

Akademiese Inligtingsdiens Academic Information Service

THE VISIBLE LIBRARIAN

Marketing of LIS products and
services

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TOPICS TO BE COVERED

- **Definition of customer service?**

“**Customer service** is the provision of service to clients before, during and after a purchase,” According to Turban *et al.* (2002).

- **Definition of marketing?**

“**Marketing** is the process of interesting potential clients and clients in your products and/or services,” by Laura Lake. (2009).

TOPICS TO BE COVERED

- **Definition of public relations and Publicity?**

Public relations (PR) is the practice of managing the flow of information between an individual or an organization and the public.

Publicity is the deliberate attempt to manage the public's perception of a subject.

CUSTOMER SERVICE

What do clients expect?

- To be appreciated
- To get what they need; accurate, timely
- Friendly staff
- An attractive and user friendly facility
- A wide and well-reasoned selection of resources

importantly, clients want their problems solved

MARKETING ACTIVITIES TO CONSIDER

- Open House events
- Brochure
- Information literacy training
- Newsletter
- User Survey
- Needs Assessment (LibQual)
- Web Page

Who Should Market?

- The librarian and Why?
- No one else will do it for you
(expensive to use professional marketeers)
- You know your library better than anyone else
- You know—or should know—your organization and clients best.
- No one has more to gain from marketing or more to lose if you don't market.

What Are You Marketing?

- Existing products and services
- Products and services you could provide if there was funding or support
- But remember, the real product of your library is answers!

Who Is Our Competition?

- The Internet? GOOGLE
- Vendors if they are selling directly to the end-users?
- If clients prefer to be served by your colleague and not you?
- Other libraries?
- The library's biggest and most dangerous competitor is themselves
 - When providing BAD service
 - Unsatisfied clients

Who Are Your clients?

- What do they need?
- How do you find out what your clients need or want?
 - **Ask them!**
 - **Combination of survey and interviews.**
 - Remember to include non users.
 - Ask them why don't they use the library.
 - Have they encountered problems with service or staff in the past that have turned them off of the library?

When To Market?

- **Always**
- They are especially interested at the time of need
- You can also cross-sell:
 - when you deliver one piece of information, you can also promote another product or service

Where To Market?

- your own institution or community
 - To present clients
 - To possible clients
- To clients outside your institution,
(external clients)

How To Market?

- Marketing is not only for marketing gurus OR experts
- It takes good knowledge and understanding of your organization vision and strategies
- It takes good knowledge and understanding of products and services
- It takes well thought plan

Ranganthan Does Marketing

- Library Resources Are for Use
 - If a resource is not being used, it should be either excluded or marketed.
- Every Customer is their Library's Resources
 - It is not enough to make clients happy. We must "please" them.
 - Do more than they expect.

Ranganthan Does Marketing, continue

- Positioning
- Branding
 - Save the Time of the Customer
- The librarian's winning formula is better, cheaper, and faster.

Ranganthan Does Marketing, continue

- A Library Is an evolving Organism.
- Nothing is constant.
- Make it easy for your clients to tell you what you did well and what was done poorly

Good Publicity

- Keep it simple.
- Target your audience.
- Make sure it still looks professional.
- But do not obsess over it—it's only a small part of your job.
 - Consult your performance system

Brochures

- If you do one, make it a good one.
- Use targeted brochures.
- Make it eye-catching and professional.
- Try a question-and-answer format.
- Get them to your clients!

Business Cards

- Do you have a business card ?
- Who do you give your business card to?
- How do you design your business card?
- Make it to stand out
- But don't be too different.
- Use your brand (style).
- Include title and professional qualifications

Newsletters

- Every library should have a newsletter.
 - What to include?
 - Have a consistent format and regular schedule.
 - A “just-in-time” e-mail newsletter is interactive, current, inexpensive, cheap, and easy.
 - How about different newsletters for different audiences

Bulletin Boards And Display Cases

- Easy and cheap.
- Use a portable easel for a portable bulletin board OR computer screens.
- Think of a display case as a super-board.
- Change all displays frequently.

Freebies

- Use your established colour scheme and institutional logo or slogan.
- Put on everything: the library's name, address, phone and fax numbers, e-mail address, URL, Facebook, and Twitter.
- Quality and relevance; bookmarks, pens.

Your Email Signature Can Sell

- Keep it short, simple, and discreet.
- What to include in your signature file:
 - Name and surname
 - Title
 - Job profile
 - QR codes
 - Picture

Your Web Page

- Content is king.
- Set up internal electronic discussion groups or bulletin boards to facilitate communication within the organization or with outsiders.
(chat to the librarian) (Google talk) (web 2.0)
- Keep it short and simple.
- Have the links your clients need.
- It should not be too busy

Your Web Page, continue

- Make it easy for clients to submit new sites, suggestions, questions, and requests.
- Try personalized library portals.
- Post photos of the library or library events.
- Think like your clients (know your clients).
- Plan a campaign to make your clients aware of the web site.

Public Relations: Embedded Librarian

- Get out of the library give them your The Personal Touch by:
 - Delivering items to clients in person.
 - Visit a department you know little about or in which you have few clients.
- Try an Open House.
 - Host events and get snacks because food brings them in. (Library Week, televise Budget speech, exhibitions of authors; titles of books; arts etc.)

Public Relations: The Embedded Librarian, continue

- Look and feel of your library
 - Is it welcoming? (neat, rearrange etc.)
 - Can the customer find information without assistance?
 - Can clients easily find staff offices?
 - Will clients want to come back to the library?
 - Are signages clear and visible?

Public Relations: The Embedded Librarian, continue

- Attracting clients into your own library
 - Are you welcoming your clients with friendly smile and greetings?
 - accurate, and clear?
 - Offer your service by asking this question :how may I help?
 - Notice board about library operation time

ASK For Slot At The Board Meeting And Prepare A Presentation

- Remember first impressions last long
 - Start with a provocative statement or question. Introduce yourself. Make the pitch. Request action.
- Introduce yourself
 - Tell them who you are, what you do, and what you can do for them.

References

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