

What is Marketing?

It is awareness, change and response.

1. It is the job of **everyone** connected with the library.
2. It is the **basis** of customer service.
3. It provides the information to create new successes and repeat the old ones.
4. It tells you what the customer—your institution and the people who serve it—wanted, wants and will want.
5. Helps you find and engage the “invisible” customers.
6. Helps you build successful relationships with decision-makers.
7. Tests assumptions. Assumptions and smugness are the enemies of good marketing.
8. Identifies clusters of customers who share identifiable traits and with whom you have transactions; these are target audiences.
9. Measures the gap between what the customer wants and what you are willing to offer.
10. Changes individual behavior.
11. Creates targets and benchmarks.

The Biggest Mistakes

1. Thinking marketing is just about advertising, promotion, advocacy, etc.
2. Acting as if you are superior to your customers.

Marketing As if Your Library Depended On It
How To Be A Better Advocate for Your Library—October 2, 2004

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How to Define and Use Target Audiences and Market Clusters: Network Building

Definitions:

- *A network is an array of useful relationships.
- *The art of networking is the art of exchanging useful ideas and information among individuals for mutual benefit.
- *The art of network building is the art of designing, building, and maintaining these networks of relationships.

The Five Rules of Networking:

- 1) Be Useful to others on their terms and allow them to be useful to you.
- 2) Don't Be Boring. Abstain from loading others down with too much data, from exploiting them, and from not letting them be useful to you.
- 3) Listen. Think about what the other person is saying, not what you are going to say. Seek out people with whom you don't agree; listen to them.
- 4) Ask Questions and plan to be surprised by the answer.
- 5) Play the Wild Card! The least likely person can have the answer to your question and you can be useful to the least likely person.

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Where are the Library's Customers?

Networks of Geography: Neighbors, roommates, people who work down the hall or in the same building or on the same campus or in the same block. The people who live in the neighborhood of your workplace, in your town, county, state.

Networks of Intention: Politicians and appointed officials, task forces and community groups, members of citizens' groups, members of political parties.

Networks of Interest: Members of professional associations, clubs and conferences, people who subscribe and read the same magazines and play the same sports, people with children the same age, people who have lived through the same experience.

Networks of World View: Followers of the same guru, practitioners of the same religion, people who speak the same language or who belong to the same ethnic group, people whose families came from the same part of the world, people who share your philosophy concerning politics or education.

And how about... Salespeople, police officers, receptionists and secretaries, postal carriers, kids, the person in front of you in line at the grocery store, the person next to you on the plane or bus, your waitperson, your worst enemy, your best friend.

The people most overlooked: Your parents, people who you don't like, people who you are in awe of, people who you don't know, people who you were told about years ago, people who make less money than you or who don't have your education or credentials, and those with superior education and credentials.

The people we tend to exclude: The Others - people who you perceive are on the other side of important issues, people who vote differently than you do, people who have different ideas about: abortion, public school curricula, birth control, sex, gun control, capital punishment, cats, trade laws, vitamins, music, how to raise children, taxes, the role of women, the role of men, the United Nations, hunting, and nuclear power. And, people who live in the wrong city or state, people with the wrong religious ideas, people who work for the wrong employers, people who eat the wrong things, people who disagree with us.

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The Differences between Benefits and Features

What is a Benefit?

1. In the language of the customer: NO LIBRARY JARGON!
2. Using ideas important to them.
3. Using values important to them.
4. What the customer wants or likes or needs..
5. Using outcomes important to them.
6. From the customer's point of view!
7. Photos and art emphasizing the customer, **not** the library staff.

Write three sentences that a library would boast about as a FEATURE of the library. Then, match every sentence with at least two sentences that demonstrates the BENEFIT, as if an external customer was writing it in the first person.

Benefit statements are usually shorter, active verbs, written from the customer's point of view, are specific, concrete and results-oriented and can be humorous, provocative and memorable. A successful benefit statement paints a visual image.

Most common mistakes: jargon, not in the first person, not from the customer's point of view, vague, complex verbs, future verbs.

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