



FLORIDA DEPARTMENT *of* STATE

DIVISION *of* LIBRARY *and* INFORMATION SERVICES



Marketing for Busy Librarians

3.2

Library Ambassadorship

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Library Communications Consultant



Ambassadors

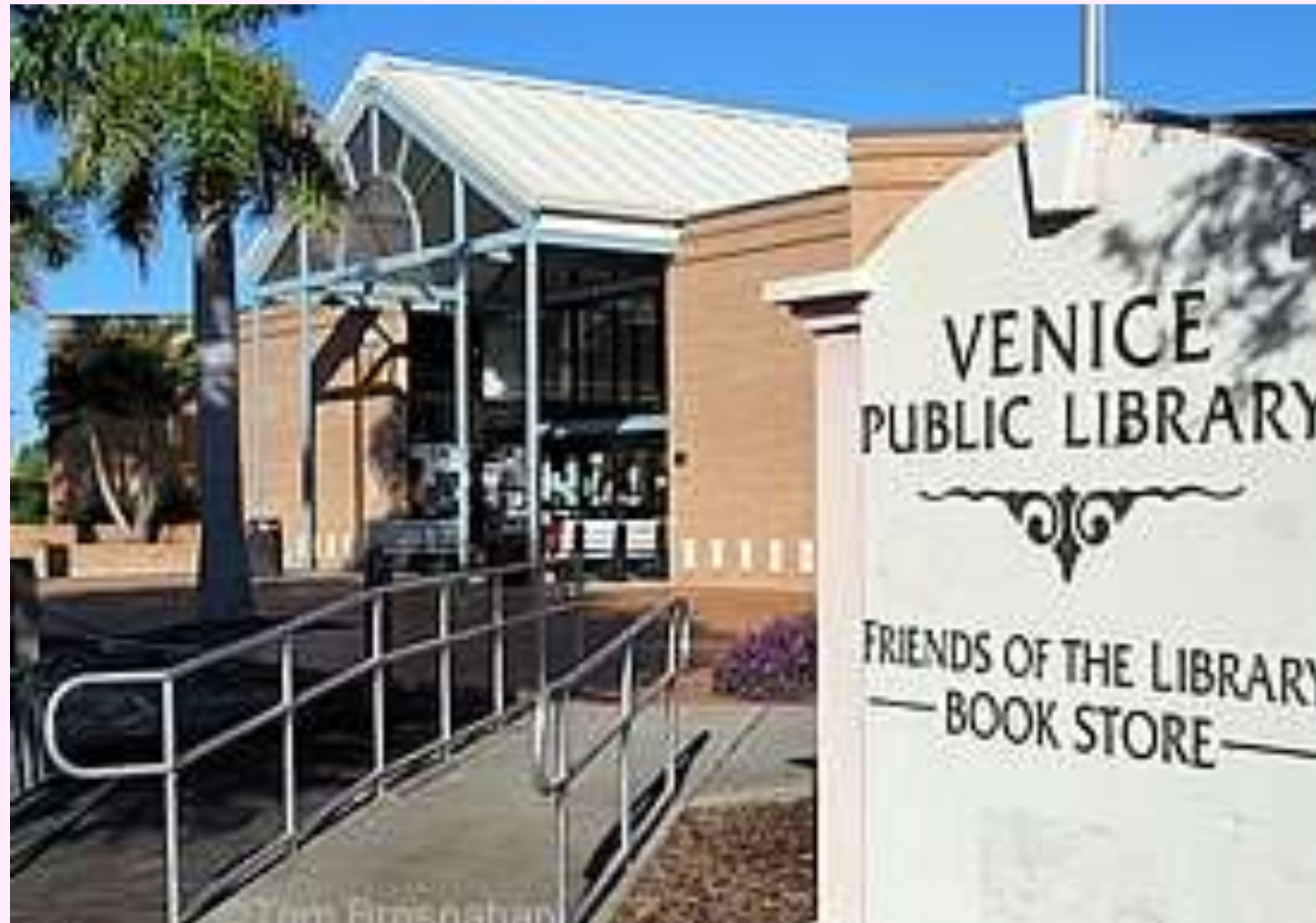
- A very special kind of word of mouth
- Represent the library in other cultures
 - The county commission
 - The state legislature
 - The important media
 - Funders and other influential people



Benjamin Franklin signing of the Treaty of Amity and Commerce and of Alliance Between France and the United States, by Charles E. Mills. Library of Congress, Public Domain.

Good Ambassadors...

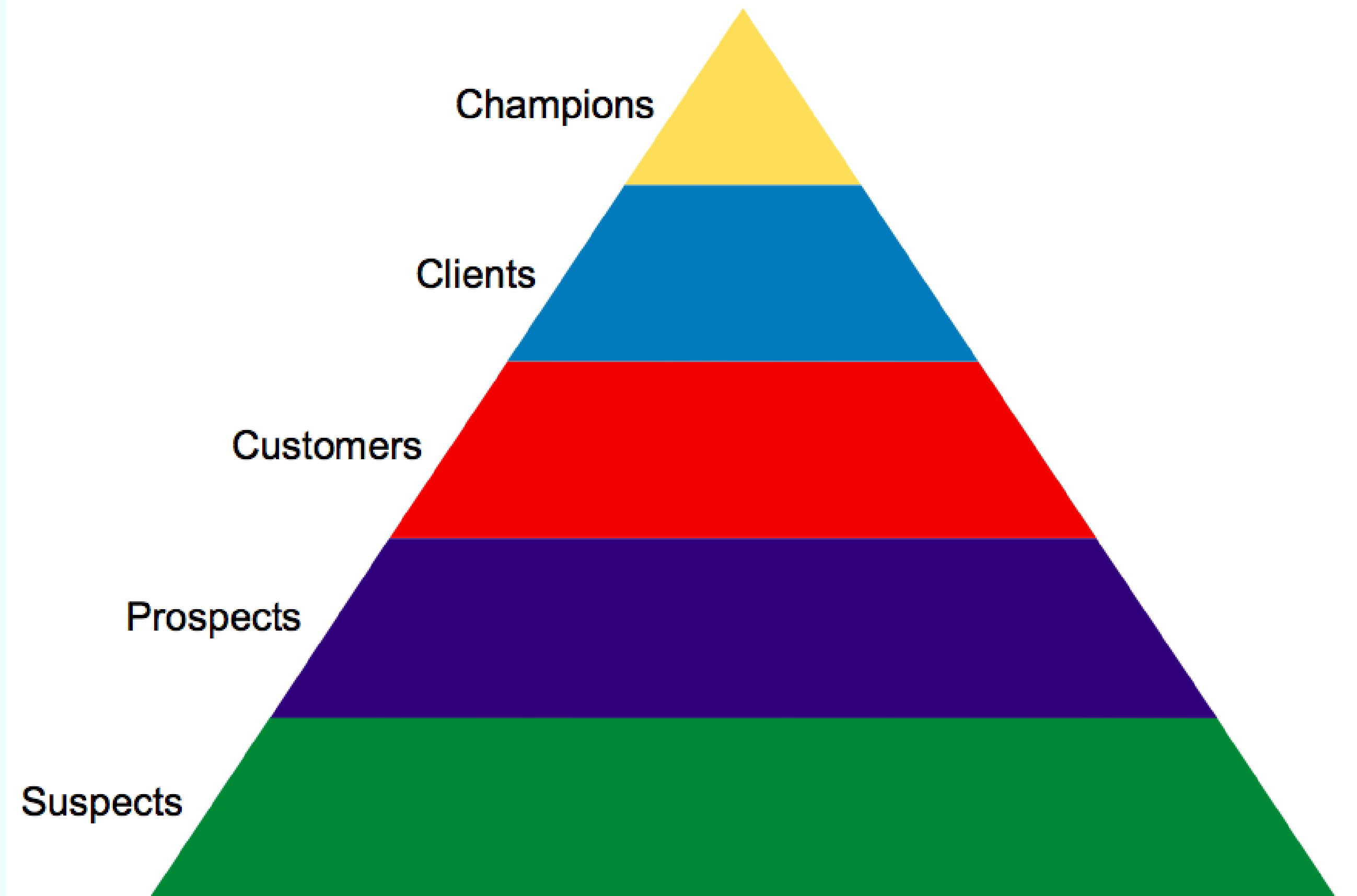
...are equipped with knowledge of the language and culture of the place they're going.



...know thoroughly the language, culture and facts about the country they're *representing*.

Identify Your Potential Champions

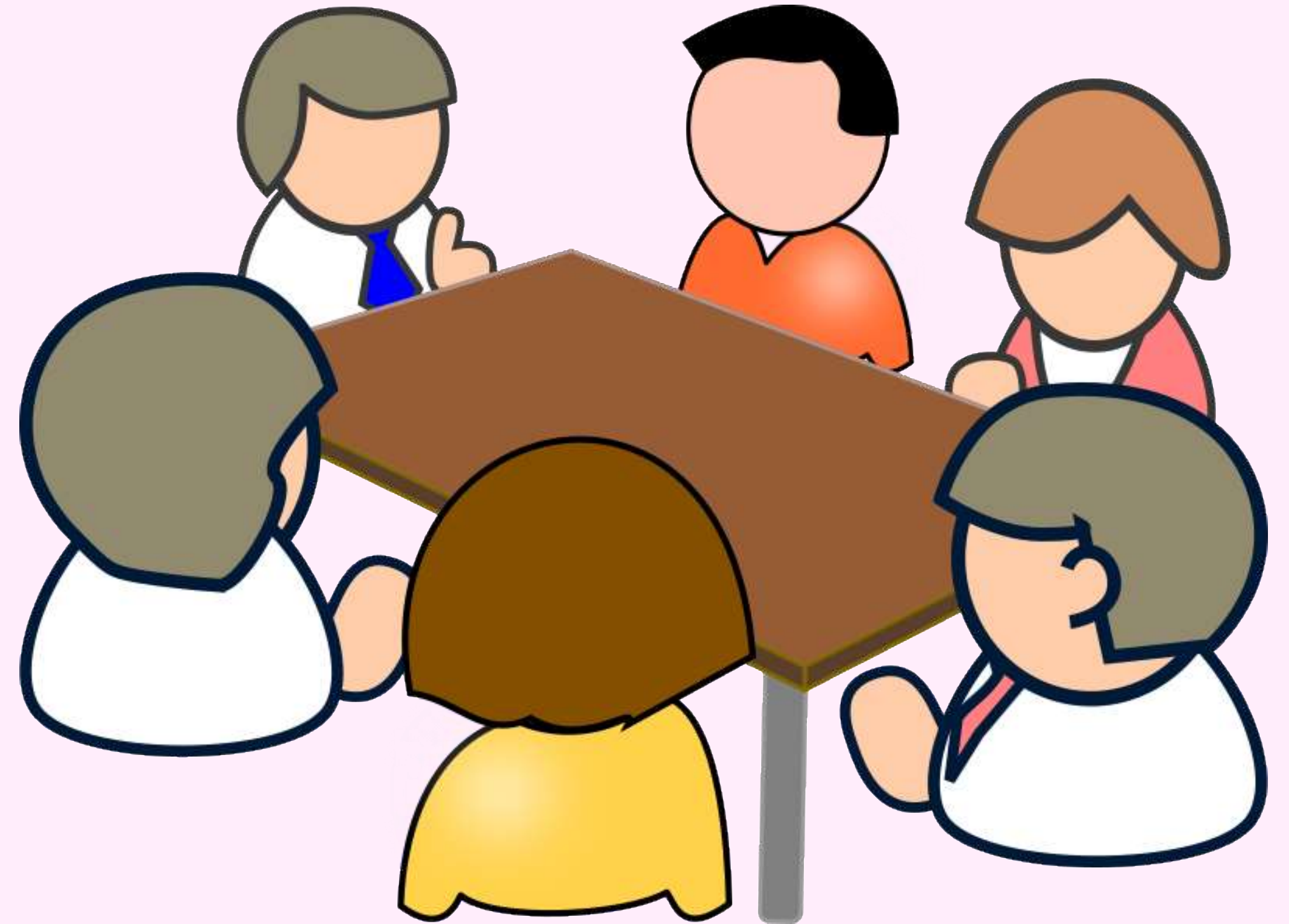
- **Champions** use the library, have a relationship with library staff and advocate for the library to others.
- **Clients** use the library and often have a relationship with library staff.
- **Customers** use the library.
- **Prospects** might become library users if someone encourages them to do so.
- **Suspects** don't think about the library; the library is not part of their life.



*SOURCE: Word-of-Mouth Marketing, by
Jerry R. Wilson. John Wiley & Sons, 1991.*

Build Your Ambassador Corps

- Your board
- Your friends of the library/foundation
- Your staff and colleagues
- Your heaviest users
- Groups that rely on the library



Equip Your Ambassador Corps

- Talking points and information
- Clear sense of purpose
- Camaraderie and fun
- Continuous contact and lots of information



Think

- Who among your library family are good candidates for ambassadorship?
- What tools do they need to be really effective on behalf of the library?



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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