

AREA OF STRATEGIC FOCUS: Public Awareness

Charge to the Work Group

Develop strategies and action plans for:

- *high quality external marketing and communications, to better inform customers and noncustomers about all that is available to them at their public library*
- *a marketing infrastructure*
- *enhancing the brand presence*
- *messaging for information about services*
- *messaging for advocacy*
- *external signage, wayfinding, and internal signage*
- *cross-marketing*
- *website*
- *web-based and print communications*
- *social media*
- *the role of print collateral materials*
- *public relations*
- *underwriting*
- *communications partnerships*
- *advertising*



Chairpersons (with titles and email addresses):

Recorder (with title and email address):

Work Group Members (with titles and email addresses):

Review of Relevant Research

- Staff, Senior Management, Trustees, Friends, and Foundation board members identified marketing as a critical need.
- Stakeholder interviews indicated that leaders in the community are unaware of library programs and services.
- Surveys of the public indicated that many do not have an understanding of the full array of library programs and services.
- With improved messaging and positioning, community members suggested that they may be better motivated to use and support the Library.
- SAPL serves all residents, but 25.3% of the population and 24.8% of all patrons and prospective patrons fall into the category of “Southwestern Families,” a defined demographic with a variety of foreseeable needs.
- Four other distinct lifestyle groups make up most of the remainder of current and prospective patrons. Their needs, preferences, and geographic locales have been identified.
- Informal “walk-throughs” indicate weaknesses in internal signage, cross-marketing of media, and informative literature that also brands the Library.

How to Proceed

1. Your work group’s files are located on a password-protected FTP site that is only available via an FTP client like Filezilla. Filezilla has been installed on all SAPL computers.

To access your group’s files:

- Open Filezilla
- Type ftp.ivygroup.com in the hostname box



- Type your workgroup's name (sapl2) in the username box
- Type your workgroup's password (J\$Ru4abr) in the password box
- Click "QuickConnect"

The files on the FTP site will appear in a folder tree on the right-hand side of the screen, while the files on your local computer will appear in a folder tree on the left-hand side of the screen.

- Files can be uploaded and downloaded by the "drag-and-drop" method.
- Be careful not to delete any of the files on the FTP site!

If you have questions, please contact Sonia Arredondo at:
Sonia.Arredondo@sanantonio.gov

1. Designate a recorder. Decide when and where you will meet. Drafts of your plan are due on March 28.
2. Divide up the reading of the Research. In particular, be sure to review the Tapestry and Trends reports on the ftp site.
3. Consult the literature, meet and discuss, and seek advice as you need. Nancy Davis is available at davis@ivygroup.com. Pam Fitzgerald is available at fitzgerald@ivygroup.com.
4. While the attached bibliography is not comprehensive, it provides a top line list of resources that may assist your work group's deliberations. Again, you may also call on The Ivy Group at any time when you have questions, to facilitate a session via webinar, or to assist your work group as it makes decisions.

Topics and Questions That Can Shape Discussions

Brand awareness is customers' ability to recall and link to a name, logo, tagline, memorable phrase, jingle, and so on to a particular organization/product/service. A brand promise is what a particular brand stands for (and has stood for in the past). A customer's experience of the brand ensures that they know that their needs have (or have not) been met (that the brand promise has been met).

- What is the SAPL brand?
- Does the brandmark communicate efficiently and effectively the Library's mission, character, and aspirations? Is it fresh, dynamic, and appealing?
- Does the Library effectively merchandise its product lines?



- Do all facets of library operations and all facilities have access to tools that facilitate their use of branded communications?
- Is the Library effectively communicating its many benefits in a variety of ways to both users and nonusers?
- Identify your “audiences’ and summarize needs they may have that the Library can meet.
- What audiences should SAPL be targeting?
- What services, products, and programs should SAPL be promoting to these audiences?
- What unmet needs do these audiences have that SAPL should be addressing?
- What are the key messages SAPL should be communicating to each audience segment?
- What media should SAPL use to communicate these messages?
- How effective is the website in addressing targeted audiences and delivering key messages?
- How easily managed and updated is the website content?
- Is the website effectively showcasing the Library’s offerings?
- Does the website facilitate access to and information about electronic resources?
- How might the website become a more effective marketing tool?
- How might social media be used more effectively to communicate with targeted audiences?
- How would a more comprehensive program of social media be managed?
- What special needs must a marketing program take into account (literacy levels, proficiency in English, patrons with disabilities, etc.)?
- How will the Library’s marketing program meet those special needs? Who will be responsible?
- Do SAPL staff members have the technology needed to manage an effective marketing program? If not, what will be needed?



- How can technology be better utilized to manage a marketing program?
- How can technology be better utilized to enable branches to conduct timely marketing of branch programs, collections, and services?
- Who will manage the marketing program?
- How can individual branches be “full players” in the marketing game?
- What baseline measures will we put in place in order to measure progress?
- How will we know the marketing program is working?
- How will we keep information about our target audiences up to date?
- How will we adjust the marketing program to learn from experience?

Strategies/Implementation Plans

For each strategy your groups recommends, present an Implementation Plan that considers:

- Actions to be taken
- Anticipated Costs (to include staffing, materials, facilities, and administrative costs)
- Organizational capacity
- Required changes to policies, procedures, and/or by-laws
- Facilities implications
- Funding sources
- Marketing and communications
- Training
- Individual(s) responsible for implementation
- Timeline
- Measures of Success (quantitative? qualitative?)
- Additional resources required
- Additional issues to be addressed/recommendations



Resources

Branding

Aaker, David. *Building Strong Brands*. The Free Press, 1996.

Asaker, Tom. *A Clear Eye for Branding*. New York, Paramount Marketing Publications, 2005.

Davis, Melissa and Jonathan Baldwin. *More Than a Name: An Introduction to Branding*. AVA Publishing, 2006. 240 pp.

Doucett, Elisabeth. *Creating your Library Brand: Communicating your Relevance and Value to your Patrons*. American Library Association. 2008. 124pp.

Holland, D. K. *Branding for Nonprofits*. Allworth Press, 2006. 208 pp.

Marketing and Strategic Marketing Planning

Beckwith, Harry. *Selling the Invisible*. NY, Warner, 1997

Fisher, Patricia H. and Marseille M. Pride. *Blueprint for Your Library Marketing Plan: A Guide to Help You Survive and Thrive*. Chicago: American Library Association, 2005. 152pp.

Gladwell, Malcolm. *The Tipping Point: How Little Things Can Make a Big Difference*. Boston: Little, Brown, 2000. 279 pp.

Kennedy, James E. *Our New Public, A Changing Clientele: Bewildering Issues or New Challenges for Managing Libraries*. Libraries Unlimited, 2007. 324 pp.

Johnson, Lisa. *Mind Your X's and Y's: Satisfying the 10 Cravings of a New Generation of Consumers*. New York, Free Press, 2006.

Rosen, Emanuel. *The Anatomy of Buzz: How to Create Word-of-Mouth Marketing*. New York: Doubleday, 2000. 303p.

Underhill, Paco. *Why We Buy: The Science of Shopping*. New York: Touchstone, 1999. 255 pp.

Wallace, Linda. *Libraries, Mission, and Marketing: Writing Mission Statements that Work*. Chicago: American Library Association, 2003. 112pgs.

Weingand , Darlene E. *Future-Driven Library Marketing*. Chicago: American Library Association, 1998. 189 pp.



Electronic Marketing

Gardner, Susannah. *Buzz Marketing with Blogs for Dummies*. New York: Wiley, 2005. 338pp.

Krug, Stephen. *Don't Make Me Think*. 2nd Edition. New Riders, 2005.

Miller, William and Rita M. Pellen. *Librarians and Google*. Binghamton, NY: Haworth Information Press, 2005. Also published in the *Internet Reference Services Quarterly* vol. 10 no. 3-4, 2005.

Strauss, Judy & Others. *E-Marketing*, 4th Ed. New York: Prentice-Hall, 2005. 465pp.

White, Andrew and Eric Djiva Kamal. *E-Metrics and Information Professionals: How to Use Data for Managing and Evaluating Electronic Resource Collections*. New York: Neal-Schuman, 2005.

Wilson, A. Paula. *Library Web Sites: Creating Online Collections and Services*. Chicago: American Library Association, 2004. 146pp.

Marketing to Young Children and Teens

Del Vecchio, Gene. *Creating Ever-Cool: A Marketer's Guide to a Kid's Heart*. Gretna, LA, Pelican Publishing Co., 1998.

Jones, Patrick. *Connecting Young Adults and Libraries*. New York: Neal-Schuman, 2nd edition, 1998. 460pp.

McNeal, James U. *The Kids Market: Myths and Realities*. Ithaca, NY: Paramount Market Publishing, Inc., 1999.

Pierce, Jennifer Burek. *Sex, Brains, and Video Games: A Librarians' Guide to Teens in the Twenty-first Century*. Chicago: American Library Association, 2008.

Siegel, Davis L., Coffey, Timothy J., and Livingston, Gregory. *The Great Tween Buying Machine: Marketing to Today's Tweens*. Ithaca, NY: Paramount Market Publishing, Inc., 2001.

Zollo, Peter. *Wise Up to Teens: Insights into Marketing and Advertising to Teenagers*. Ithaca, NY: New Strategies Publications, Inc. 2nd edition, 1999.



Marketing to Hispanics and Other Ethnic Population Segments

Byrd, Susannah Mississippi. *¡Bienvenidos! ¡Welcome: A Handy Resource Guide for Marketing Your Library to Latinos*. Chicago: American Library Association, 2005. 128 pp.

Cancela, Jose. *The Power of Business en Espanol: 7 Fundamental Keys to Unlocking the Potential of the Spanish Language Hispanic Market*.

Cartagena, Chiqui. *Latino Boom! Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market*. New York: Ballantine, 2005. 256pp.

Korzenny, Felipe & Betty Korzenny. *Hispanic Marketing: A Cultural Perspective*. Butterworth-Heinemann: Elsevier. 2005. 328pp.

Webjunction Spanish Language Outreach Program. Power Point.
<www.webjunction.org/...marketing/-/.../wjarticles>.

Marketing to Seniors

Dychtwald, Ken. *Age Power: How the 21st Century Will be Ruled by the New Old*. New York: Jeremy P. Tarcher/Putnam, 1999. 266pp.

Mates, Barbara T. *5-Star Programming and Services for Your 55+ Library Customers*. Chicago: American Library Association, 2003.

Medina, Kurt. *77 Truths About Marketing to The 50+ Consumer*. Rose Valley, Pa, Medina Associates, 1999, 62 pp.

Stroud, Dick. *The 50 Plus Market: Why the Future is Age-Neutral When it Comes to Marketing and Branding Strategies*. Kogan Page, 2006. 320 pp.

Walker, Michael C. *Marketing to Seniors*, 2nd Edition. Bloomington, IN. 1st Books Library, 2004. 252pp.

