



FLORIDA DEPARTMENT *of* STATE

DIVISION *of* LIBRARY *and* INFORMATION SERVICES



Marketing for Busy Librarians

3.3

Assessment and Celebration

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The Marketing Cycle



Without Assessment, It Isn't Marketing

- Tracking against a measure:
 - Keeps everyone engaged
 - Increases credibility with funders
 - Helps you make adjustments along the way
- “Failures” are the best teachers

Remember Those Objectives?

- Here's where you'll use them.
- If you wanted to, say, increase use of online database resources by 30 percent in a two-month period, and you focused your message on the appropriate audience(s), you would know how well it worked.

“I hope that in this year to come, you make mistakes. Because if you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world. You're doing things you've never done before, and more importantly, you're doing something.”

—Neil Gaiman

“If you have the guts to keep making mistakes, your wisdom and intelligence leap forward with huge momentum.”

—Holly Near

Celebrate

- Share stories, share results:
 - With your staff and friends
 - With your superiors
 - With your audience

Culture of Enthusiasm and Knowledge

- Remember the “family dinner.”
- Keep setting a bigger and bigger table.
- The library is the place to be.

Top Ten Marketing Tips

1. Marketing is honorable – you needn't spin or dissemble.
2. Marketing is a team sport – build enthusiasm and knowledge.
3. If it isn't planned, it's not marketing – set real objectives, and track your progress.
4. Market benefits, not stuff – how will you change *my* life?
5. Be bold and learn from mistakes – try things, track them, learn, modify and try again.
6. Word of mouth is very powerful for libraries – maybe the best tool in your toolkit.
7. Tell your story so your audience can hear – tailor the message to the audience.
8. Tell your story often, over and over – build ambient awareness.
9. Listen to your community throughout the process – ask people what they need, want and think.
10. Celebrate your successes – give credit lavishly, keep extending the family.



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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.