



Library Marketing: How to begin?

Libraries and Society. The Role of Marketing – Workshop

Athens 01.12.2017

Ruth Ørnholt, Hordaland County Library, Norway

Schedule

10.00 Introduction. What is marketing? Mission statements. Goals and objectives.

10.30 Exercise 1

10.45 Break

11.00 The 4 step marketing model. Market research.

11.15 Exercise 2

11.25 Market segmentation (customer groups)

11.40 Exercise 3

11.50 Break

12.00 Marketing mix strategy (product – price – place – promotion)

12.15 Exercise 4

12.30 The action plan. Marketing evaluation

12.45 Exercise 5 (individual exercise if we have time)

12.55 Conclusion

13.00 Lunch

15.00 Wrap up event

Hordaland County

- 520 000 inhabitants
- 33 municipalities
- Second largest – Bergen
- Second smallest – Modalen 381 inhabitants



Bergen

- 277 000 inhabitants
- Centre of Hordaland County and the site of the county administration
- The old harbor front is listed on UNESCO's World Heritage List
- Gateway to the Fjords
- 330 cruise ships – 500 000 tourists



Hordaland County Library

- Activities governed by the Library Act and regional plans
- Develops strategies for competence, cooperation and development of public and school libraries
- Driving force in library development
- Give advice to local governments and library staff
- Activities include making web-pages, offers of lectures and other events on tour, courses, weeding, help with redecoration etc.
- The Library Boat





Standing Committee on Managing and Marketing



- 20 members from 14 countries
- Meetings twice a year
- Activities:
 - > Conferences
 - > Marketing Award



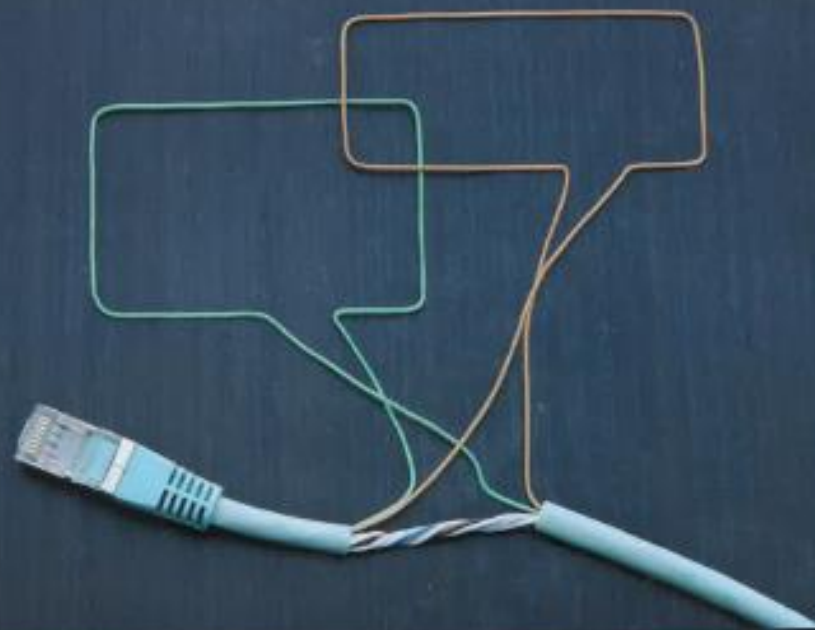
BibLibre Marketing Award



***Dr. Christie Koontz
Florida State University***

Filmbib

MARKETING AND SOCIAL MEDIA



A GUIDE FOR LIBRARIES, ARCHIVES, AND MUSEUMS
CHRISTIE KOONTZ AND LORRI MON



Marketing Is:

- The process of finding out what the library user or potential user needs
- Assessing what you do for maximum customer satisfaction
- Applying common sense

Marketing is not:

- Selling
- Products/services
- Advertising
- About increased profit
- Strictly for Business



Photo: Bergen Public Library

True Marketing:

- Requires that organizations focus on and question:
- What they do
- Why they do it
- Who they do it for
- How they do it

Philip Kotlers Definition of Marketing

“Marketing is getting the right goods and services to the right people at the right place at the right time at the right price with the right communication and promotion – marketing is a human activity directed at satisfying needs and wants through exchange processes.”

(Marketing for Non-Profit Organizations, 6th ed, cited in Marketing and Social Media p. 66)

The process of planning and executing programs designed to *influence behavior* of target audiences by creating and maintaining beneficial exchanges for the purpose of satisfying individual and organizational objectives.

Glossary of Marketing Definitions: <https://archive.ifla.org/VII/s34/pubs/glossary.htm>

Strategic Planning

- Vision
- Mission
- Goals
- Objectives



Photo: Ruth Ørnholt

strategic planning efforts every 3-5 years, marketing programs are the action plans

Examples of mission statements

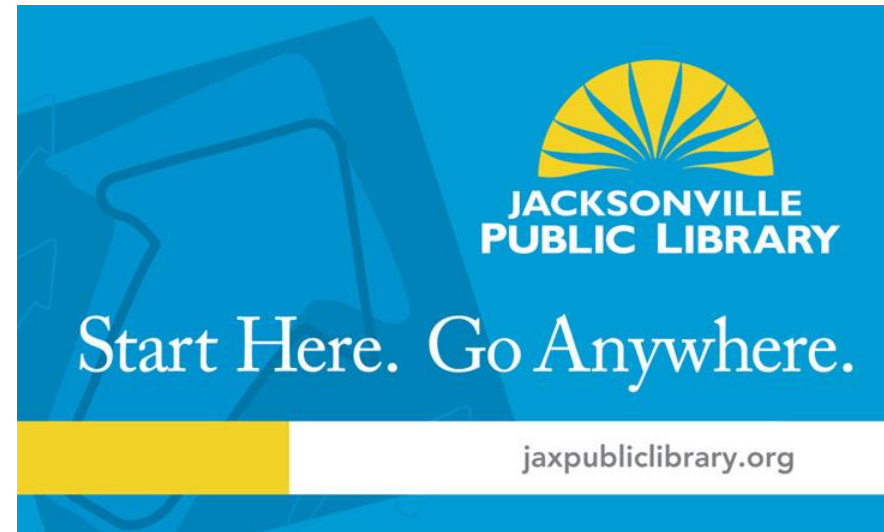
Jacksonville Public Library:

Vision: Start Here. Go Anywhere!

Mission: To enrich lives, build community, and foster success by bringing people, information, and ideas together.

New York Public Library

The mission of The New York Public Library is to inspire lifelong learning, advance knowledge, and strengthen our communities.



The Mission Statement

- Must resonate with people working in the library and for different stakeholders
- Must educate those who have no idea what the library is trying to do
- Must help to explain the library's purpose
- Should inspire commitment, innovation and courage
- Should be feasible, motivating and distinctive

Guidelines

- Be idealistic and lofty
- Don't try to be everything to everyone
- Don't promise what you can't deliver
- Involve the staff
- Think of it as a guide to the future



Photo: Ruth Ørnholt

- Who are we?
- What do we stand for?
- Who are our customers?
- What do we offer?

Goals & Objectives

What do we want to do now that we are not doing?

What do we want to achieve: generally and specifically

Goals:

- What you want to achieve in general

Objectives:

- What you want specifically to achieve
- Must be measurable, quantified
- Can be process or outcome – do something that results in something
- Limit to one process or outcome for each objective
- Supported by strategy or action plan
- Keep realistic

Goals and objectives can change year to year according to strategic planning.

Mission statements should not change more often than every five years.



LIBRARIES AND SKILLS

in Greece

Population: **10.9 million**
One library per **22,200 inhabitants**

2017

LIBRARIES IN GREECE

900,000 ADULTS USED THE PUBLIC LIBRARY in Greece each year

44% of Greeks find libraries "very useful"

49% of Greeks visit their library every 6 months or less

THERE ARE **491** PUBLIC LIBRARIES IN GREECE

100,000 adults per year use a computer in the library.

80% of them offer internet access.

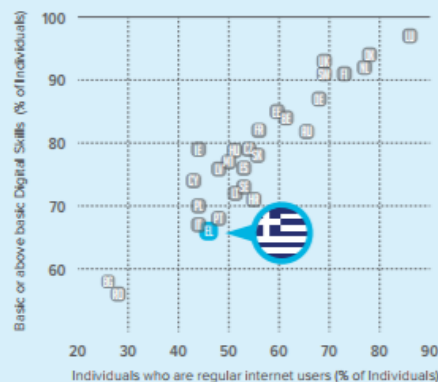
SKILLS IN GREECE

26 Greece ranks **26** on the EU's Digital Economy & Society Index (DESI)

3% of Greek adults participate in life-long learning activities

22% of Greek employers encounter difficulties in finding employees with the right skills

HOW GOOD ARE THE GREEKS ONLINE?



Did You Know?

Millions of people access the Internet for the first time in a public library.



librarymap.ifla.org

PUBLIC LIBRARIES 2020
Building stronger EU communities

Information drawn from: European Commission Digital Economy and Society Index (DESI) 2016; European Commission Education and Training Monitor 2016; OECD Programme for the International Assessment of Adult Competencies (PIAAC); TNS Global Survey Measuring perceptions of the benefits of ICT in public libraries in the EU; the European Bureau of Library, Information and Documentation Associations (EBLIDA) and the Association of Greek Librarians and Information Scientists (Enosis Elibron Bibliotekalon).

LIBRARIES AND SKILLS

in Denmark

Population: **5.7 million**
One library per **11,400 inhabitants**

2017

LIBRARIES IN DENMARK

There are **38 MILLION** LIBRARY VISITS in Denmark each year

>50% of adults in Denmark have used their public library.

>35% of public library users in Denmark took part in educational activities at the library.

THERE ARE APPROXIMATELY **500** PUBLIC LIBRARIES IN DENMARK

ALL offer internet access.

There are **28 MILLION** BOOK LOANS in Danish libraries each year.

There are **2.6 MILLION** eBook LOANS in Danish libraries each year.

800,000 adults per year use a computer in the library.

127,000 adults per year attend a computer training class.

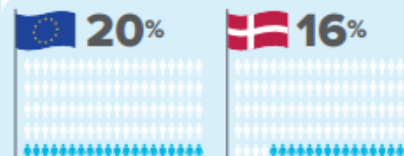
SKILLS IN DENMARK

1 Denmark ranks **1st** on the EU's Digital Economy & Society Index (DESI)

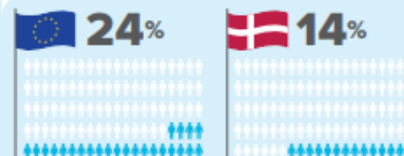
31% of Danish adults participate in life-long learning activities

33.4% of Danish employers encounter difficulties in finding employees with the right skills

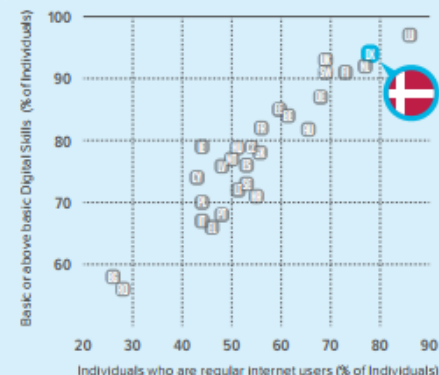
% ADULTS WITH LOW LITERACY SKILLS



% ADULTS WITH LOW NUMERACY SKILLS



HOW GOOD ARE THE DANES ONLINE?



Did You Know?

Millions of people access the Internet for the first time in a public library.



librarymap.ifla.org

PUBLIC LIBRARIES 2020
Building stronger EU communities

Information drawn from: European Commission Digital Economy and Society Index (DESI) 2016; European Commission Education and Training Monitor 2016; OECD Programme for the International Assessment of Adult Competencies (PIAAC); TNS Global Survey Measuring perceptions of the benefits of ICT in public libraries in the EU; the European Bureau of Library, Information and Documentation Associations (EBLIDA) and the Danish Library Association (Danmarks Biblioteksforening).

HORDALAND FYLKESKOMMUNE

Example

MISSION: To inspire lifelong learning, advance knowledge, and strengthen our community

Goal: To make the library a hub for knowledge and education for adults in the neighborhood

Objective: To increase participation in life-long learning activities by 25% in the next year



Photo: Bergen Public Library



Exercise 1

1. Write a two-sentence mission statement

- > What is your library's reason for being?
- > Who are your customers?
- > What do your library offer to customers and how do you do it?

The answers comprise the mission statement.

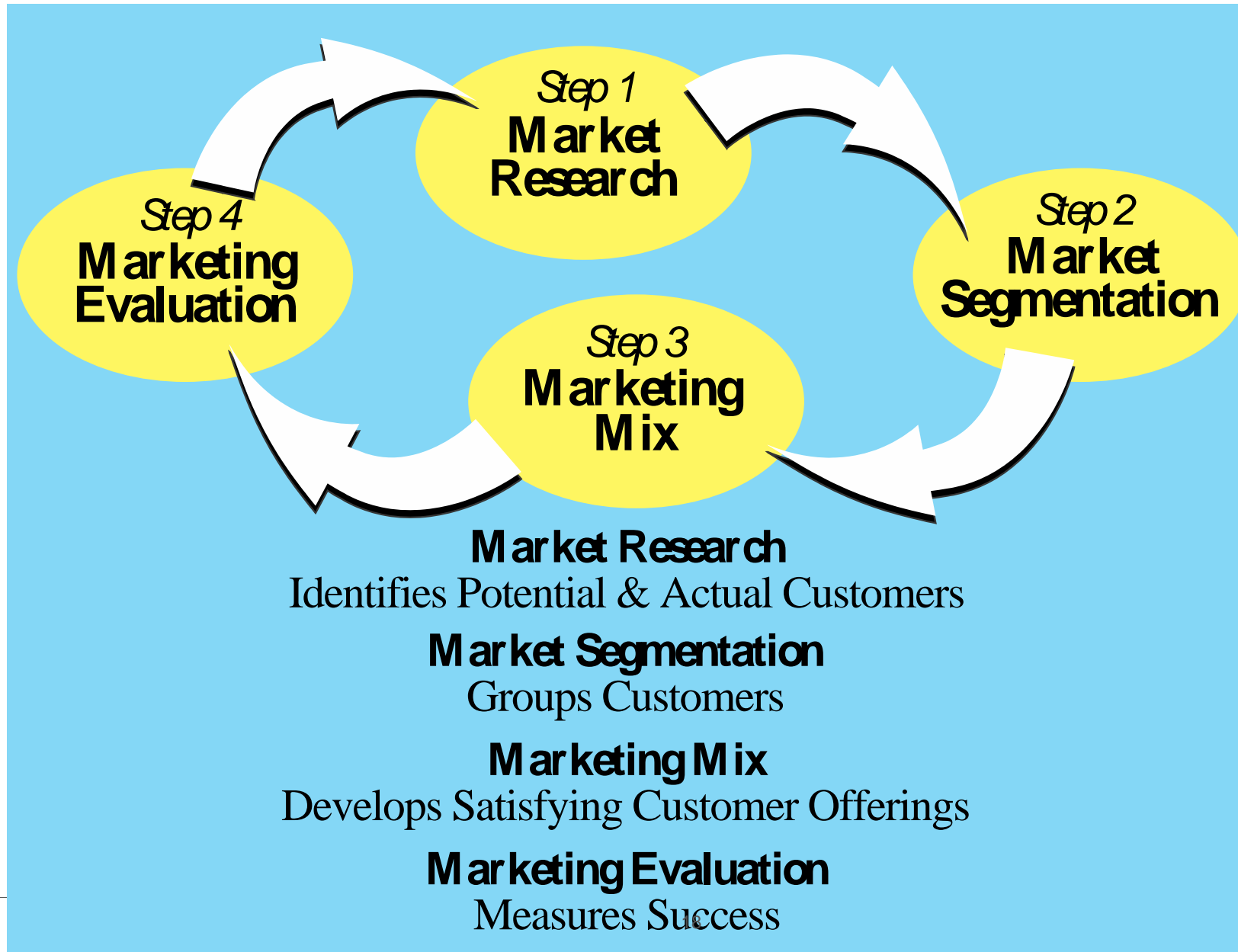
2. List a major goal for your library

3. List one ore more objectives to support this objective

4. Identify the general market (or customers) to be served

Write your answers on the table (Greek or English) – hang it up on the wall

The 4 Step Marketing Model



STEP 1: MARKET RESEARCH



Market research is:

- The function that links the information professional to the customers' wants and needs
- Identifies customer data
- Designs methods of collection
- Manages and implements data collection processes
- Analyzes results
- Communicate findings
- Planned and systematic



External Data Sources

TYPE OF DATA

Population
Demographics
Economy
Schools
Traffic
Growth
Local Issues
Technology Issues

DATA SOURCES

The Mass Media
World Wide Web
Public Agencies

- Government Planning Offices
- Department of Health, Human Services, Education, Transportation
- Professional Organizations/Journals
- National Organizations Operating Locally
- EU-statistics

Internal Data Sources

- User Records
- Performance/Services Records
- Customer/Member Information
- Customer Feedback/Inquiries/Complaints
- Program Budget/Expenditures
- Past Project Proposals
- Planning Documents
- Board of Directors Meeting Minutes
- Organizational Policies and Procedures
- Other?



Photo: Bergen Public Library



Exercise 2: Market Research

Another way to identify needed data sources

1. What is your market area(s)?
2. What is your desired market area(s)?
3. Who are your *actual* customers within this area?
4. Who are your *potential* customers?
5. What products and services are you delivering?
6. What (products) services and materials do they want and need?
7. How and when are you delivering these materials and services?
8. When do they want these services and materials?

Write your answers on the table (Greek or English) – hang it up on the wall

STEP 2: MARKET SEGMENTATION (CUSTOMER GROUPS)

Step 2 Market Segmentation

- A market is all the people who have some stated INTEREST in a particular product or service or who could be expected to have one in the future.
- A market segment is a group (a segment) of actual or potential users who share similar wants and needs



Photo: Bergen Public Library



Photo: Bergen Public Library

Why do we group customers?

- To deliver products and services efficiently and effectively
- To give services to groups of people who behave in the same ways or have similar wants and needs



Photo: Bergens Tidende

Market Segment Characteristics

- Mutual exclusivity - adult learners vs kindergarten children
- Measurable – a group you can count in terms of their total number and their volume of use, and also identify who they are
- Accessible – the group must be able to be “reached”
- Substantial - the group is large enough to prioritize and large enough in population size
- Market responsiveness – group members should respond similarly to the library’s offerings



Segmentation strategies

- Undifferentiated approaches – does not recognize singular customer markets or market groups
- Differentiated approaches – require developing products and services that differ for different customer market segments. An imaginative response to a potential customer
- Concentrated or niche marketing – decision to do one or two things very well
- Mass customization – the capacity to develop, produce, market, and deliver goods and services that feature enough variety that nearly everyone can get what he or she wants





Exercise 3: Market Segmentation

1. Define a market segment of actual or potential users who share similar wants and needs
2. List the characteristics of this group:
 1. How can you measure the group? Can you count it terms of their total number, their volume of use, or identify who they are?
 2. How can you reach the group?
 3. Discuss if the group is large enough to prioritize?
 4. Do you think the group members will respond similarly to the library's offerings?
3. What strategy of approach (segmentation strategy) will you use to reach this group? Why?

Write your answers on the table (Greek or English) – hang it up on the wall

STEP 3: MARKETING MIX STRATEGY

PRODUCT – PRICE – PLACE – PROMOTION

The four P's:

How the PRODUCT (a good service, idea, place or person) works with the PRICE of that offer, the PLACE of distribution and PROMOTION of messages—to achieve optimal customer satisfaction.



Photo: Ruth Ørnholt

Step 3
Marketing
Mix

1. Product

Anything (tangible or intangible) that can be offered to a market to satisfy a need.

It can be:

- **Goods:** books, films, online databases, internet access
- **Services:** story hours, computer training, interlibrary loans, events
- **Person:** children's librarian, information specialist
- **Place:** the children's department, the web site



Photo: Bergen Library



Photo: Bergen Library



Photo: Ruth Ørnholt

2. Price

What people give up to obtain a product (not just a monetary charge)

- Travel time
- Wait time
- Inquiry time
- Speed of assistance
- Reading time
- Time spent in the library
- Fees



Photo: Bergen Library



Photo: Bergen Library



Photo: Hordaland county Library

3. Place: Physical or Virtual

How your organization makes its products and services available and accessible to its markets

- Facilities
- Mobile Libraries
- Web-site
- Facebook
- Streaming of events



Molde Public Library



Photo: Hordaland county Library

Kvinnerød bibliotek Tilbod Kva skjer? Bokbussen Lokalhistorie Om biblioteket

Utanfor - open informasjonsskveld om psykisk helse

Er du vår nye bokbussjåfør?
Ledig stilling som bokbussjåfør/biblioteksassistent frå 01.02.2018.
[Les meir](#)

Fuglane veit-utstilling på biblioteket
Utstillinga heng til 30.november.
[Les meir](#)

Spk i samlinga vår:
Søkeord...
Mine lån
Lånummer / E-post
PIN-kode / passord

Opningstider

Dag	Betjent	Meiroppe
Måndag	10-16	08-22
Tysdag	10-18	08-22
Onsdag	10-16	08-22
Torsdag	10-18	08-22
Fredag	10-16	08-22
Laurdag	10-14	08-22
Sundag	—	08-22

[Informasjon om Meiroppe](#)

Korleis kan eg...

- » Få lånekort?
- » Låne e-bøker?
- » Spke i lokalhistoria?
- » Forny eit lån i mappa mi
- » Få ny pin-kode?
- » Bruke Meiroppe bibliotek?

Nyttige lenker

- » [DFB- det fleirpråklege bibliotek](#)
- » [Bergen offentlege bibliotek](#)
- » [Mappa mi](#)
- » [Biletsamlinga](#)
- » [Kikkhullet - nytt, mest lånt osv](#)

Arrangement [VIS ALLE](#)

Utanfor - open informasjonsskveld om psykisk helse
28. NOVEMBER 2017 KL. 17:00
VELKOMME TIL OPEN informasjonsskveld om psykisk helse på biblioteket.
[Les meir](#)

Russiske imperium - foredrag med Kåre Johan Mjør
25. JANUAR 2018 KL. 18:00
BIBLIOTEKET INVITERER TIL bokkveld! Kåre Johan er forskar/filolog og idéhistorikar med Russland som kompetanseområde.
[Les meir](#)

Bokmeldingar frå FRAMTIDA.NO

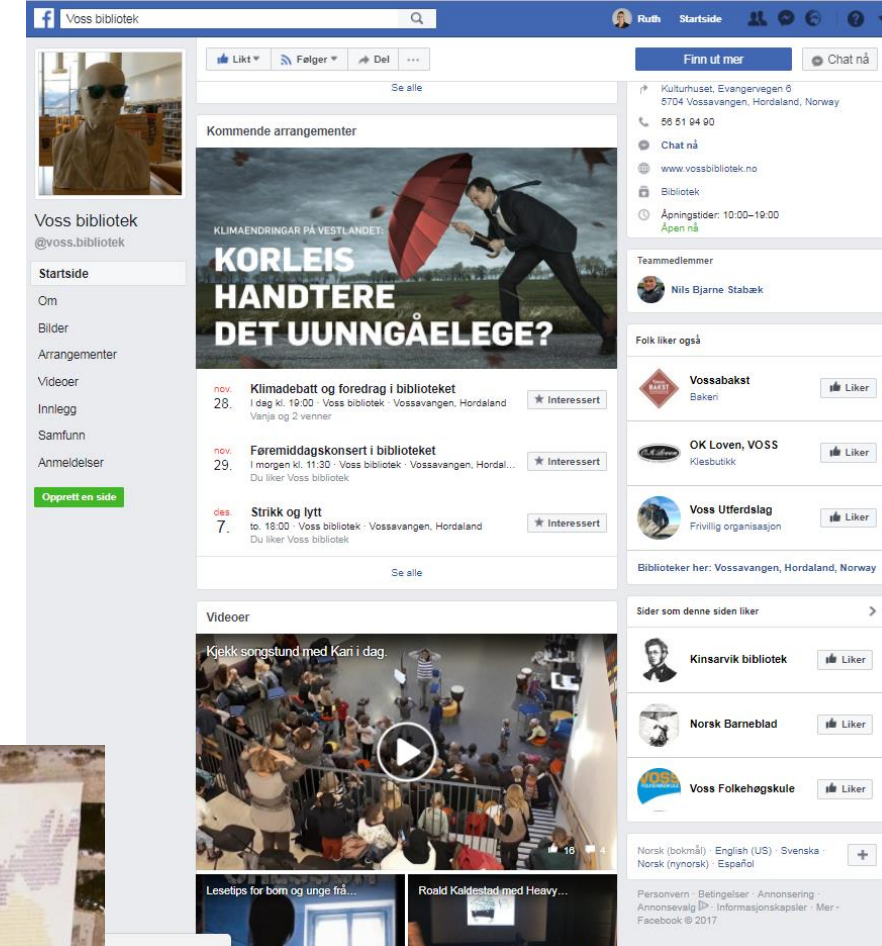
Går det til helvete, så går det til helvete. Men er alt
[Les meir](#)

4. Promotion

Getting the world out on your products or services through the use of promotional tools:

1. **Advertising:** paid or public service, print or social media
2. **Sales promotion:** best used to introduce new products
3. **Publicity:** unpaid coverage by the media
4. **Personal selling:** Library staff's communication with actual customers
5. **Direct marketing:** communicating straight to the customer with i.a. twitter, email, letters, sms (texting)

Social media facilitate all tools





Individual Exercise 4: MARKETING MIX (the 4 P's)

Find (at least) two products:

1. Describe the price (cost of user's time or a fee)
2. Where (which place) will the user find the products?
3. How will you promote the products?

The Action Plan

- You have identified internal and external influences -
- You have identified customer markets and targeted -

Research You know what you want to do –

Goals You know specifically what you want to achieve –

Objectives You've decided how you want to approach things –

Strategies Now all you need to identify the Who/What/When of tasks

Action Plan !!



Marketing Strategy for A Customer Market

Action plan:

Describe Your Approach

- Target Market:
- Goal:
- Objective:
- Strategy:
- Actions:

Task Planning Phase	Lead/responsible	Due Date
1.		
2.		
3.		
4.		
5.		



Photo: Hordaland county Library

STEP 4: MARKETING EVALUATION

Step 4 Marketing Evaluation

Did you accomplish what you wanted?

Your evaluation should:

- Measure whether the **OBJECTIVE** was achieved
- Be designed before the project is implemented
- Measure outcome or completion of process
- Be realistic – something within your means to assess
- Incorporate performance measures
- Include a feedback loop, a method for revising your approach



Marketing Evaluation

1. Is my research adequate ?
2. Have I prioritized my segments the way I should ?
3. Is my product what they want and need ?
4. How's the price ?
5. Is it being distributed for easy access ?
6. Am I communicating so my segment can hear ?



Photo: Erling Gjelsvik



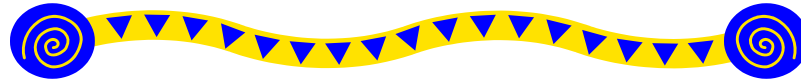
Exercise 5: How does your organization market?

Review the marketing model.

Identify the marketing activities of your library.

1. Marketing Research:
2. Market Segmentation:
3. Marketing Mix:
4. Marketing Evaluation

Thanks to:



*Marketing and Social Media: a Guide for
Libraries, Archives and Museums*
(Rowman & Littlefield, 2014), ISBN 978-
0-8108-9080-0

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Thank you!

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