtly of touch
- Only works if it’s done in the spirit of the community
Welcome to the King’s Court.  
The virtual home of the Burger King.

Meet the King. A man of few words. Ummmm, okay - make that no words. But his silence, it speaks volumes. And it always says the same thing. “I want you to have it your way.” So once again, he's making that possible. He's giving away free episodes of the Fox shows “24”, “Pinks”, and “First Hand.” Pretty generous, for sure. But hey, that’s just how the royal dude rolls. And in typical King fashion, he’s giving you plenty of other stuff to check out too. Oh and if you’d like to be the King’s friend, he’s totally down with that. Just ask. But please - don’t expect a lot of conversation.

Add to Friends | Add to Group | Add to Favorites | Forward to Friends
Online community networks

- Dove viral video campaign on YouTube
  - Dove ‘campaign for real beauty’
  - 1.7 million viewers
  - More successful than Super Bowl advertising
  - Got broadcast for free by mainstream media
Marketing the library

- Plagiarism ‘viral video’ campaign on YouTube?
Looking for a challenge?

Check out YouTube Contests!

What's Happening @ Your Library - March 2007

Thursday March 8th @ 7:00 p.m.
Upstairs Meeting Room

Added: February 28, 2007
From: circulating
Lunch @ your Library
with Professor An... (more)
Category: People & Blogs
Tags: McCracken, Library, librarian, books (more)
URL: http://www.youtube.com/watch?v=OdsyBmQvz
Embed:

Showing 1-20 of about 14,300

THE ADVENTURES OF Super Librarian
00:36
From: circulating
Views: 34902

What's Happening @ your Library - December 2006
03:51
From: circulating
Views: 329

Tasty Choices @ Your Library
00:31
From: circulating
Views: 24276
March of the Librarians

Added: February 07, 2007
From: nnicek

Didn't you wonder where your librarians... (more)

Category: People & Blogs

Tags: march librarians aia convention (more)

URL: http://www.youtube.com/watch?v=Td92210N0E

Embed: <object width="425" height="350" controls="true">

Views: 106,745 | Comments: 39 | Favorited: 383 times
Toto, I don't believe we're in Kansas anymore!

Visiting the virtual branch of the State Library of Kansas in Second Life.
Marketing the library

Cybrary City

- November 2006 - Talis and the Alliance Library System announce debut of Cybracity in Second Life
- 1.3 million inhabitants of a vast digital continent
- Space for libraries to showcase digital resources
Online community networks

Should you try it?

- Are your users there?
- Do you have something to offer the community?
- Does it help you meet a marketing objective?
- Don’t add to the clutter - it’s not about posting and spamming
- May become more important in the future - part of blending the library service into the community
#4 the power of communities
Community marketing
Community marketing
Community marketing

Case study: GoogleMail

- Google didn’t spend any money on marketing
- Created scarcity: gave to ‘power users’
- Demand created by limited supply
- Gmail account become aspirational
- People started bidding on ebay …
- And a free email account was hardly a novelty!
Community marketing

Best approach to this?

- Provide a great service
- Provide the tools to help spread the word
- Create and support user groups
- Support communication within groups
- Be a participant not just an observer
Log in to inCircle
To login, use your Stanford Alumni online account username and password

Username: [blank]
Password: [blank]
I forgot my password!

Remember my username

Login »

What is in inCircle?
inCircle gives Stanford alumni the ability to connect with friends and friends-of-friends based on shared interests, common acquaintances, professions, location, etc.

Don't have an account? » Register for the website

Build your Stanford Connections

Are you trying to find an "in" at a Venture Capital firm? Here's how inCircle can help.

Are you curious to see how you might know a notable Stanford alum? Here's how inCircle can help.

Are you single and want to meet other Stanford singles? Here's how inCircle can help.

Are you interested in networking with other Stanford professionals in your area? Here's how inCircle can help.

Are you interested in seeing how you connect to others in the Stanford community? Here's how inCircle can help.

Are you a first time mom wanting to create a mom's network in your area? Here's how inCircle can help.
Marketing the library

10 things to do now

# 1 Manage your brand
# 2 Create an engaging website
# 3 Segment your customers
# 4 Tailor communications to key groups
# 5 Review costs/benefits of a CRM system
Marketing the library

10 things to do now

# 6 Start a library blog
# 7 Plan for mobiles
# 8 Post a short video to YouTube
# 9 Post a podcast to Podcast Alley
# 10 Pay a visit to Cybrary City in Second Life
And finally ...

- Good marketing isn’t trying to sell stuff to people that they don’t want
- Good marketing is giving people the information they need to make informed choices
- Doesn’t this go to the very heart of librarianship?
Thank you

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