



opleidingen
School for Information



Marketing for Information Services by Eric Kokke

Give your definition of marketing

Getting your product seen and used by your audience

Promotion of the benefits of the service to users and potential users

Communicating how you meet the users' needs

Promoting your added value

Promotion of the service

Showing the surrounding world what you offer in different ways

marketing is the means by which you promote a product or service to the wider community

Showing how your service fits and shapes the users lifestyle

Engagement and promotion of a service or product through multiple channels suitable to meet your target audience



Give your definition of marketing

Delivering relevant services for your users

Promotion of products or services

Promoting services,

Awareness.

To make people interested

Promoting service and library life

Promoting your products and Services to your users

Promoting the services

effective messaging that is in brand, and encourages a relationship with the audience



Give your definition of marketing

Visability

To increase awareness of something or improve the emotional response to it

Promoting library services

Selling your services

Promotion for your target audience that brings about increased interactions and usage

Telling others (users and non-users) all about what you do well and how it can benefit them

Selling yourself, a product etc

Promotion

understanding what your customer needs. UX and CX



Give your definition of marketing

Letting others know about my service (product) and make them use it.

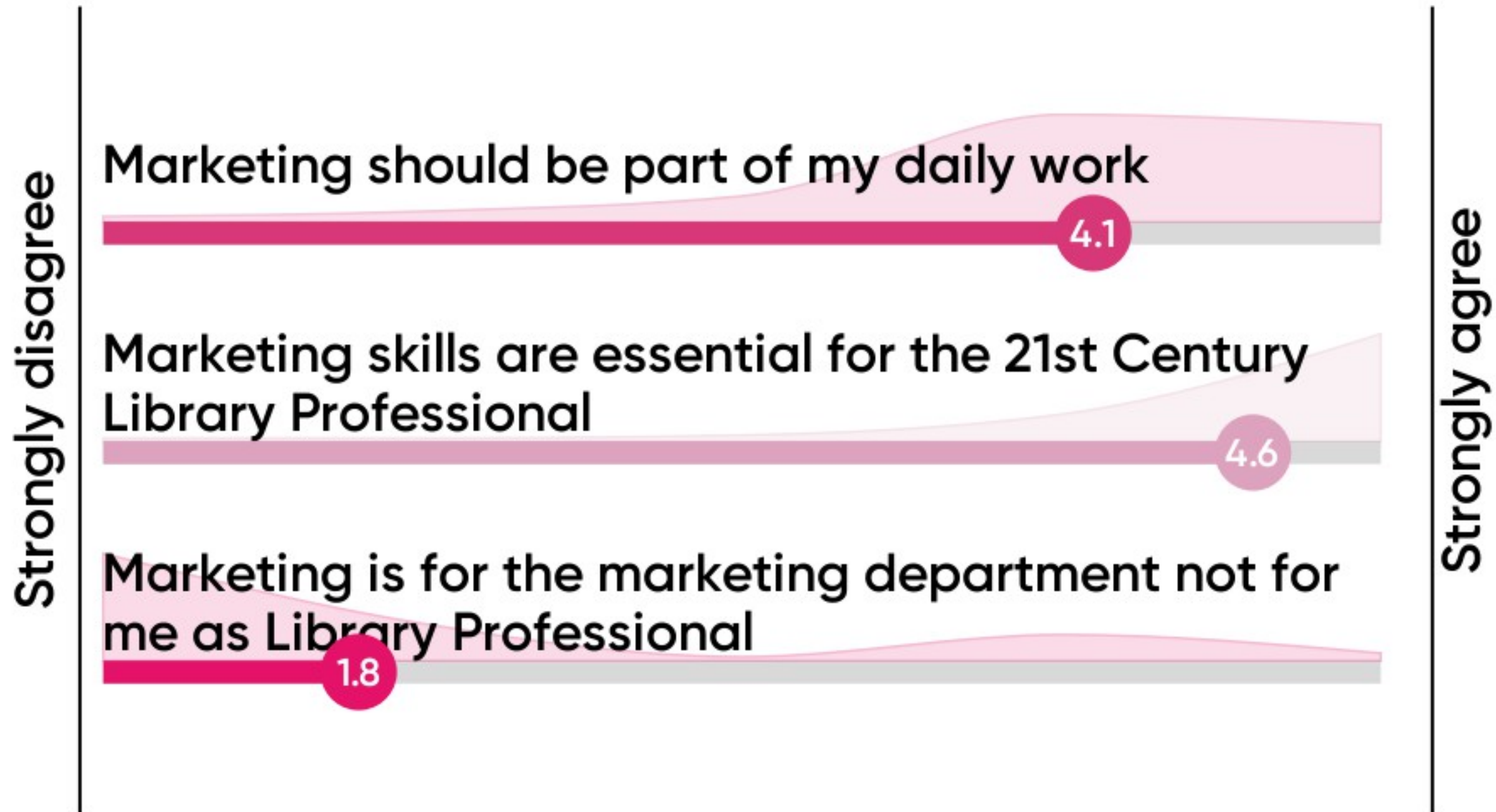
Position my services in the market

Connecting how our services and resources can assist our users.

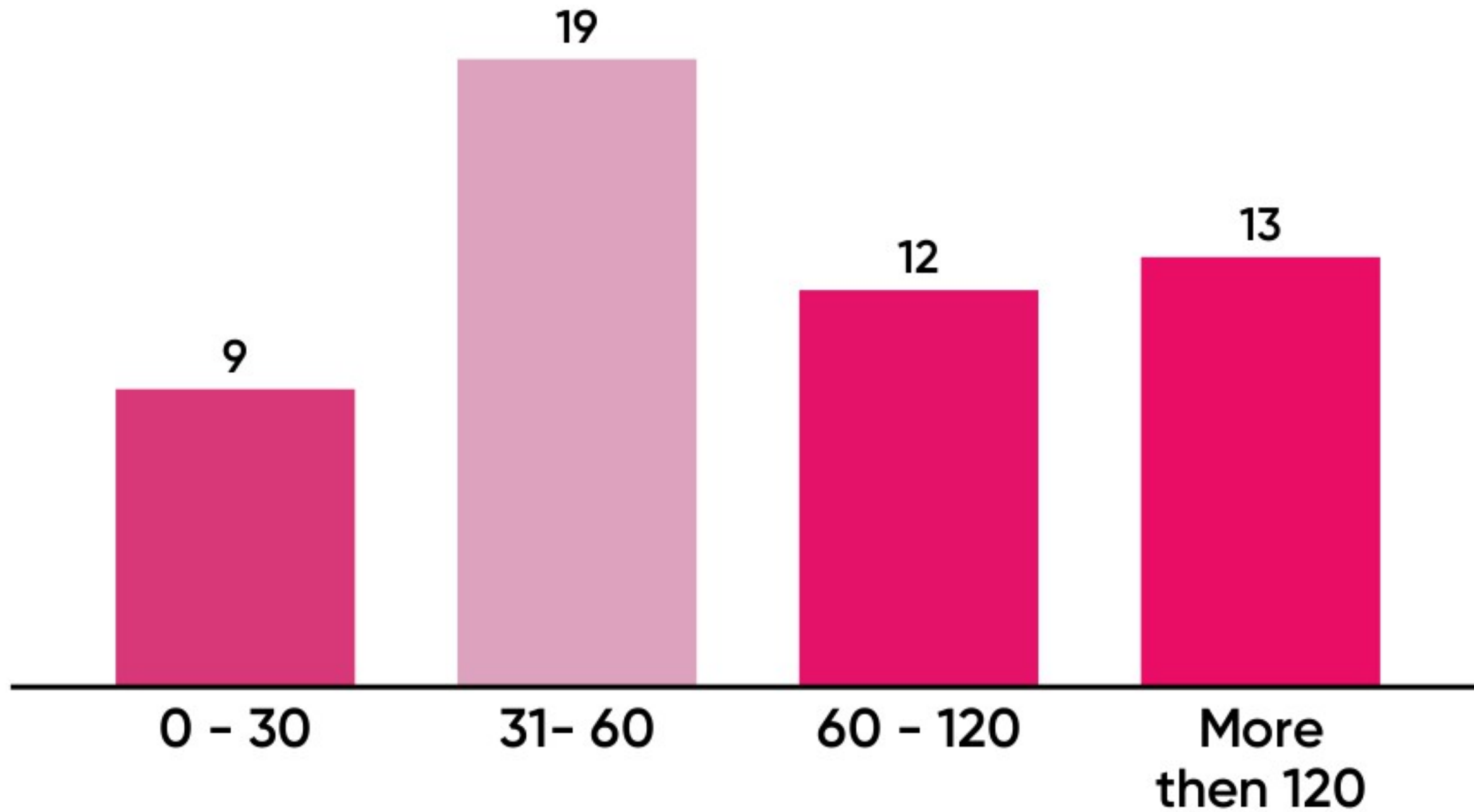
Creating awareness of your product



Do you agree with these 3 statements?



I spend ... minutes per week on marketing activities



Very
Important



JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676
BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112
BILLION

PENETRATION:

67%

INTERNET
USERS



4.388
BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS

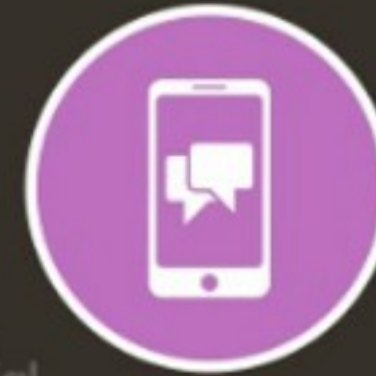


3.484
BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256
BILLION

PENETRATION:

42%

7

SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS, ITU, WORLD BANK, CIA WORLD FACTBOOK, EUROSTAT, LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES, MIDEASTMEDIA.ORG, REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS, PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS, ARAB SOCIAL MEDIA REPORT, TECHRASA, NIKI AGHAEI, ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019)

Hootsuite™ we are social

The whole world is digital...





Google as the solution to everything





Why ask a librarian when you can ask...



How do people deal with the information overload?





Data is hot!

MULTIPLE GENERATIONS @ WORK

Five Generations Working Side by Side in 2020

TRADITIONALISTS Born 1900-1945	BOOMERS Born 1946-1964	GEN X Born 1965-1976	MILLENNIAL Born 1977-1997	GEN 2020 After 1997
Great Depression World War II Disciplined Workplace Loyalty Move to the 'Burbs Vaccines	Vietnam, Moon Landing Civil/Women's Rights Experimental Innovators Hard Working Personal Computer	Fall of Berlin Wall Gulf War Independent Free Agents Internet, MTV, AIDS Mobile Phone	9/11 Attacks Community Service Immediacy Confident, Diversity Social Everything Google, Facebook	Age 15 and Younger Optimistic High Expectations Apps Social Games Tablet Devices

Each generation brings its own view of the world, which creates both opportunities and threats to businesses. **This demands Generational Intelligence!**

5 generations with their own information and communication needs...



If Marketing is the answer... Where do you start?

relatio
point of view.
Value-added, va
offering addition
with goods or ser
"extra" feature(s)
what is

What is your added value?

Describe the added value of your department to your organisation / institution

Information literacy

We save them for doctors/ nurses etc so they can be with patients. We are fast at finding information.

Direct contact with users, and 'sifting' the huge amounts of information.

A free and open space of culture and information

Providing relevant information and in-depth research services

Saving user's time and aggravation

Provide a touchstone for information: a knowledge center

We organise subscriptions for important people

Inspiration, entertainment, knowledge...,



Describe the added value of your department to your organisation / institution

I can support digital projects by searching for evidence to support benefit realisation

Provide a starting point in gathering trustworthy information.

Information and guidance regarding scholarly communications and its evolution

We make the whole organisation visible and tangible

Provide professional service

Professional service

Time saved for non-library specialists to focus on the valuable work on their own core areas.

We ensure the credibility of our company - bu ensuring good and correct informatil, its crucial!

we promote the work that our colleagues do. Without us this work could be invisible to the wider community. Does a tree exist if nobody sees it?



Describe the added value of your department to your organisation / institution

Taking a digital offering and adding something readers did not know about, but needed

Finding the hard to find trustworthy information needed for users to carryout their job

Providing context

Free and open access to knowledge

connections - between learning and technology, between disciplines, between different patrons, etc, etc

Lifechanging possibilities

Access to scientific literature and external information.

We educate, inspire and create a space.

Promotion of reading habit



Describe the added value of your department to your organisation / institution

Saving time for users finding relevant resources

The right Information at the right time

We help students navigate the information landscape

Education

Our team work on the front line with our members so we have unique insights into their needs and views. Thanks s can help us develop services and maximise impact.

We are the service seperate from everything else. We don't know a students grades or how well they're doing, we don't know their financial situation, or how well they are. We're here as unbiased support for studies and uni life

To help students and faculty navigate the overwhelming number of resources out there

Access to more info than the open web alone
Credible, citable info Experience and expertise
"finding" Navigating complexity of licensing info
Cost effective info discovery

Quality



Describe the added value of your department to your organisation / institution

Our academic library desk is been relaunched as a Student Hub to meet student requirements under one umbrella.

Demystifying complicated information environment

Advocacy and lobbying on behalf of university and researchers with publishers, content providers and within library community.

Supporting the users with the finest (for them) scholarly information and services

We connect the services to the people and interface with all other programming channels available. We begin and build the learning collaborations.

Supporting teaching staff with resources that add value and information in the delivery of education. Assisting students in locating information that adds depth and breadth to their learning

We can help managers find evidence to support their decision-making.

Experienced Information professionals that can cut through the noise and deliver precise results

We build information competence for the employees, it is much needee!



Describe the added value of your department to your organisation / institution

We broadcast the library's signal and connect with organic influencers in our user community to share our mission narrative.

Hub of platforms for accessing information.

A cornerstone for a sustainable democratic future

Free of charge service

Ensure access to the books and materials sought by the users.

Google can give you a thousand answers but a librarian can give you the right one





When you know what your added value is start communicating!





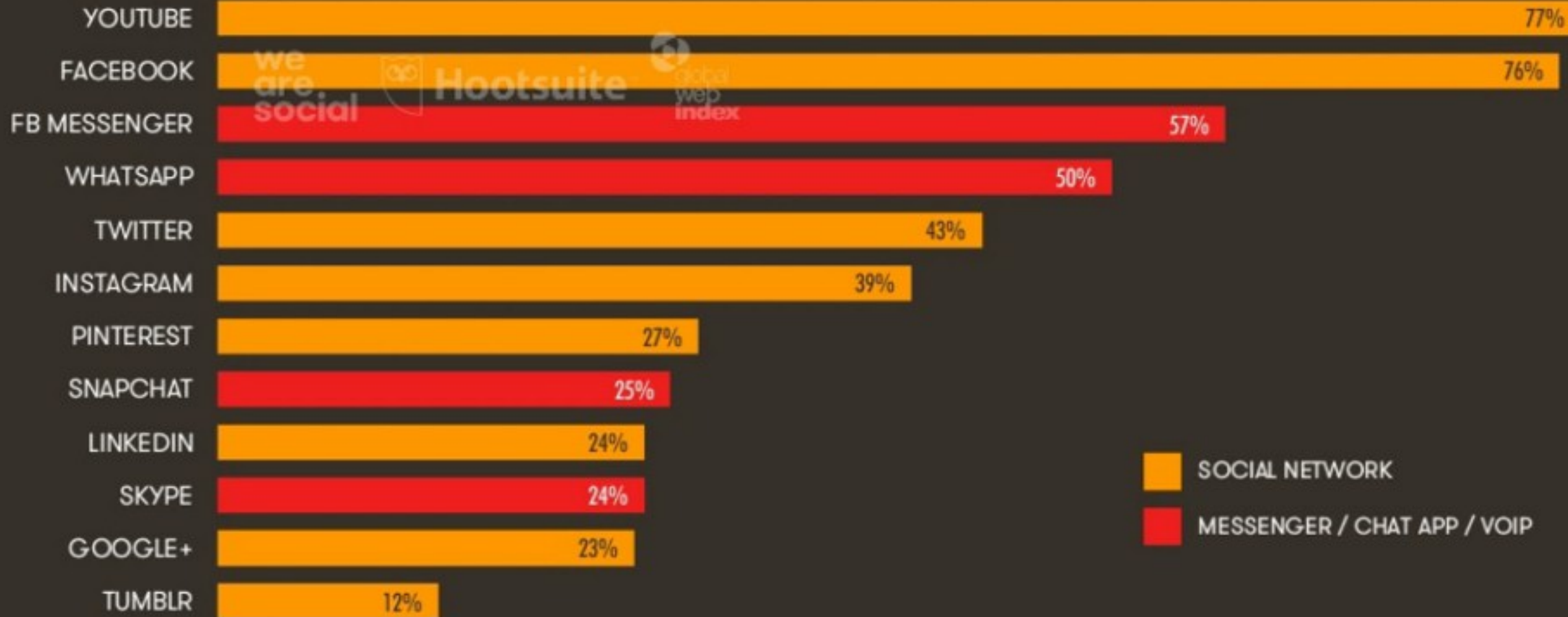
Use the right media



JAN
2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



26

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTES:** DATA FOR PLATFORMS WITH AN ASTERISK (*) IS COLLECTED IN A DIFFERENT PART OF THE SURVEY TO OTHER PLATFORM DATA. ALL DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. **ADVISORY:** FIGURES ARE BASED ON RESPONSES TO A SURVEY, AND MAY NOT CORRELATE TO SOCIAL MEDIA PENETRATION FIGURES SHOWN ELSEWHERE IN THIS REPORT; FOR FULL DETAILS, SEE THE NOTES AT THE END OF THIS REPORT.

Know what media is used



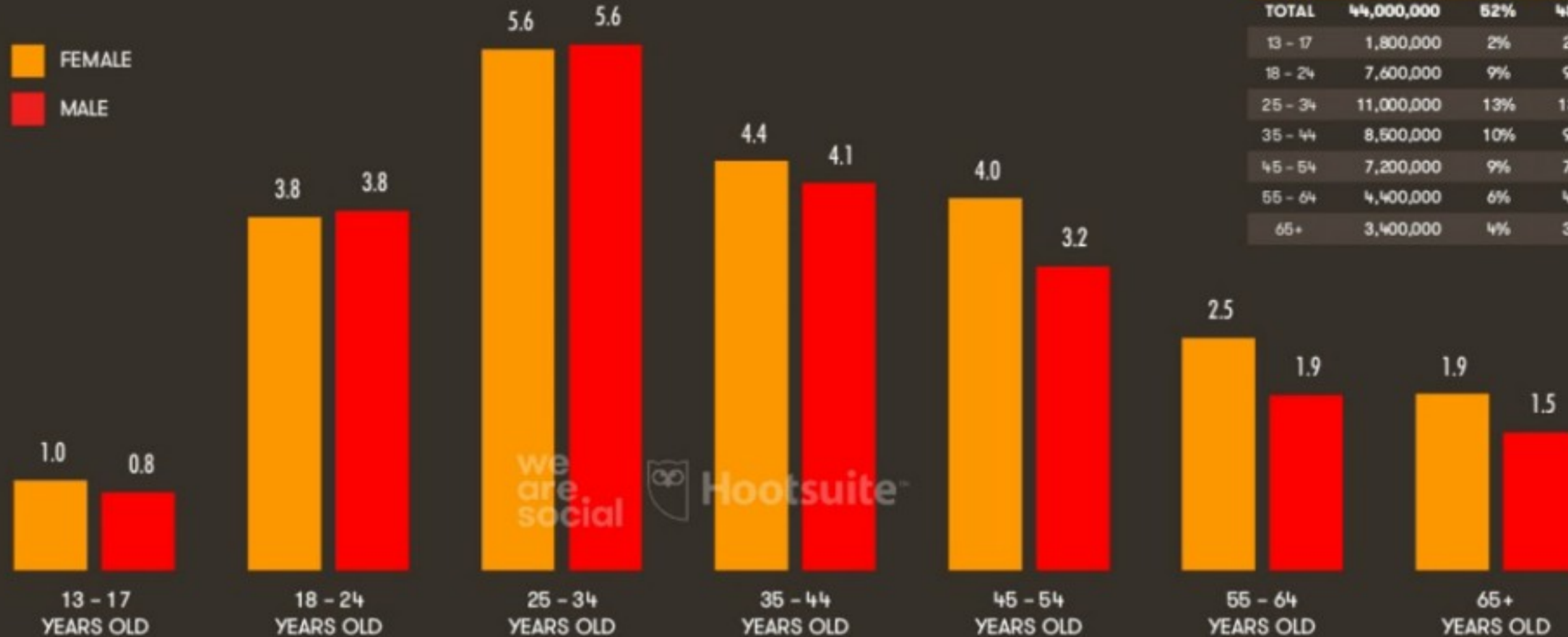
JAN 2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



FEMALE
MALE



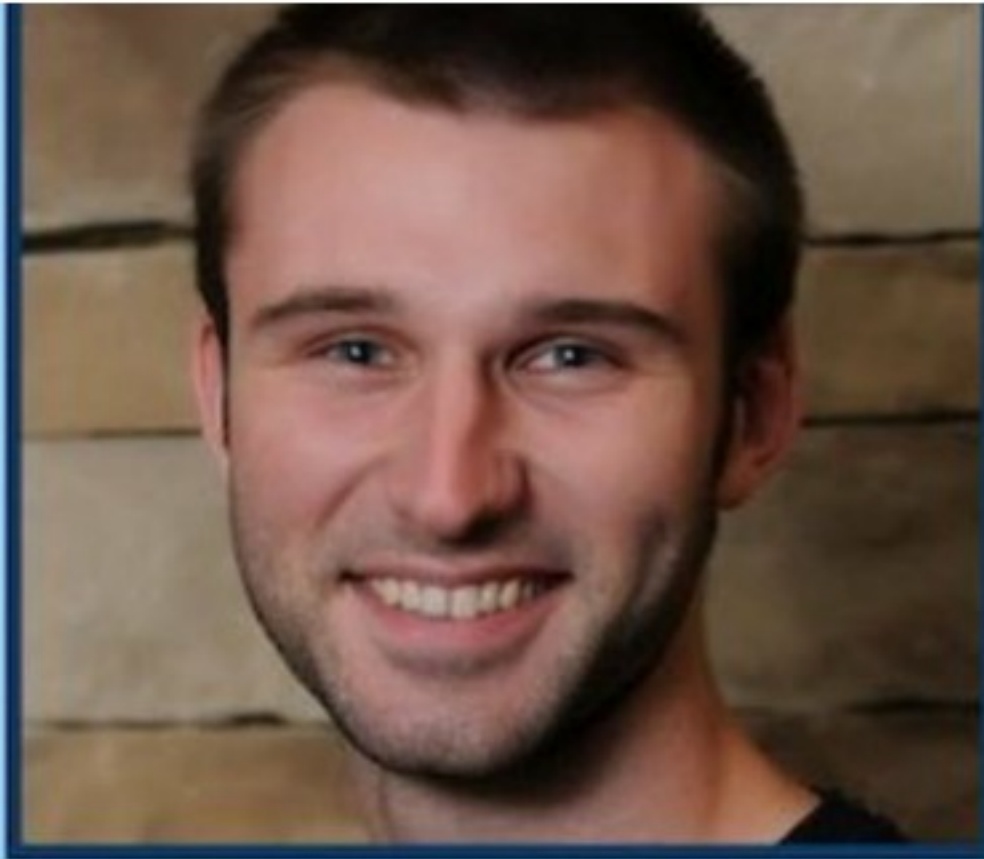
Know where to find your target audience





Do you know your audience? And understand them? Know their wishes and demands?

IAN THE INDEPENDENT



Undergraduate, Traditional
Second year student, majoring
in Communications

*"My paper is almost done—I
just need two 'scholarly articles'
for my works cited..."*

RESEARCH

EFFORT

KEY ATTRIBUTES

Drive-thru researcher

Usually waits until the last minute to start

Relies on peers and family network

Reluctant to seek help from librarians

GOALS

Mainly uses the library to study with peers

Values ease and convenience above quality

Wants to quickly locate "best bet" resources

Uses chat or Google if he's struggling

FRUSTRATIONS

Feels stupid or nervous asking for help

Irritated when answers aren't clear-cut

Frustrated that library databases aren't

Create personas



College Students Just Want Normal Libraries

Schools have been on a mission to reinvent campus libraries—even though students just want the basics.



ALIA WONG OCT 4, 2019



Sometimes it might be surprising... Expectations?



Answer the 'What's in it for me?' question for them





Tell them which problem(s) you could solve for them

JUST DO IT.

Create slogans, headlines, keywords, messages



Go out there! Act as an Information Hero



Work on your image. How do you want to be seen?





Work on your image! How do you want to be seen?



Your choice...



The project's original Facebook post read, "It has been 10 years since the Kardashians first graced our screens. To celebrate, our social media team decided to have a totally impromptu, definitely not planned, photo-shoot."

A team of staff members re-created a semi-risque photo of six Kardashian/Jenner women that had originally run on the cover of *The Hollywood Reporter*, and, according to IFLA, it became a "social media marketing sensation."

The goal was to connect with a more broad, younger audience to create a sense of relevance for libraries in the digital age via pop-culture references and humor. The



Or...creative, innovative, succesful...





Feel like a Information Hero? Pick up a limited edition T-shirt at our booth!



Useful links:

- [<https://tnw.to/Bk8Ba>] (digital 2019)
- www.pixabay.com for copy right free pictures
- [<https://princh.com/how-to-use-marketing-in-a-library-kathy-dempseyinterview/#.XZ5JekYzY2w>] (tips on marketing specific for libraries)
- [<https://contentmarketinginstitute.com/2018/02/libraries-content-stories/>] (tips on content curation for libraries)
- [<https://superlibrarymarketing.com/>] (markting ideas for libraries)

