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Practical Marketing for the Academic Library

Academic Library Marketing 101

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Communication of Value

Kotler, P. (1972). *Marketing management: Analysis, planning and control*. Prentice-Hall.

Overview

Marketing Plan

- Drafting a marketing plan with SMART goals
- Creating a budget

Audience Segmentation

- Recognizing identities of students
- Recognizing identities of faculty and staff

Messaging Channels

- Tailoring messages
- Utilizing various messaging channels

Assessment

- Setting priorities
- Assessing goals

The Marketing Plan



SMART Goals



Image credit: Wikimedia user Dungdm93, (CC BY-SA 4.0)

IMPACTFUL OUTREACH: METHODS FOR CREATING AND ASSESSING OUTREACH INITIATIVES

Goal setting is an essential component of assessing outreach – without knowing what you are trying to achieve it will be impossible to measure success.

Using the SMART framework you can set easily measurable goals and establish a meaningful evaluation framework tied to institutional priorities.

Draft Goal: Increase student use of the library



Good goals are **Specific** – vague goals do not set a strategic direction. Tying your goal to an offering at your library can help you measure your success in the long-run.

Offerings might include:

- Programming
- Promotions
- Advertisements
- Services
- Products
- Public Relations
- Development

Goals should also be **Measurable**. We need data to tell us where we've started and how we'll know we're successful. Libraries collect a lot of operational data (circulation stats, gate count, etc.) automatically – but a lot of usable data comes from qualitative or quantitative investigations, market research initiatives or ratio calculations.

Methods of data collection might include:

- Counts & Metrics
- Benchmark Data & CAGR
- Mixed Methods
- Content Analysis
- Space Use & Behavioral Data
- Evaluation Frameworks

Goals should be **Achievable**. We need to look at what our average performance looks like – and then decide what an achievable standard of growth would be for a single evaluation cycle.

Transform your standard data collection from an inventory of data –

Your goals should be **Relevant** to both your organization and audience. Think about the behaviors you are trying to drive. Are students supposed to follow you on Instagram, show up for an event, or use an E-Resource? Using the AIDA model you can create a taxonomy of behavioral responses to your messaging or marketing initiatives.

Goals should be **Timebound** and relevant to institutional priorities. This will give you both an end date to report your success and a deadline that will be useful to the stakeholder to whom you are reporting.

Example Timelines:

By the end of the semester...
In the next academic year...

- During the calendar year 2021....
- During FY22
- During Welcome Week on campus...
- By the end of Freshman writing....
- At the time of graduation....

<https://tinyurl.com/libsmartgoals>

Interest

Desire

Action

Where did we do it? – Is there a better/more strategic choice?
How many people came? – Did more people come than last time?
Which people came? – What percentage of our audience did we capture?
How much did we spend? – Did we spend less than last time? What is the ROI?
How long did it take us to do it? – Are we getting more efficient?

Goal Transformation: By the end of FY21, the library will increase our citation workshops by 50%, increasing capacity for attendance from 200 students to 300.

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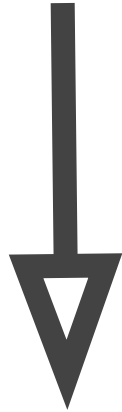
The top right corner of the slide features a decorative arrangement of overlapping geometric shapes. These include a light pink triangle pointing down and to the right, a darker pink triangle pointing up and to the right, and a dark pink square. The background of the entire slide is a solid, vibrant pink color.

Case Study:
Increase social
media engagement.

Increase social media engagement.



How is this
measured?
By how much?



Which
platforms?



What does
“engagement”
mean?



Objective 2

During the Fall, 2018 semester we will increase the library's social media engagement through a targeted social media drive by using engagement strategies for Facebook twice per week.

Target: **25% increase in engagement** metrics on Facebook compared to the 2017 semester (494)= 618 target goal between August 1, 2018 to December 1, 2018.

Related Goal: 3. Foster a Culture of Responsiveness and Innovation. By increasing engagement with our users, we are demonstrating our responsiveness to their expectations and needs.

From the Field: Budget

Goal 1 New Faculty Lunch	Goal 2 Book Displays	Goal 3 Lecture Series	Goal 4 Contests
\$600 catering	\$50 Printing	\$100 Social Ads	\$100 candy
\$50 Printing	\$100 Book Stands	\$1,000 honorarium	\$250 Swag
\$50 Postage			

From the Field: Budget

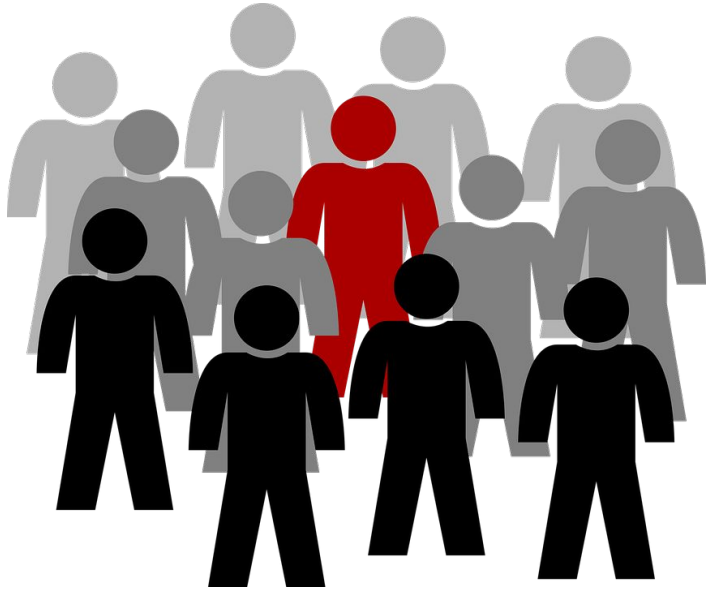
Food	Printing	Swag	Fees
\$600 Event 1, Goal 1	\$50 Event 1, Goal 1	\$250 Goal 3	\$1000 Event 1, Goal 3
\$200 Event 2, Goal 1	\$100 Goal 3		
\$100 Goal 3			

Audience Segmentation

- Students
- Faculty/Staff
- Administration



Audience Segmentation: Students



Demographics

- Age
 - Background/Ethnicity/Language
 - Socioeconomic Status
 - Health/Ability/Disability
 - Field of Study at the College
 - Primary Campus/Online Student
 - Year in School (1st semester?
3rd?)
 - Education Path (Plan to transfer?
Graduate? Undecided?)
-

Audience Segmentation: Students



Identity

- Gender
 - Sexual Orientation
 - Occupation
 - Religion
 - Background/Ethnicity/Language
 - Social Identity (Leader, Geek, Artist, etc)
 - Library User/User Frequency
 - Parent/Caretaker
-

Student Identity: The Things They Carry



Our Intersectional Selves

Label the circles according to the cultures you belong to:

- **Gender**
- **Sexuality**
- **Race**
- **Ethnicity**
- **Religion**
- **Health/Disability**
- **Socioeconomic Class as a Child**
- **Family Structure as a Child**
- **Country of origin**
- **First Language(s)**



Adapted from Gorski, P. C. (2020). *Circles of my multicultural self*. Critical Multicultural Pavilion: Awareness Activities. http://www.edchange.org/multicultural/activities/circlesofself_handout.html

Audience Segmentation: Faculty/Staff



- Faculty by discipline
 - Regular library users
 - Non-library users
- Frontline workers who interact with students
 - Library workers
 - Outside departments



Case Study: Marketing videos to faculty/staff

Case Study:

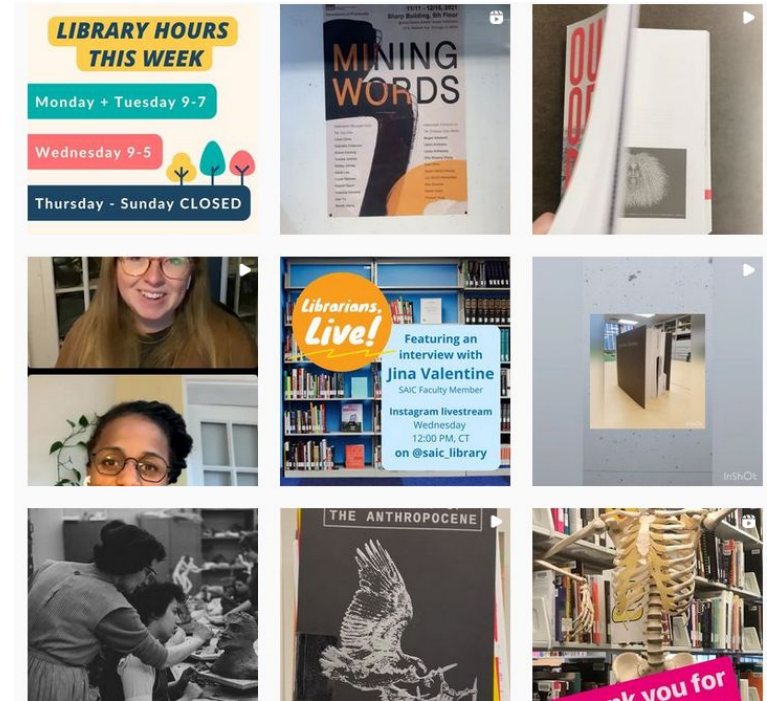
Marketing Special Collections to Faculty/Staff using Video

(Chapter 7)

Institution: John M. Flaxman Library, School of the Art

Institute of Chicago

Description: Marketing Special Collections to faculty
and staff through video



Audience Segmentation: Admin

-Numbers

- Is it costly?
- Is it increasing student success?

-Stories

- Does it make the college look good?
Does it pull me and others in?

-Connections

- I love dogs too!

*CSN's
former
VP of
Academic
Affairs*



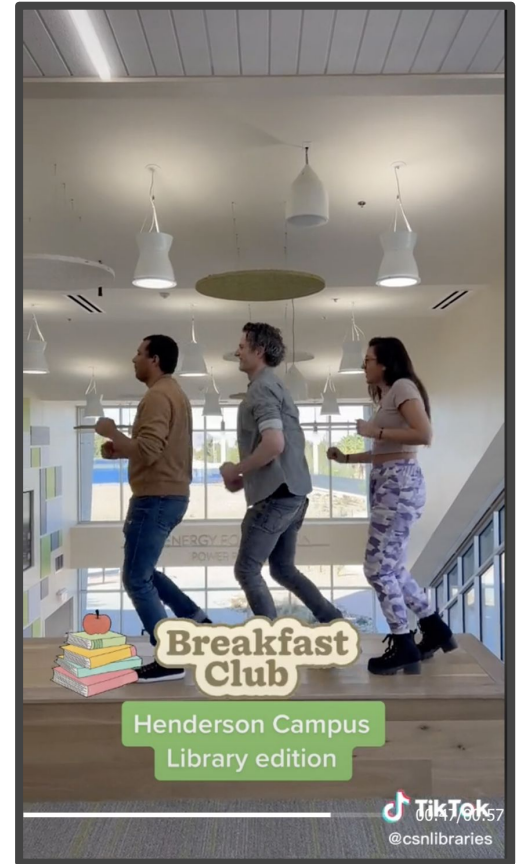
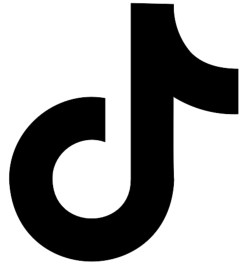
*Library
therapy
dog event
volunteer*

Messaging Channels



- Social Media
- Email
- Learning Management System
- Library website
- College website
- External channels (community newspapers, radio, TV, etc.)

TikTok



<https://www.tiktok.com/@csnlibraries>

Assessment

Objective 2: Increase the library's social media engagement using engagement strategies

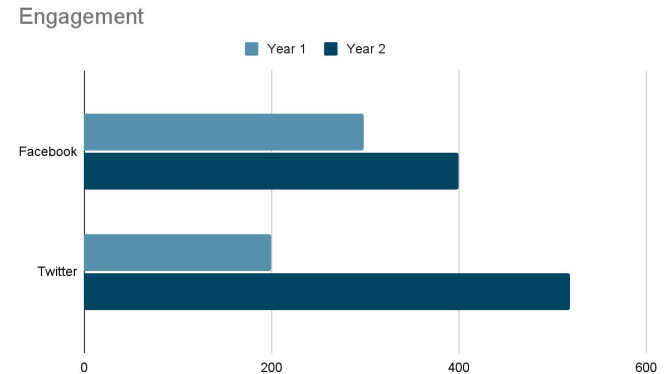
Assessment method: Facebook analytics, targeting 25% more engagement on Facebook compared to the 2017 fall semester

Results:

Daily Engaged Users 8/1/2017 to 12/1/2017 = 494 users

Daily Engaged Users 8/1/2018 to 12/1/2018 = 919 users (86% more)

Goal exceeded by 61%



Assessment

Goal 5: Engagement

Engage in continual outreach and marketing with all stakeholders, including students, faculty, administration, and community partners.

Outcome Strategy 5.2: Refine and promote a coherent picture of support available to faculty

Details/Description: Development and deployment of a comprehensive marketing plan targeted at faculty

Acceptable Target: A comprehensive marketing plan targeted at faculty has been developed

Ideal Target: A comprehensive marketing plan targeted at faculty has been developed and deployed

Implementation Plan (when data will be collected): 1 Year

Key/Responsible Personnel: SEV

Assessment

Action 5.2.1:

Action details: Investigate new methods of marketing to faculty in the virtual environment.

Implementation Plan (timeline): Completed

Key/Responsible Personnel: SEV

Measures: New methods of marketing discussed at a Libraries COM Team meeting and reported to CSN Libraries administration

Budget approval required? (describe): No additional resources currently required

Budget request amount: \$0.00

Action 5.2.2:

Action details: Develop and deploy plan for marketing to faculty in the virtual environment.


Implementation Plan (timeline): In progress

Key/Responsible Personnel: SEV

Measures: Deployed faculty marketing plan

Budget approval required? (describe): No additional resources currently required

Budget request amount: \$0.00

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Case Study: Tracking Engagement

CASE STUDY:

- For Twitter: total posts, likes, replies, retweets, and click-throughs
- For Instagram: total posts, likes, and comments
- For Facebook: total posts, reactions, comments, shares, and click-throughs

← **William H. Hannon Library**
7,504 Tweets



William H. Hannon Library
@LMULibrary

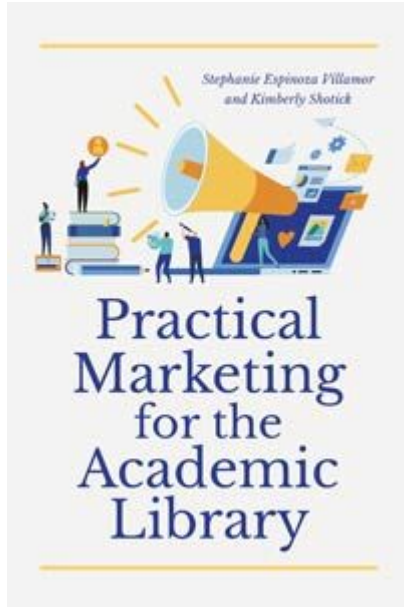
News, links, and musings from your friendly librarians and staff at the William H. Hannon Library (aka #imulibrary) at Loyola Marymount University.

📖 Education 📍 Los Angeles, CA 🔗 library.lmu.edu 📅 Joined August 2010

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Q & A



LIBRARY Marketing & Outreach Interest Group



<https://www.facebook.com/groups/acrl.lmao>

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