



FLORIDA DEPARTMENT *of* STATE

# DIVISION *of* LIBRARY *and* INFORMATION SERVICES



# Marketing for Busy Librarians

Section 1 - The Big Picture  
Part 3 - Let's Get Going!

Lawrence Webster  
Library Communications Consultant





# Focus on *Goals* Research

## Marketing Cycle



# **Marketing Goals**

## **Align With Larger Community**

- Library mission statement and strategic plan goals
- County or city goals; comprehensive plan
- Governor's initiatives

# Marketing *Goals* Can Be General

- More use of our downloadable audio books
- More seniors
- Higher awareness of the library
- Greater funding

# Marketing *Objectives* Require a Number

- Increase use of audiobook download service by 30% in six months
- Increase the number of people enrolled in literacy services by 10% in one year
- Double the circulation of picture books in one year

# Research, One: Existing Data and Information

- Library statistics – yours, state and national
- Census data on demographics and economics
- Library reports and research
- Marketing techniques and tricks



DIVISION *of* LIBRARY *and*  
INFORMATION SERVICES

The Division manages the State Library and Archives, supports public libraries, directs record management services, and is the designated information resource provider for the state of Florida.

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## Library Data and Statistics

### Annual Public Report Form for Florida's Public Libraries

[Definitions and instructions for performance indicators \(PDF\)](#)

### Annual Public Library Statistics and Ranking Tables

#### MORE PROGRAMS

#### Library Data and Statistics

[Leadership](#)[Library Administration and Planning](#)[Library Technology & E-Rate Resources](#)[Florida Statewide Digital Initiative](#)[Statewide Resource Sharing](#)[Career Online High School](#)[Library Staff Professional Resources](#)



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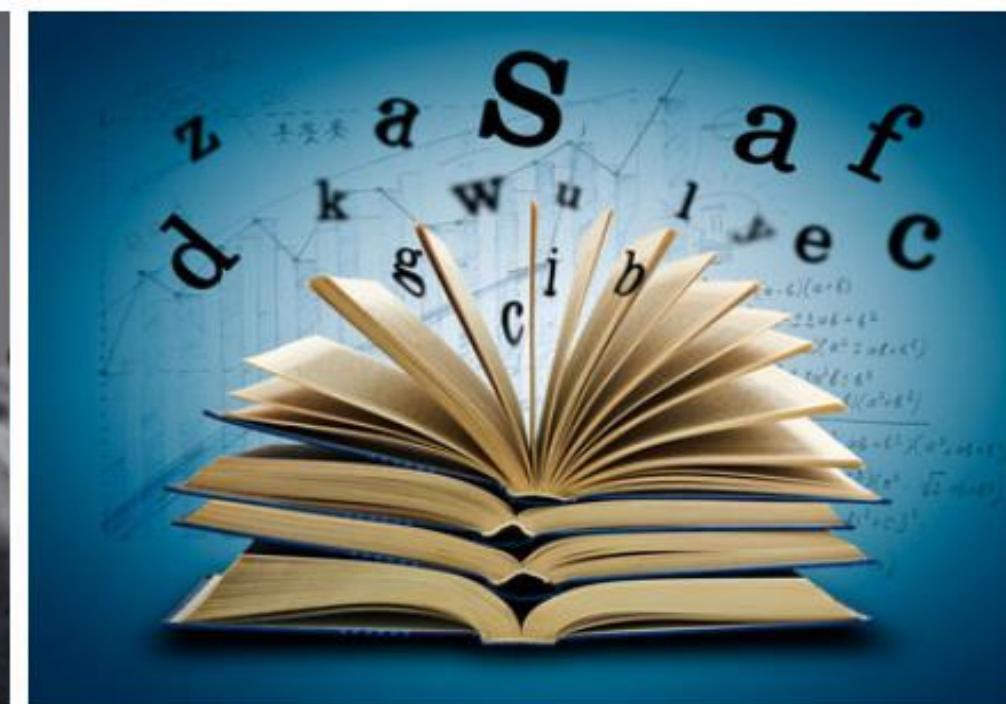
## PUBLIC LIBRARIES SURVEY

Conducted annually since 1988, the Public Libraries Survey (PLS) is your definitive source on the state of public libraries in the United States.



Search

Find Your Library



Explore PLS Data



Report Your PLS Data



# Informing People, Empowering Lives



A Strategic Plan for the  
West Florida Public Library System  
2013-18



# LIBRARIES IN THE EXPONENTIAL AGE: MOVING FROM THE EDGE OF INNOVATION TO THE CENTER OF COMMUNITY

The report of the Aspen Institute Roundtable on Library Innovation is a series of ten chapters that investigate how the transformation of public libraries will be driven by three factors: (1) new narratives about the library's role in society, (2) a culture of innovation that promotes new relationships, new networks and new forms of participation, and (3) committed, transformative leadership within the library profession as well as from other community partners including government, media, technology and civic stakeholder groups.



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# **Research, Two: Tailored Research**

- **Go back to your objectives – to meet those, what do you need to know that you can't find through readily available sources?**
- **Tailor your special research to your objectives**
  - Surveys – large and small
  - Structured group and single interviews
  - Skillful listening – research by walking around



# Remember

- Align your goals with your larger institution and community goals.
- Set your objectives with specific numbers. You probably already know more than you think you do.
- Just listening can be powerful.

- I'll see everyone, I hope, at the online chat session on September 8.
- Before we meet, please:
  - Think about what has surprised or especially struck you so far in these presentations.
  - List one or two marketing goals and give one measurable objective for each.
- The next three presentations will cover audience segmentation, message crafting and branding and will give an overview of the many media available to relay our marketing messages.



## 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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