



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

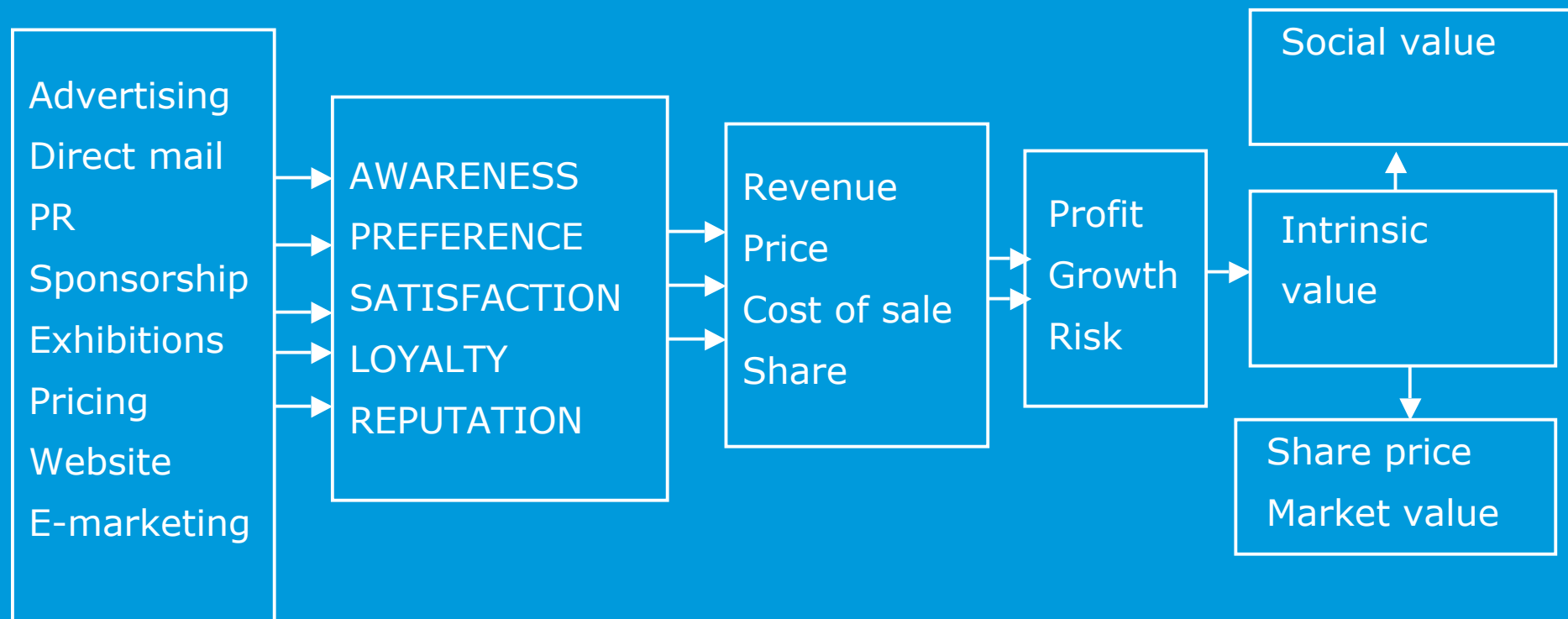
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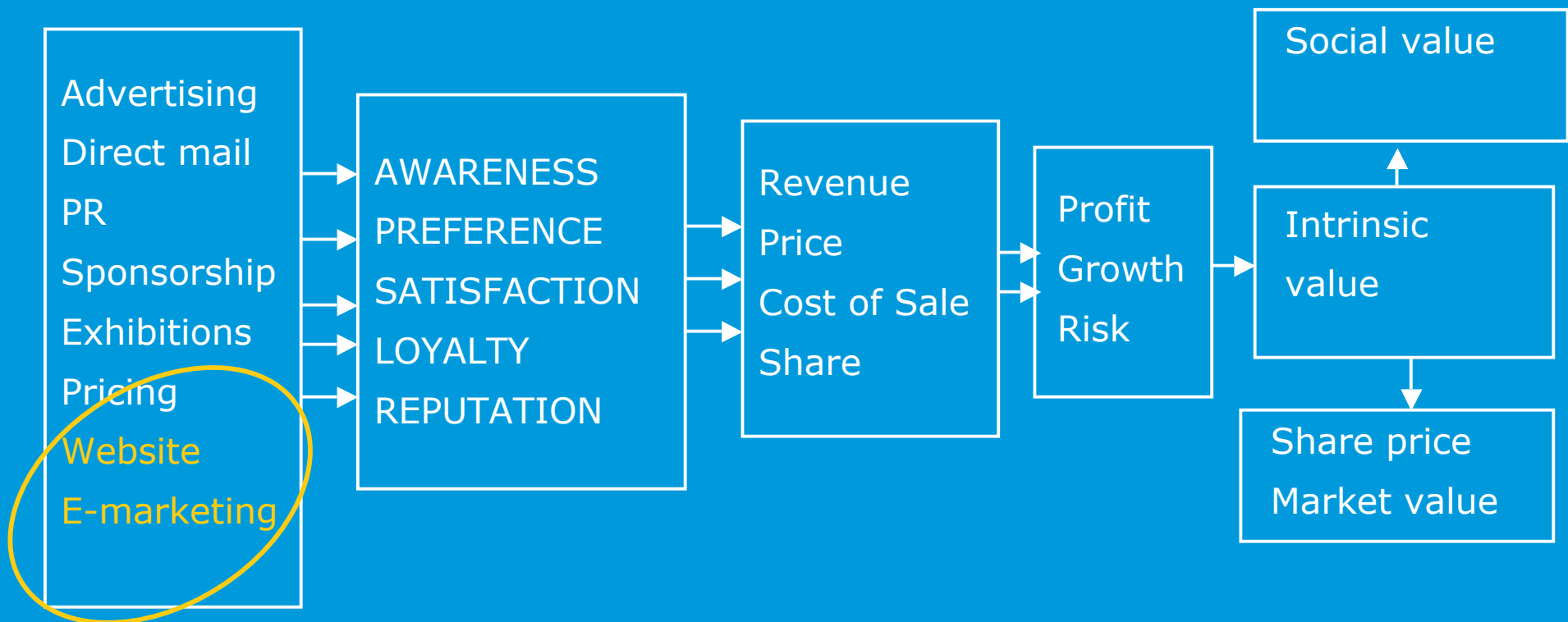
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Marketing is ...



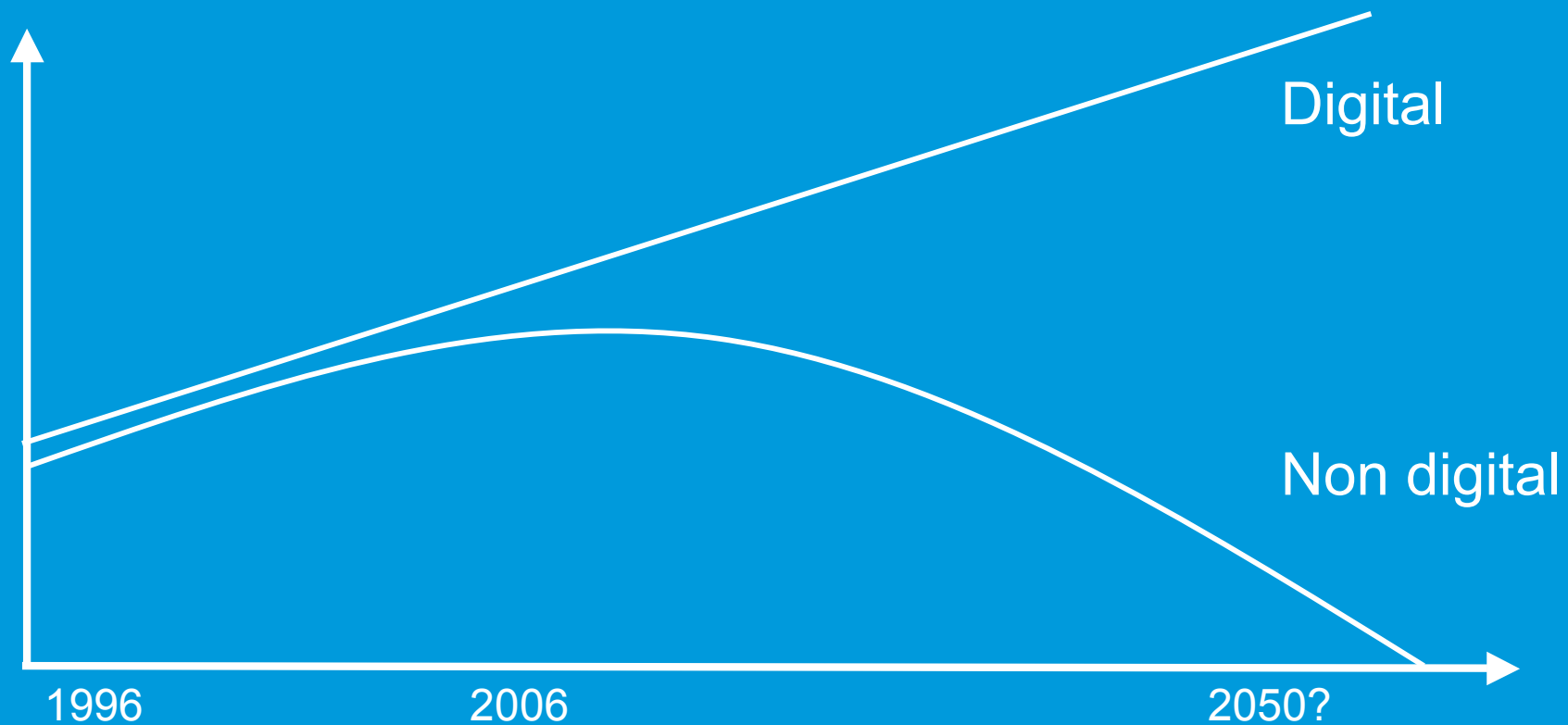
Peter Fisk, Marketing Genius

Marketing is ...



Peter Fisk, Marketing Genius

The rise of digital marketing



Source: Dana VanDen Heuval and Google

16 April 2007

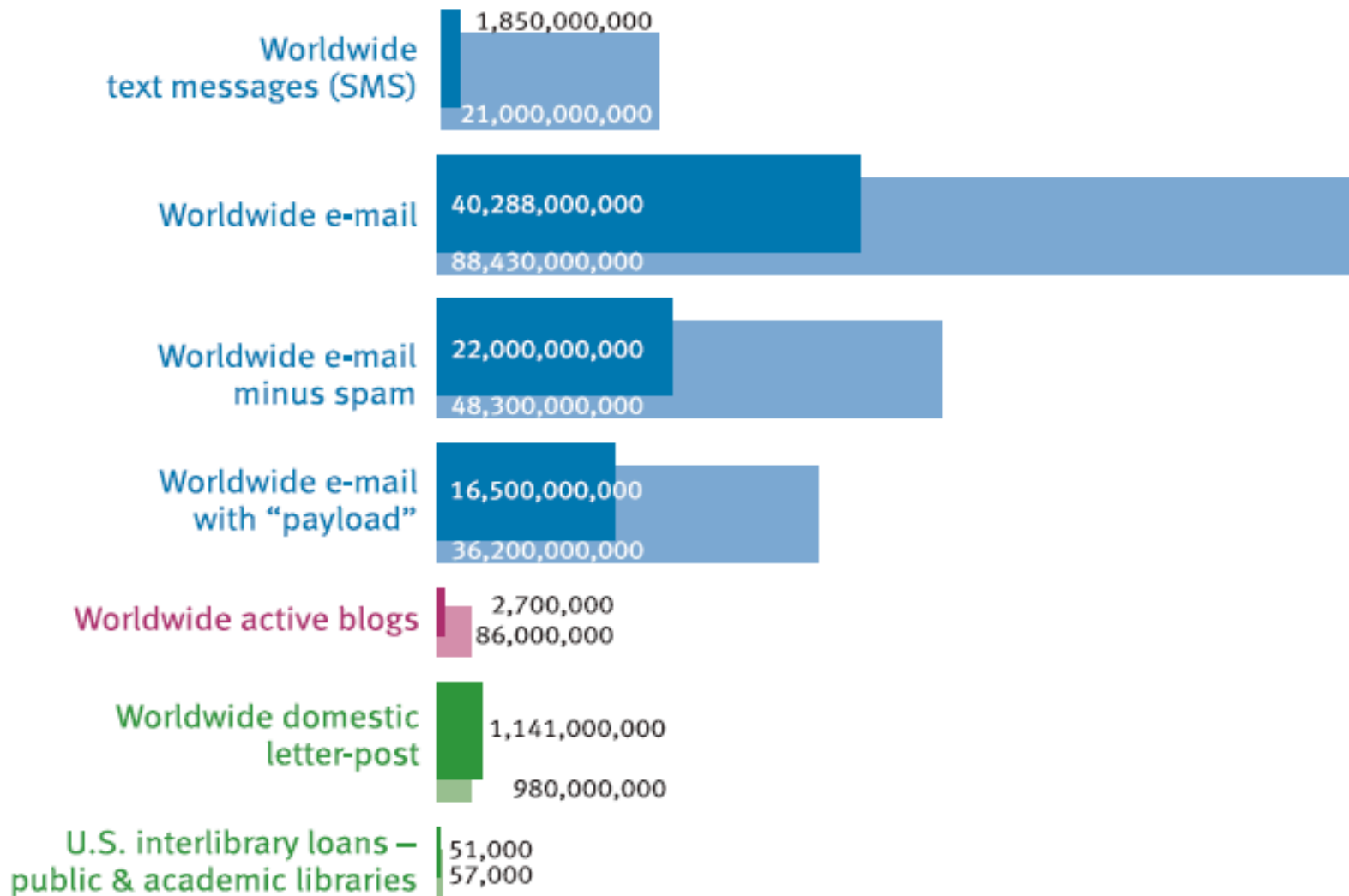
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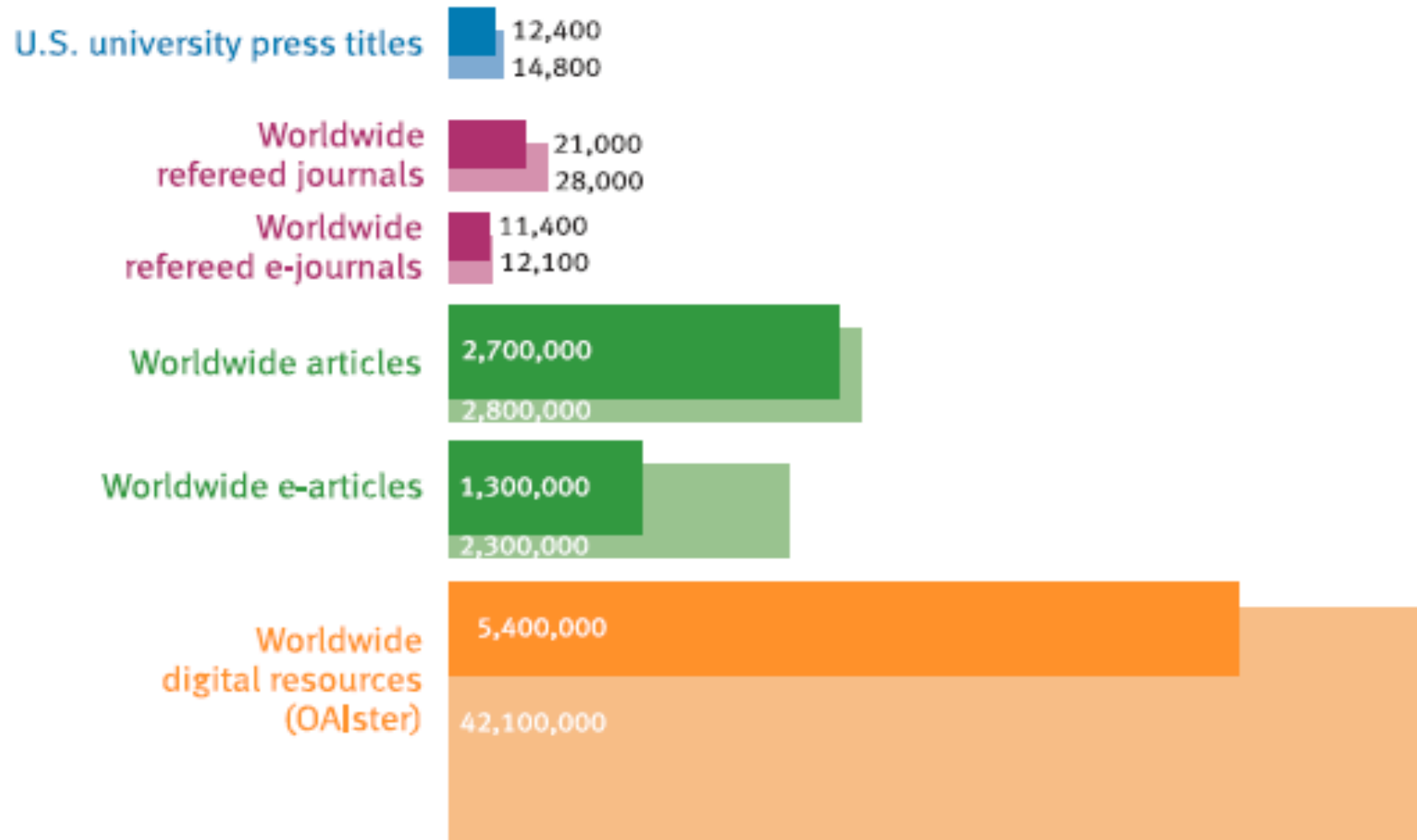
Why digital will dominate

- It's where our users are ...

Projected shifts in average daily volume of content 2004-2009



Projected shifts in annual production volumes 2004-2009



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

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

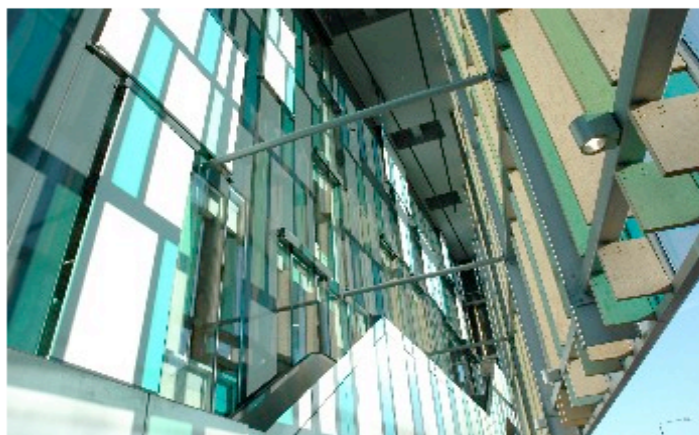
what's your big idea?

Welcome to Ideastore.co.uk

idea

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

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Idea Stores combine the best of traditional library and information services with first class lifelong learning opportunities in comfortable and friendly surroundings.

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11th April 2007

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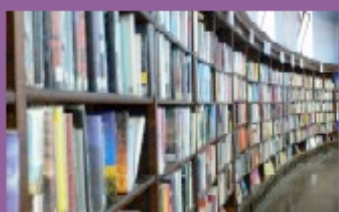
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This spring learn something new

Check out the April - June
Course Update

Have You Seen?
Free e-books





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.

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.

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- **Sign Up**

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

Mark Haddon

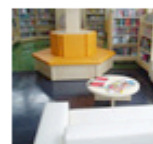
If you work in libraries click here

Log on to the **People's Network**



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** |

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APRIL 15-21, 2007

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Vision for the future

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Digilab and OU Events

[IET Technology coffee morning: 'Music sites ? last.fm, Pandora, etc.', Patrina Law](#)
[IET Technology coffee morning: 'Geocaching/ GPS', Patrick McAndrew](#)
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Latest blog entries

[Digilab - bringing award winning search engine](#)
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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.

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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



Chat Now



Request Call



Send Email

SEARCH | LOG IN

Multi-channel CRM for Higher Education

Talisma Solutions

Multi-channel CRM for Higher Education

- Strategic Enrollment Management
- Student Services
- Advancement



"A growing number of higher education institutions are adopting leading-edge CRM technology as a critical tool for initiating and maintaining long-term relationships."

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

Bisk Education Selects Talisma to Grow Online Professional Education

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

CASE – District IV
Dallas, Texas
Booth #10
Mar 31 – Apr 3, 2007

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Student OU Life Screensaver Home

Home

[Why a screensaver?](#)[Downloading](#)[Troubleshooting and FAQs](#)[Competitions](#)

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

[top ^](#)

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.

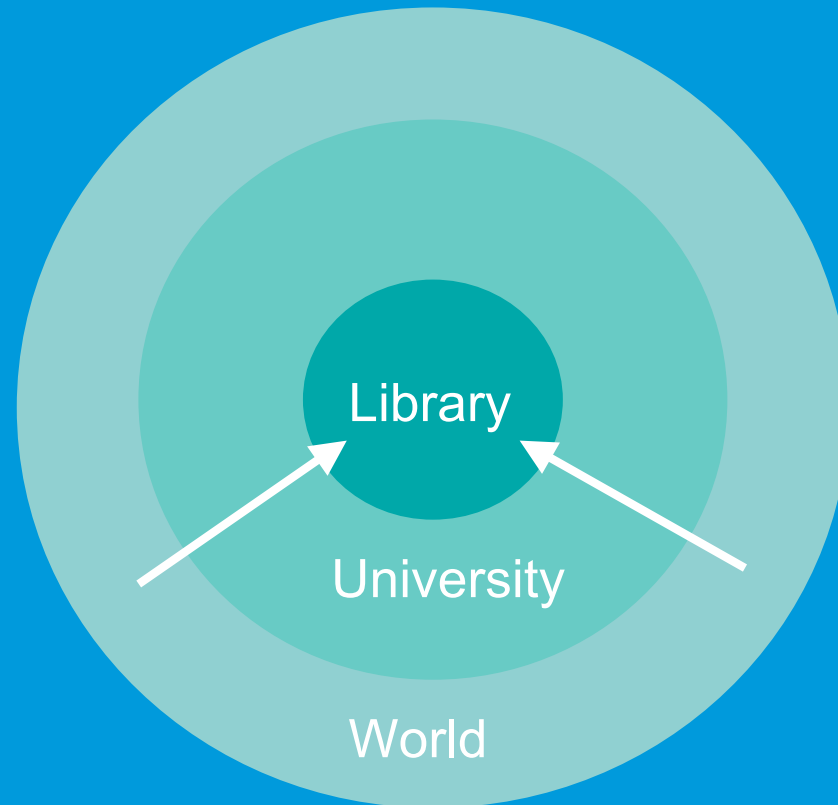
To install the OU Life Screensaver, please click on the left-hand Downloading section.

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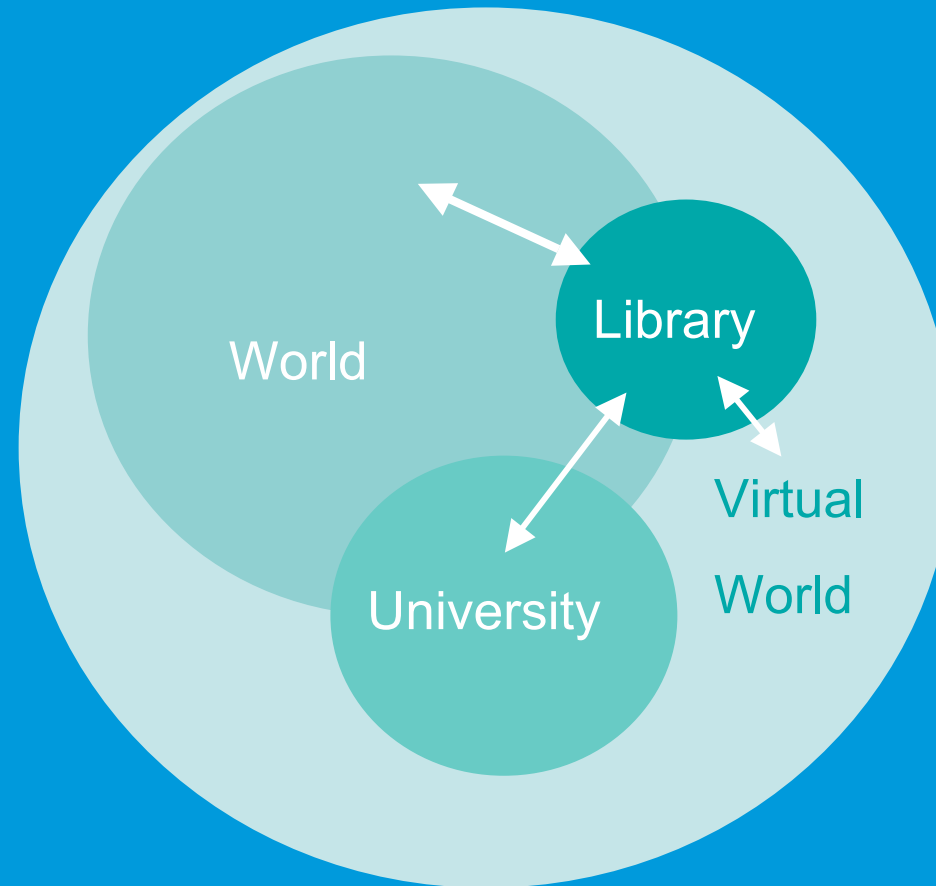
**#3 go where your
users go**



Go where your users go: 1999



Go where your users go: 2007



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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





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

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



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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 subtlety of touch
- Only works if it's done in the spirit of the community



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Labour Party videos online



theuklabourparty

Style: Video

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Last Login: 13 hours ago

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GURU

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Country: **United Kingdom**

Website: <http://www.labour.org.uk>



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<http://www.youtube.com/labourvision>



Tony Blair welcomes you to Labour's YouTube channel!

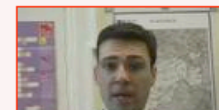
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Welcome to the King's Court.

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.

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Gifts From The King

Free episodes of The King's favorite shows from Fox, **24** and more.

You can **HAVE IT YOUR WAY®**. Choose an episode and either stream it here **free** or download it to your computer **free**.

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**AMERICAN
DAD!**



24

Free Download

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?



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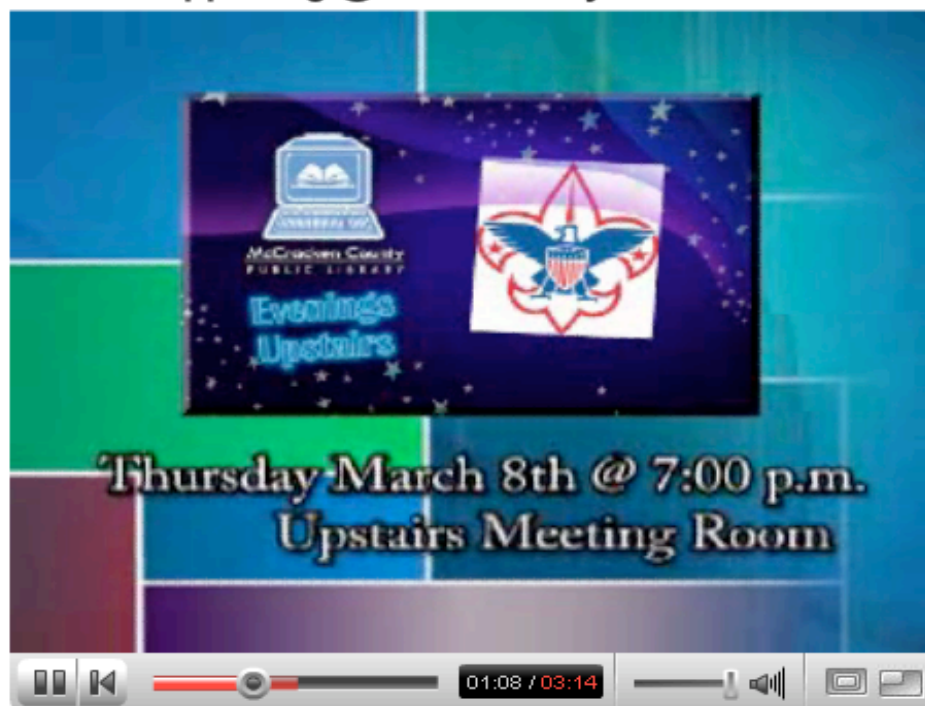
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What's Happening @ Your Library - March 2007



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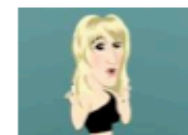
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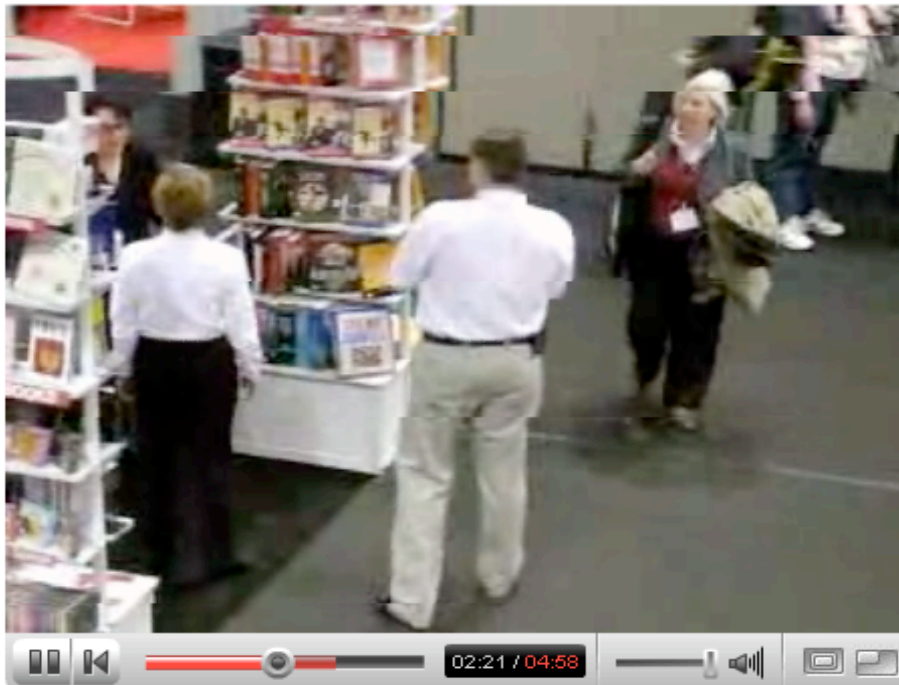


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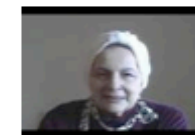
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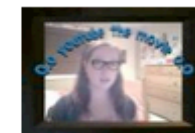
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From: [jmiche](#)
Views: 100



[Wes Burdine and the Librarians "Dirt" live](#)

02:56

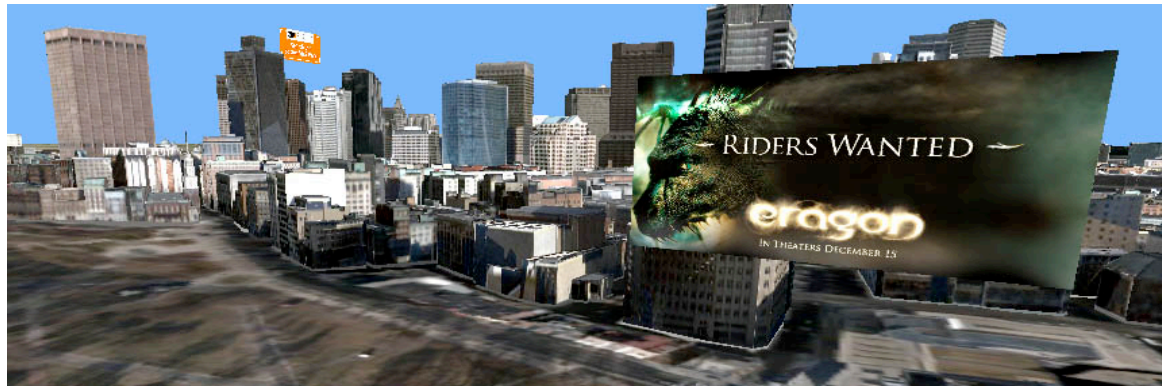
From: [donosborn](#)
Views: 646



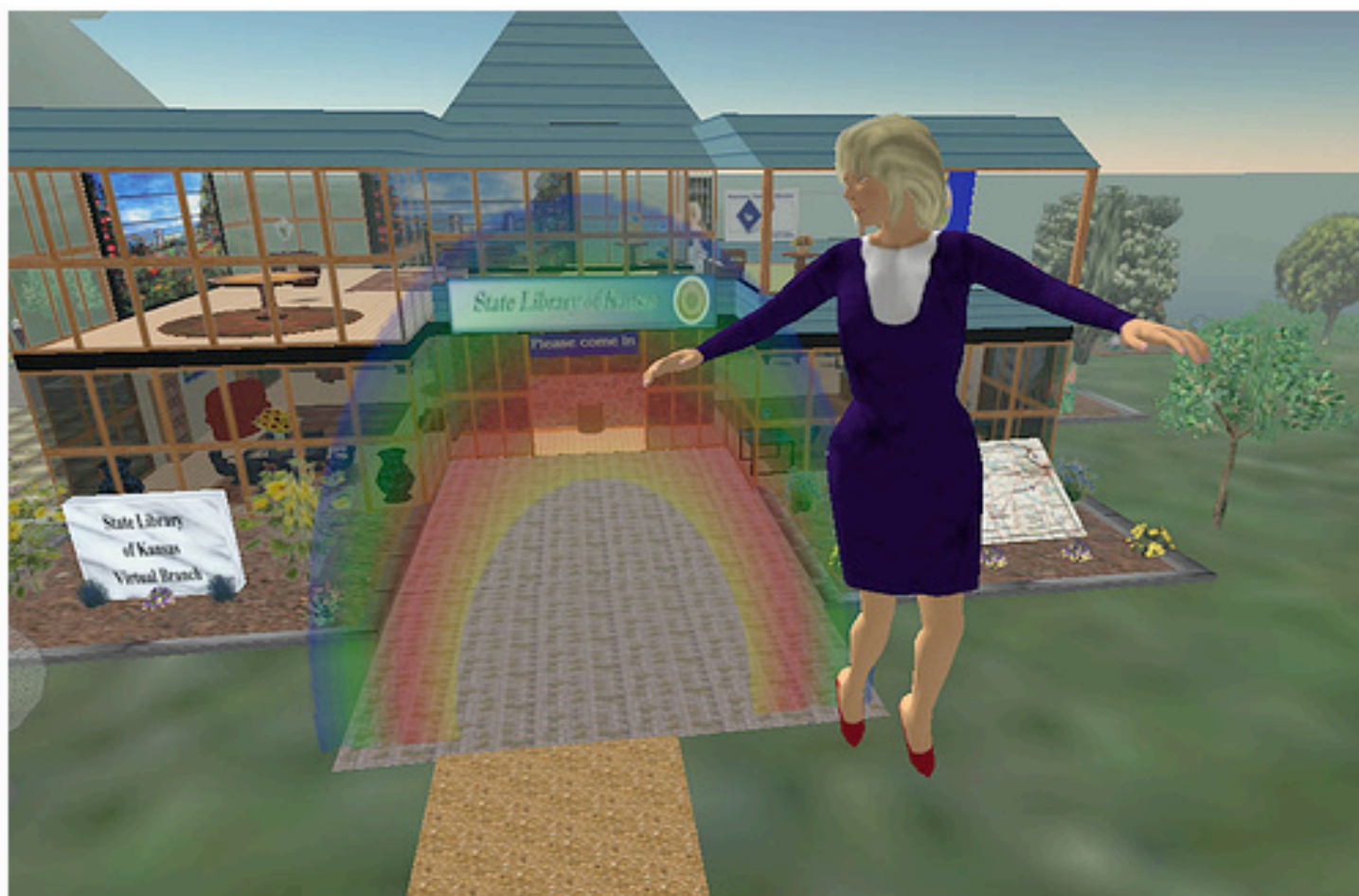
[Librarians of Second Life: Part 1](#)

04:50

From: [HVXSilverstar](#)
Views: 202



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

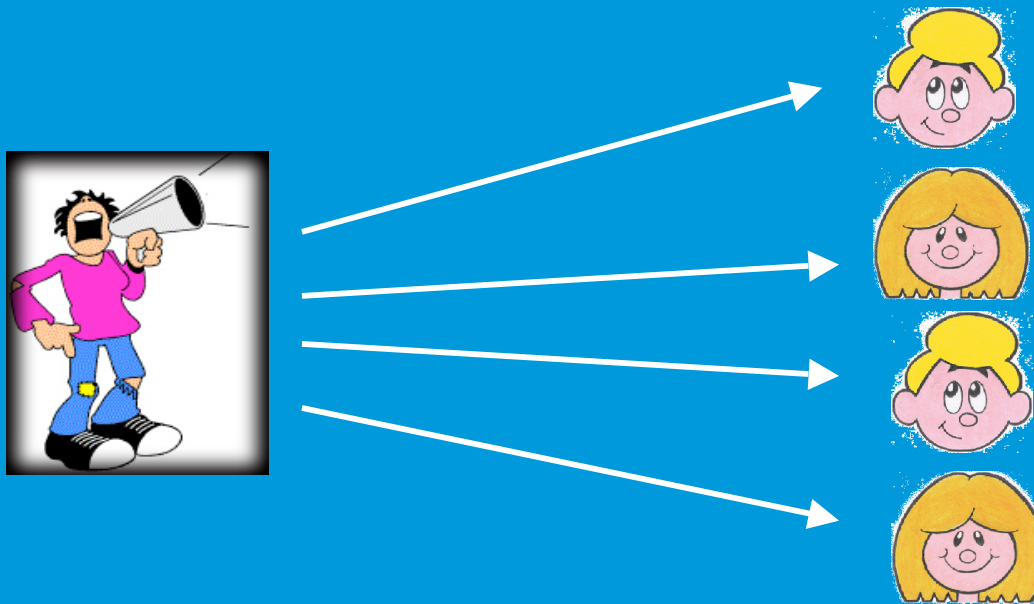
Should you try it?

- 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

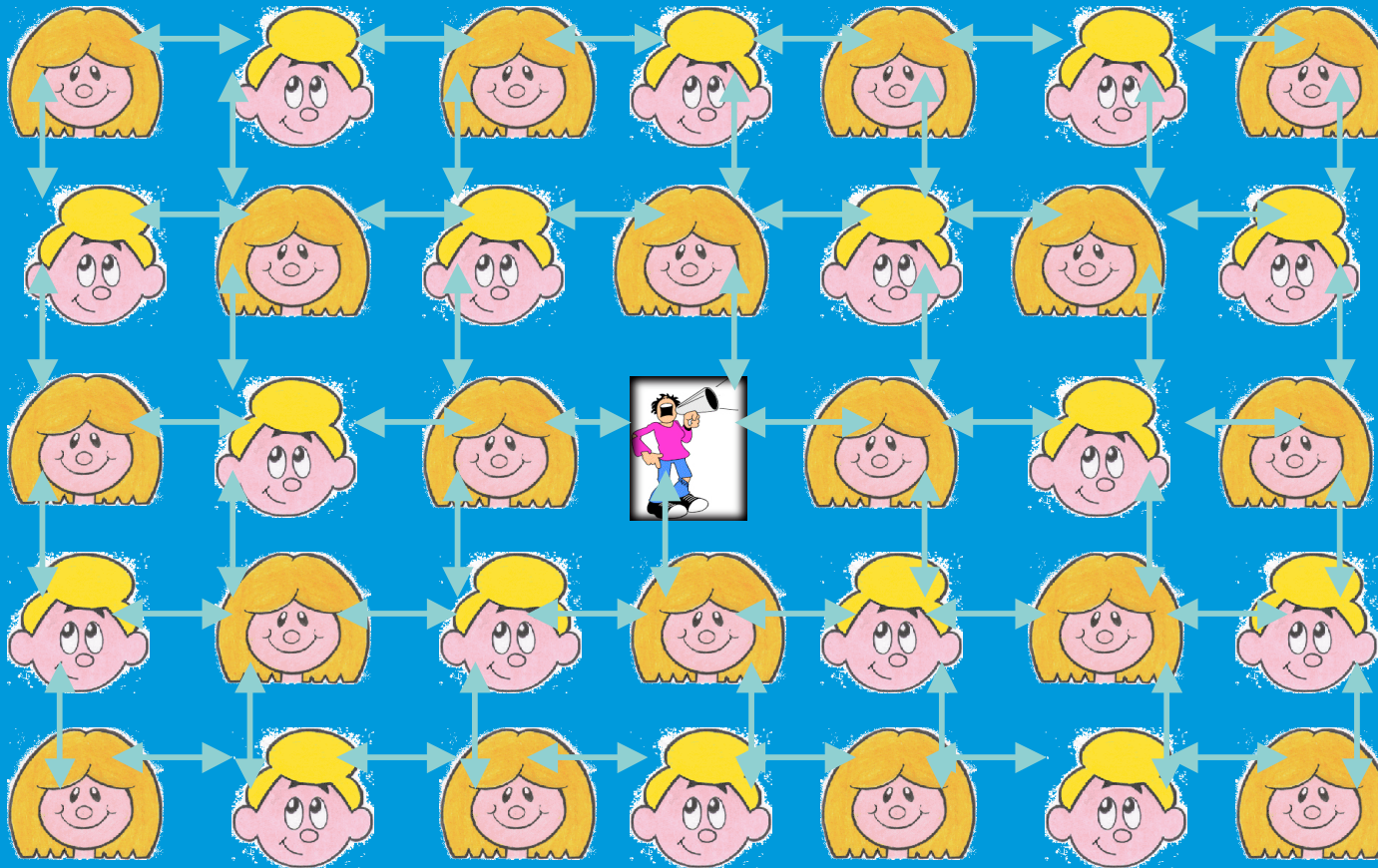
A photograph of four young women lying on their backs on a thick layer of dry, brown autumn leaves. They are all smiling and laughing, looking towards the camera. The woman on the left is wearing an orange shirt and a red and white plaid shirt. The woman in the top center is wearing a blue and yellow patterned headband. The woman on the right is wearing a red shirt. The woman in the bottom center is wearing a brown shirt and a colorful headband. The text "#4 the power of communities" is overlaid in the center of the image.

#4 the power of communities

Community marketing



Community marketing



16 April 2007

UKSG Annual Conference

tbi

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

Group: Game Maker - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

[←](#) [→](#) [↺](#) [✕](#) [🏠](#) <http://www.groups.edna.edu.au/course/view.php?id=81&edit=off> [Go](#) [🔍](#)


EdNA Groups
Game Maker

You are logged in as [Roland Gesthuizen](#) ([Logout](#))

[EdNA Groups](#) » [Game Maker](#)
[Turn editing on](#)

People

- [Participants](#)
- [Sub-Groups](#)
- [Edit profile](#)

Menu

- [Chats](#)
- [Choices](#)
- [Forums](#)
- [Glossaries](#)
- [Resources](#)
- [Wikis](#)

Online Users

(last 10 minutes)

- [Roland Gesthuizen](#)

Administration

- [Turn editing on](#)
- [Settings...](#)
- [Owners...](#)
- [Members...](#)
- [Backun...](#)

Sections

Welcome

Are you a teacher interested in teaching computer game design without wasting heaps of time learning programming code? Your students can now have fun creating professional looking games with some easy to use tools.



- [News forum](#)
- [Digital Games Chat](#)
- [Open Social Forum](#)

1 Background Survey

Please give us some background information about you. This will help us to understand something about the users that register and visit this group.



- [Where are you from?](#)
- [What is your role?](#)

2 Get started

Calendar

<< [April 2005](#) >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

[Global events](#)
[Group events](#)
[Sub-Group events](#)
[User events](#)

Upcoming Events

- [Game Maker for Beginners](#)
[Monday, 18 April](#) (04:30 PM -> 07:30 PM)
[Go to calendar...](#)
[New Event...](#)

Latest News Posts

[Add a new topic...](#)

- 8 Apr, 18:13 - Roland Gesthuizen
Gaps in thinking about games
[more...](#)
- 7 Apr, 12:59 - Roland Gesthuizen
Games in learning exist-there...

Done



STANFORD ALUMNI



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[Find an alum](#)

Alumni Center

Career Network

Clubs

Discussion groups

Diversity

Events

For students

inCircle

Lifelong learning

Membership

Products

Reunions

Sierra Camp & Chalet

Stanford links

Stanford magazine

Travel/Study

Volunteering

[« Back to alumni home](#)

inCircle

Log in to inCircle

To login, use your Stanford Alumni online account username and password

Username:

Password:

[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?

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Thank you

Melinda Kenneway

TBI Communications

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