



Zuzana Helinsky

# " Marketing to get better mileage from your library resources"

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Verkkoseminaari Kirjasto kumppanina – viestinnän onnistumisia ja epäonnistumisia 26.11.2020

*Based on The book "Shortcut to Marketing The Library"  
Elsevier /Chandos Publishing*



Chandos Information Professional Series

# A Short-cut to Marketing the Library

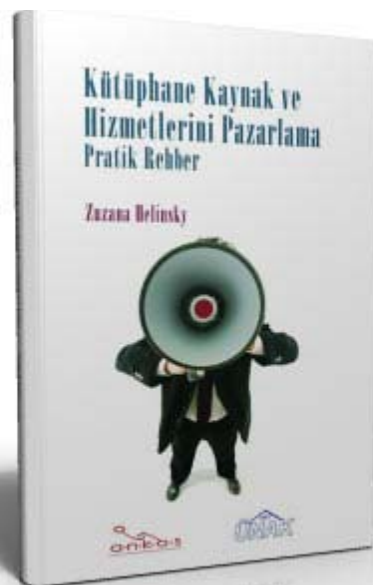
Zuzana Helinsky



CHANDOS PUBLISHING







- Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Philip Kotler)







# Is there a magic button

somewhere for us just to  
push and market our services  
and resources?

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Lord Google



*Professor Carole Goble*  
*The University of Manchester on UKSG*  
*conference*

- Its on the Web
- Its in PodCast talks or Powerpoint
- Google is the Lord's work





# library's reach through OCLC's visibility program

Online connections with your community are more important than ever when limited access to physical library collections has increased dependence on online resources. To do this, **your library must be visible in the places people typically consult first for information.**

Through OCLC's web visibility program, library collections are visible on [WorldCat.org](http://WorldCat.org) today to people who access the site directly or from search engines and leading websites such as Google Books, Wikipedia,



- Targeted groups, Customer groups, Competition, Marketing tools, Marketing surveys, feed back device, CRM, customer satisfaction, marketing environment, PEST analysis, SWOT analysis, Five Forces Analysis, Marketing research, Marketing strategy, Ansoff's matrix, Boston matrix, Bowman's Strategy, Poret's Generic Strategies, Value chain, Segmentation, Positioning, Objectives, Profitability, Concept of marketing, Micro-environment





Difficult?



# Getting started

## the 4 steps of old fashioned marketing

- Analysis
- Strategy and planning
- Tactics and realization
- Feedback





# Honesty





*'We've moved a few things around. Travel books are in the Fantasy section, Politics is in Sci-Fi, and Epidemiology is in Self-Help. Good luck.'*





Time?



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# Analysis

- Analysis is the process of breaking a complex topic or substance into smaller parts to gain a better understanding of it.
- <http://en.wikipedia.org/>





# PEST Analysis audits organisations

- Political aspects
- Economical aspects
- Sociocultural aspects
- Technological aspects



# Five Forces Analysis audits different threats

- threat of entry
- the power of buyers
- the power of suppliers
- the threat of substitutes, and competitive rivalry





# SWOT audits organisations

- strengths
- weaknesses
- opportunities
- threats.



# Strategy and planning

## *What to market*





# Matrices are for studying how market looks, both for now and in the future

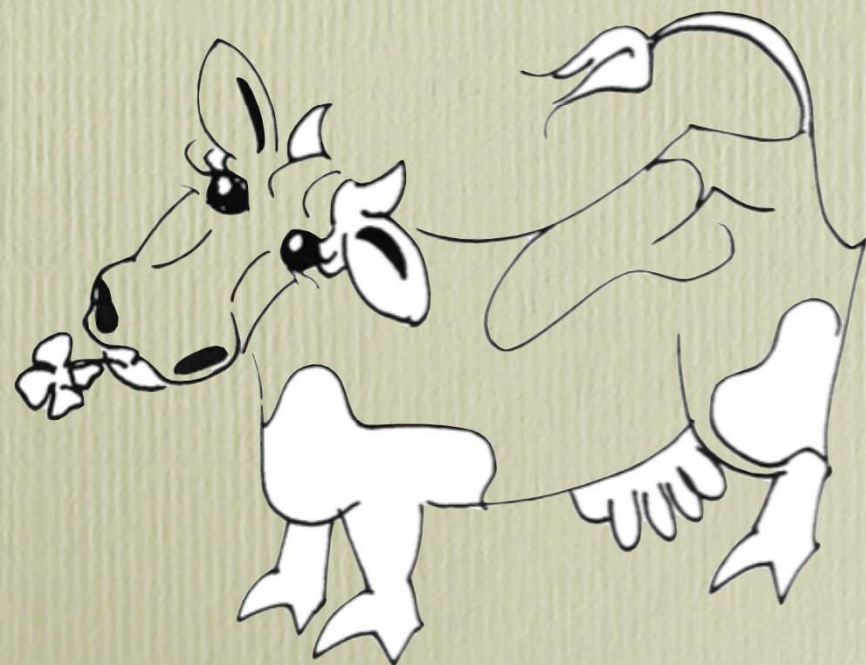
- Boston Matrix  
*Boston Consulting Group*

*The*

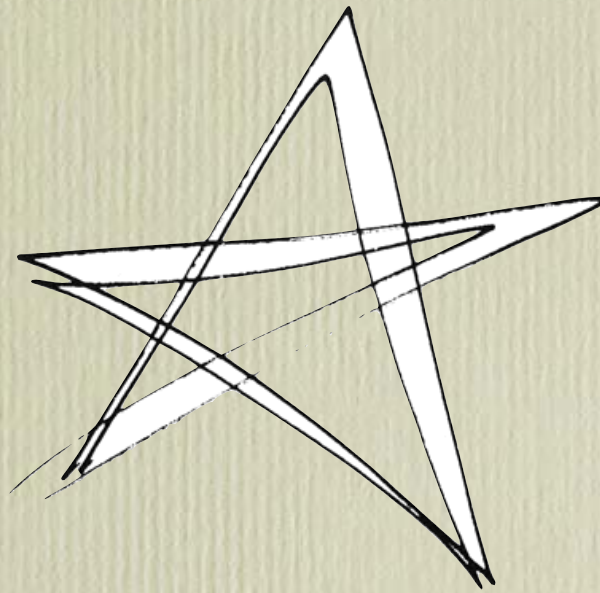




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Stars – products/services with high market growth and that are easy to maintain. Keep, and build, your stars.





Milk Cows – products/services with a high share of a slow growth market. They are good for the time being.



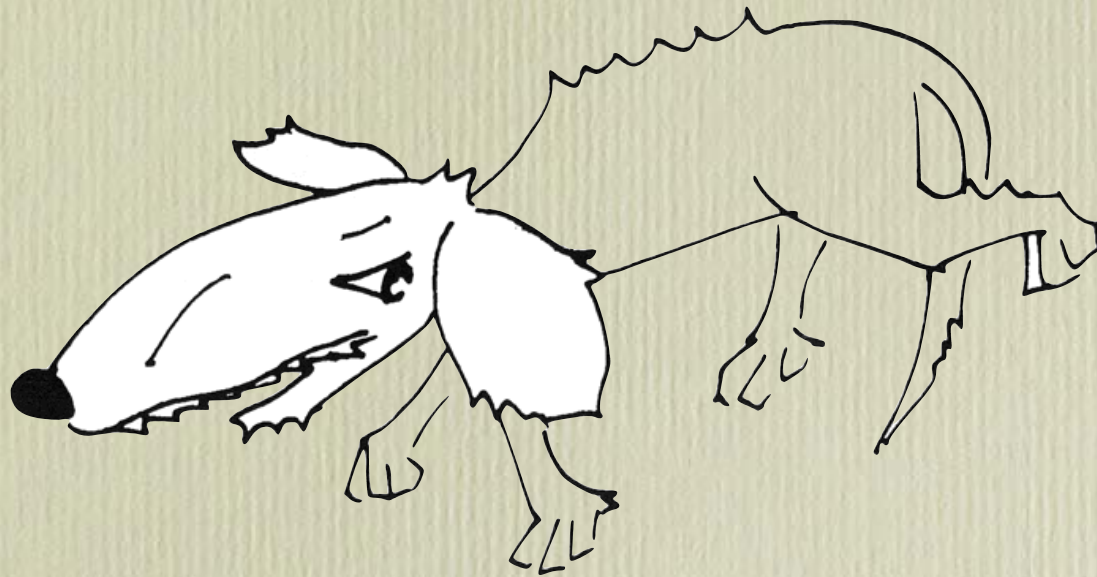




Question marks— products/services which consume resources and generate little in return.



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Dogs – products/services with a low share of a low growth market. Consider getting rid of these products in order to find time for new services.





# Find time for marketing



Eliminate some routines, and  
make your colleagues do it as  
well





# Tactics and realization

*To whom and  
how are we going to market?*



There are different ways to make things happen, but we must be more proactive and also try to involve more staff.







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- ‘Those employees who do not influence the relationships to customers full-time or part-time, directly or indirectly, are redundant.’ / Evert Gummesson



# Internal and external marketing

## Different forum for marketing





# Internal marketing









# Excel



# External Marketing





- There is no doubt that personal contact is extremely important and effective but it's not possible to use just that channel - which is why we must utilise other methods such as:



- (a) In the library's e-newsletter : almost all libraries have some kind of e-newsletter
- (b) In targeted email alerts sent to academics from our information specialists. This is ideal in theory, but unfortunately it usually tends to become just the general e-newsletter above, as we often put together all our news, because of lack of time. The problem is that our customers are overwhelmed by information and would like to have very tailored data -which we cannot provide because LACK OF TIME





- (c) Through e-mail to new staff giving useful links and introducing our services as the first in the university
- (d) Through training courses for staff and students. All libraries are using this marketing method. It is very important to have good people with an academic background and nice and pleasant approach there.



- (e) Through events associated with specific areas. Many libraries are very good at using all kind of events at the university to market themselves and their services. The trick is to have a good overview of what's happening around us
- (f) Through vendors programs. Ask for them! Not many libraries are using these methods for marketing in the long run





- (g) Through the institution's Website. Websites are of course very useful, but routines for regular checking and updating are very important, otherwise they could have a negative impact. A section with for instance New Resources is very much appreciated at many libraries.
- (h) Through Intranet:



- (i) Through an A-Z list with all serials extracted from Library Management system
- (j) Through “old fashioned” bookmarks in paper; which works very well and customers are coming and “asking” for these.
- (k) Through the library’s own OPAC
- (l) Indirectly, through conversation on a related topic





- (m) Many libraries are now reviewing all the library services and realize that they need to re-evaluate what should be provided, through internal & external marketing
- (n) Some libraries are very active and try to be involved in all university/organizational presentations to all the official visits
- (o) Through specific user sessions, organized from the library



- (p) Open house
- (q) Through different competitions
- (r) Through frequent contributions to the University bulletin.
- (s) Library workshops





- (t) Electronic monitor in the library
- (u) Publicity displays
- (v) Through leaflets (paper)
- (w) There was one library , who saw the opportunity for internal marketing at a library ball! It went very well and the library got many new users



Most important!!!!





DO IT!



Do it again and again







Feedback!!!!!!!!!!!!!!







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# Thank you

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