



FLORIDA DEPARTMENT *of* STATE

DIVISION *of* LIBRARY *and* INFORMATION SERVICES



Marketing for Busy Librarians

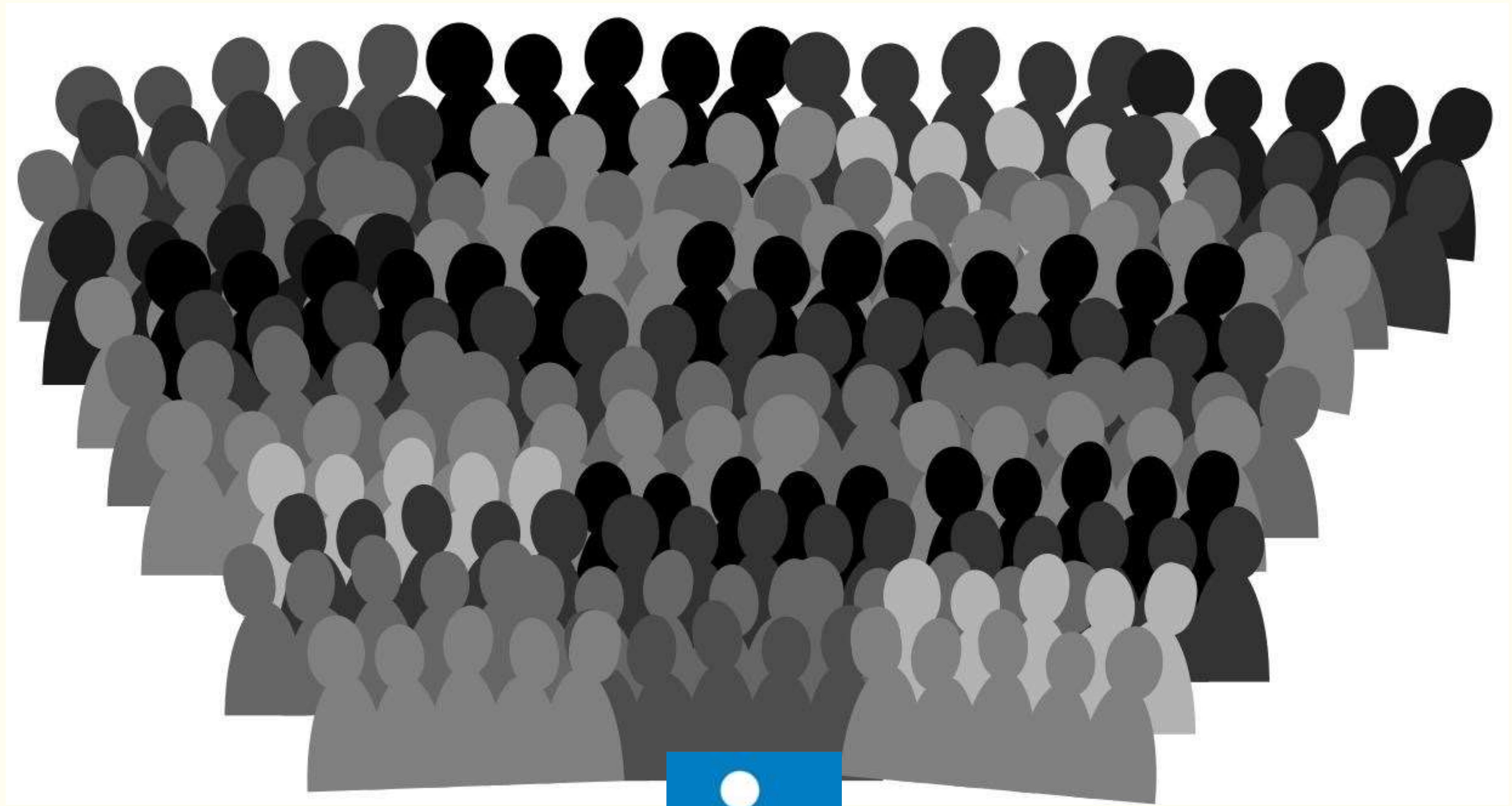
Section 2.1 – The Audience and the Library Message

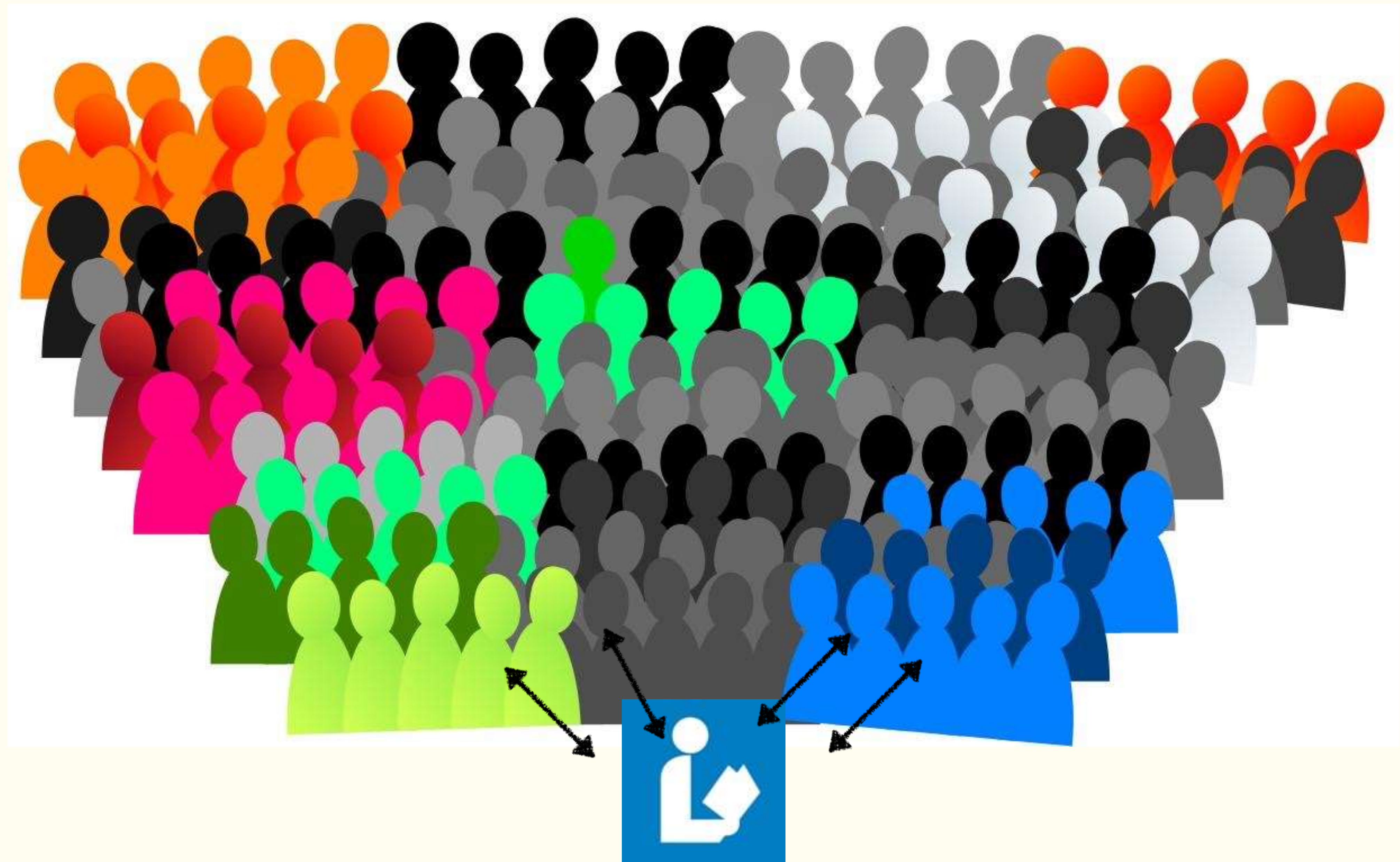
Lawrence Webster
Library Communications Consultant



The Marketing Cycle







Audience Segmentation

Based on:

- Goals and objectives
- Age
- Socioeconomic status
- User-nonuser continuum

books videos online library meeting rooms theater space gallery audio books GED prep tax
help tutoring gateway to government services seed savers story time teen hangout music
online reference curated web resources English classes readers advisory book groups
community garden family story hour parenting classes citizenship preparation poetry slam
quiet space third space community living room vital public services books homework help
senior center local history genealogy books videos online library meeting rooms theater
space gallery audio books tax help tutoring gateway to government services seed savers
story time teen hangout music online reference curated web resources English classes
readers advisory book groups community garden books videos online library meeting
rooms theater space gallery audio books GED prep tax help tutoring gateway to
government services seed savers story time teen hangout music online reference curated
web resources English classes readers advisory book groups community garden family
story hour parenting classes citizenship preparation poetry slam quiet space third space
community living room vital public services books homework help senior center local
history genealogy books videos online library meeting rooms theater space gallery audio
books GED prep tax help tutoring gateway to government services seed savers story time
teen hangout music online reference curated web resources English classes readers
advisory book groups community garden

Value Proposition

- Where your services meet
- Needs of your people
- In a way no other place quite can



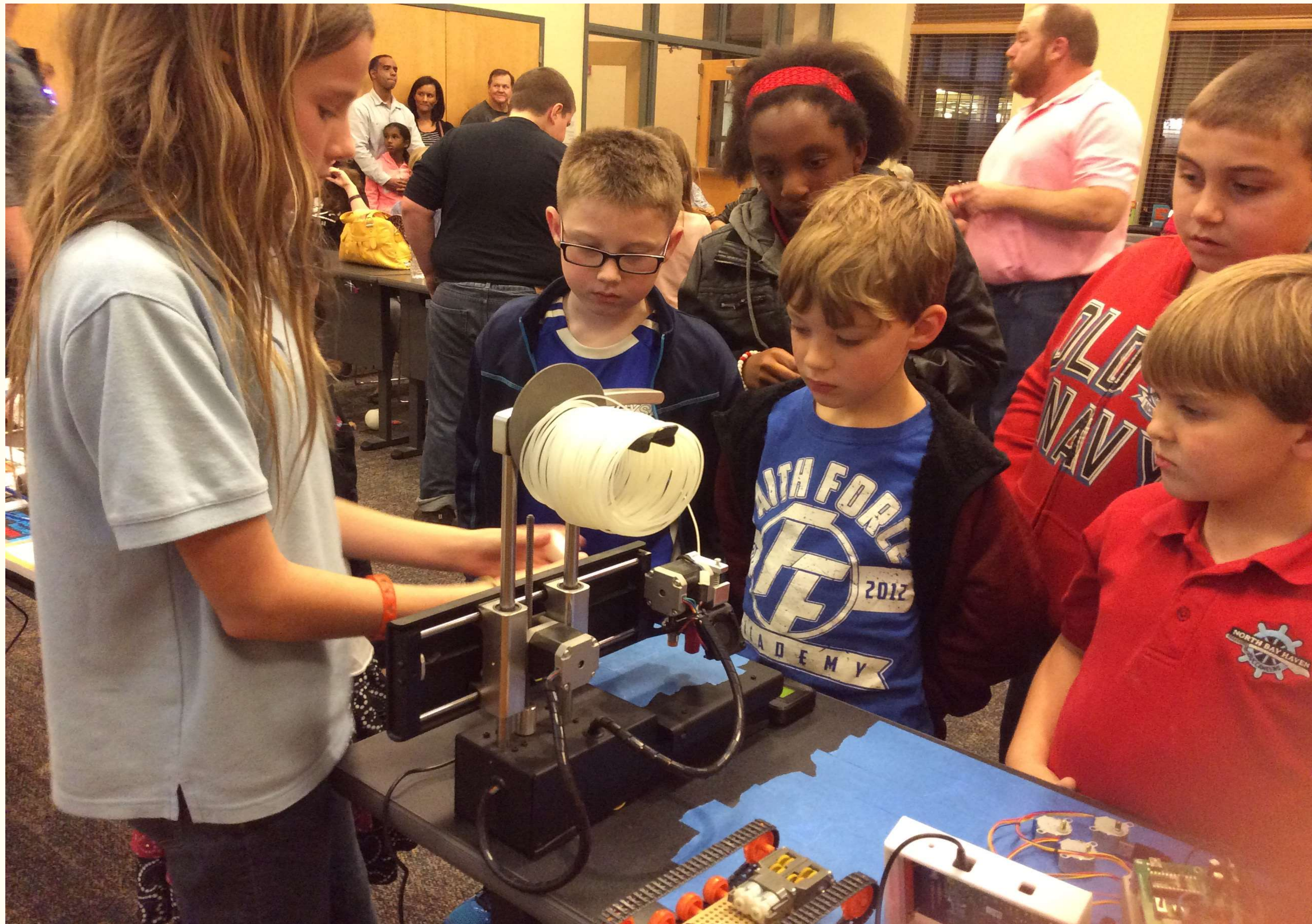
The Rules About Message Crafting

- Focus on the benefits to your audience, not a list of what you have or do.
- Keep it simple and memorable. Let people explore and discover the riches on their own.
- Repeat yourself endlessly.
- Involve your whole library family in message-making.

Benefits, Not Inventory

- Difficult homework assignment? We have resources you won't find on Google.
- Trouble finding work? The library can help you.
- New to town? Learn your way around at the library.
- Applying for a small business loan? Build a business plan using our resources and help.
- Feeling lonely? Join us at the library cafe.







Think

- What is the most important audience segment for your library to reach?
- What is the unique benefit you provide to them?
- How might you describe it?
- Pay attention to your own buying habits.



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

This presentation has been funded under the provisions of the Library Services and Technology Act from the Institute of Museum and Library Services. Florida's LSTA program is administered by the Department of State's Division of Library and Information Services..