



FLORIDA DEPARTMENT *of* STATE

DIVISION *of* LIBRARY *and* INFORMATION SERVICES



Marketing for Busy Librarians

Section 1 - The Big Picture

Part 1 - Introduction and Basic Concepts

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This course is organized in three sections



Combining watch-at-your-convenience short online
presentations with online chat sessions

Section 1

The Big Picture: Foundations

**Week of
September 1-8**

**First set of
presentations
posted**

**Live Chat
September 8**

Section 2

Digging In: Nuts and Bolts

**Week of
September 9-15**

**Second set of
presentations
posted**

**Live Chat
September 15**

Section 3

Assessment: Celebration

**Week of
September 16-22**

**Third set of
presentations
posted**

**Live Chat
September 22**

“Marketing”

**outreach... public relations... communications...
community relations... education**

**advertising... merchandising... sales... branding...
value proposition**

**spin... greed... untruthfulness... planned obsolescence...
“Mad Men”... manipulation**

What *is* marketing?

■ “Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.”

-American Marketing Association

■ Marketing is engaging people so they understand:

- Who you are
- What you do
- ***What it's worth to them***

Why are we marketing?

- More use
- More esteem and value
- More support
- Changing lives
- Building community vigor

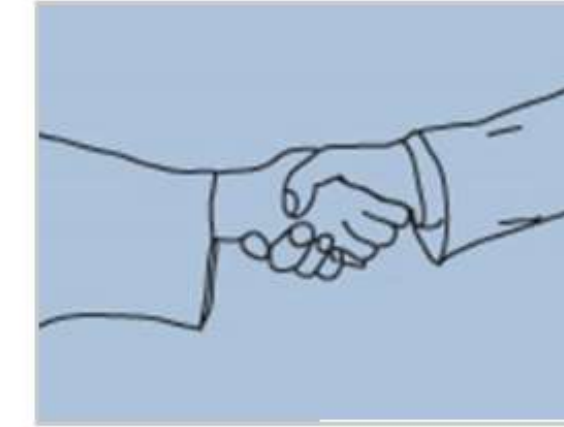
What are we marketing?



About Florida Libraries As



Community Memory



Workforce Recovery



Learning Centers



Information Portals



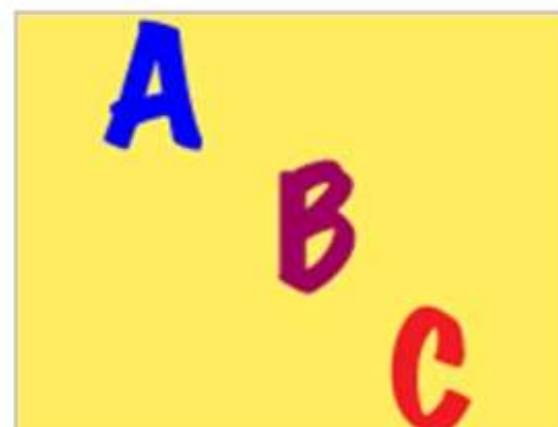
Small Business Incubators



Disaster Response Centers



Mental Nourishment



Early Learning Resources



Publishers



Health Promoters



Galleries

Our libraries are rich and complicated

e-books... magazines... movies... homework help...
downloadable audiobooks... online reference... GED prep...
ESL... community garden... seed saver...
information on health matters... current periodicals...
place to meet... business incubator... homework help...
programs for tiny children... teen space... elder assistance...
food stamp help... tax help... re-employment help... economic
development... cafe... meet the candidates night...
gallery... and books. Lots of them.

*“If you build it,
they will come,”
won’t work any
more.*

Nor will
*I sent them a
newsletter. Why
didn’t they come?*



Mirror Lake Community Library
St. Petersburg Public Library System

How will we market?

Marketing Cycle



Think

- Say to yourself, “We need better marketing.” Now what do you see in your mind’s eye when you imagine having great marketing? Be specific.
- Ask your staff what they think of when they hear the word “marketing.” Do they have a positive feeling? Negative? Talk about this – get some interest building.



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FLORIDA DEPARTMENT *of* STATE

Rick Scott, Governor
Ken Detzner, Secretary of State
Florida Department of State
Division of Library and Information Services

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