Marketing and promotion for school libraries – Sue McKerracher – 25 August, 2018

Definition
- **Marketing** is making core services more attractive through product improvement and increased awareness
- **Advocacy** is a means of gaining support for the library (PR)
- **Promotion** is a means of increasing use of services (advertising)
- **Selling** is the act of convincing someone to use the product because of its features and benefits (the pointy end of marketing)

Why it matters
Marketing matters when you are in a competitive environment.
- You don't need to market tap water – it is an essential service used by everyone.
- You do need to market different brands of mineral water, because people have a choice.

Activity and response
There is what you do – reading, book borrowing, digital literacy, information literacy, etc – and there is the emotional response people have to the product (library) and service (activities). Marketing is about making what you do more appealing, and about managing people's emotional response in a positive way.
Marketing is:
- Closing the gap between the library and the user:
  - Awareness – do they know where it is and what it can offer?
  - Product – is the collection current, attractive, in stock?
  - Availability – is the library open at the right times?
  - Service – do students like the staff?
- Are there other barriers to use?
- What is your users' perspective?

Getting the product right
It's tempting to look at products and services through your own lens, but marketing is looking at them from the users' perspective.
- What motivates students?
  - Immediate satisfaction
  - Fun
  - Easy, convenient
  - It's useful
  - Their friends do it
  - FOMO
- Teachers – time poor
- Parents – trying to do the right thing
What are the barriers to use?
- Students – what other people think
- Teachers – it's hard work
- Parents – their own experience
The best way to find out what users need and want is to ask them. Occasional focus group meetings will keep your product/service on track.

Once you have made your basic product more appealing, you need to find your "wow" factor – café (Carey), fairytale space (Sacre Coeur).

Brand values
Librarians have strong personal brand values – truth, integrity, knowledge. The brand values of your library product and service need to be aligned to those of your users. Apple is just a computer company, but its brand says innovation; Hellmann's is just a mayonnaise, but it is quality without compromise.

Examples of brand value propositions:
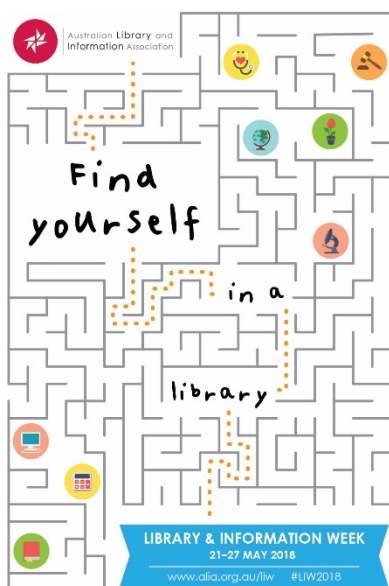https://www.wordstream.com/blog/ws/2016/04/27/value-proposition-examples.

What are your brand values? Imagine if your library were:

	What you are now	What you would like to be
A car	Cute little Fiat	Cute little Fiat with a teardrop caravan attached
A drink	Orange juice – good for you, but a bit unadventurous	Buck's Fizz – orange juice but with a fizzy kick
A dog	Labrador – jumping around a lot	Afghan hound, sleek, gorgeous and focused

Promotion

Promotion involves:

- Stakeholder engagement
- Campaigns
- Events
- Activities

Who are your stakeholders?

- Students
- Teachers
- Principal
- Parents
- Department of Education
- Catholic Education Commission
- Independent school governing board

Don't assume:

- People know what you do
- People value what you do
- People can't do without you

Approach each conversation from square one.

Delivering an advocacy campaign

Stage 1 – Find out all you can about the issue Check newspapers and media coverage; ask colleagues; check social media conversations. This will also assist in identifying the audience, supporters and detractors.

Stage 2 – Script your story
This is what is happening; this is how it affects us.

Stage 3 – Develop key messages
Frameworks:
What is right – 'we applaud'; what is wrong – 'we are deeply concerned by'
The consequences – 'this will result in …'
Call to action – 'we call on x to do y'. How we can assist - ' we think we can help by '
How the problem can be solved
Consequence - describes the positive side effect of implementing change

Stage 4 – Map the audience
Protagonists; audience who need to hear our message; supporters; detractors; decision makers; stakeholders; library users; government; media

Stage 5 – Build the platform for the call to action
Business case, statistics, common sense, anecdotal evidence, stories, past promises.

Stage 6 – Develop materials
Media release, photographs, PPT, letters, submission, survey, factsheet, campaign branding, social media messaging and schedule.

Stage 7 – Develop opportunities
Media, social media, petition, survey, research, publication, presentations, meetings, public meetings

Stage 8 – Put this all together in a campaign strategy
Consider timeline and phasing of local/national rollout

Stage 9 – Implementation
Make it happen

Stage 10 – Monitor and evaluate
Fine tune where needed

The marketing equation

Product designed around your customers + appealing brand values + wow factor = increased desirability

Increased desirability + promotion = increased usage

Increased usage + good stakeholder engagement = well placed library