

Marketing Workshop

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1:00 Welcome and Introductions
1:20 Marketing Basics
1:50 Social Media Introduction
2:10 Marketing Cases
3:10 Afternoon Tea
3:30 More Marketing Cases
4:10 Discuss Options (Strengths and Weaknesses)
4:40 Social Media Recap
4:50 Questions

Program

for this program on marketing?

Why did we sign up . . .

Advocacy versus outreach

Brand

Difference between public relations and marketing

Marketing

Marketing mix

Marketing Plan

SWOT Analysis

Target audience

Target market

Marketing Definitions

- Increase stakeholders' awareness
- Customer satisfaction
- Participation at the library
- Increase users
- Increase usage of resources, services, and programs

What will marketing do?

- Funding
- Metrics
- How many users in your system versus resident population
 - Users
 - Non-users

Sharing Information to Stakeholders

What does the library do?

- Use statistics and stories to tell supervisors what is going on
- Use stories to let public know your story
- Springboard stories – jobs, early childhood ed, digital literacy – have a story that relates back to library programs

Storytelling

- Assumptions that our customers know
 - Stereotypes
 - Women librarians who wear buns, corrective shoes, and glasses
 - Shushing
 - Internet
 - Friends, relatives
 - Other organisations
- What we really do is. . .

Do our customers know
what we do?

Academic, Public, State, National, School, Special Libraries

- Parent organisation and library
 - Silos – i.e. public library and council; university and academic library; school principal or department head and school library, etc.
 - Competitive landscape
 - Google
 - Friends, relatives
 - Other organisations

Do our customers know what we do?

Where did we find our information about
the Gold Coast?

Information Landscape

What Librarians & Google are for...

Librarians are there:

To help, aid, assist. To teach, collate, enthuse. To catalogue, index, arrange, organise. To find, discover, promote, display. To interest, intrigue, amuse and amaze. To instil wonder. To help children, adults, old people, the underprivileged, the rich, the poor, those with voices and those without. To protect resources, to archive them, to store them, to save them for the future. To provide differing viewpoints, to engender thought, conversation, research, fun. To provide the best answer possible, to match the answer to the enquirer, to provide just enough information without overwhelming the user, but enough to always help. To better a local community, a company, a school, a college, an organisation, a country, the world.

Google is there:

To make money.

- To fulfil the library's mission or vision
- To meet the needs of users
- To attract new and current users
- To highlight unique programs and services
- To increase use of library services or programs
- Linking services or resources to the organisations priorities

Outcomes Based Marketing

- Accidental success and serendipity
- Assessment
- Evaluation

Outcomes Based Marketing

1. Who is the target audience?
2. What would bring them to the library?
3. What is our story?
4. Where are we going to share our story?
5. When or how do we promote our story?

Brainstorming Marketing Ideas

- Take a selfie and then post it on Twitter, Instagram, Snapchat, etc.
- Use #APLIC18MKTG #APLIC18
- At the end of the workshop, let's see what traction we have

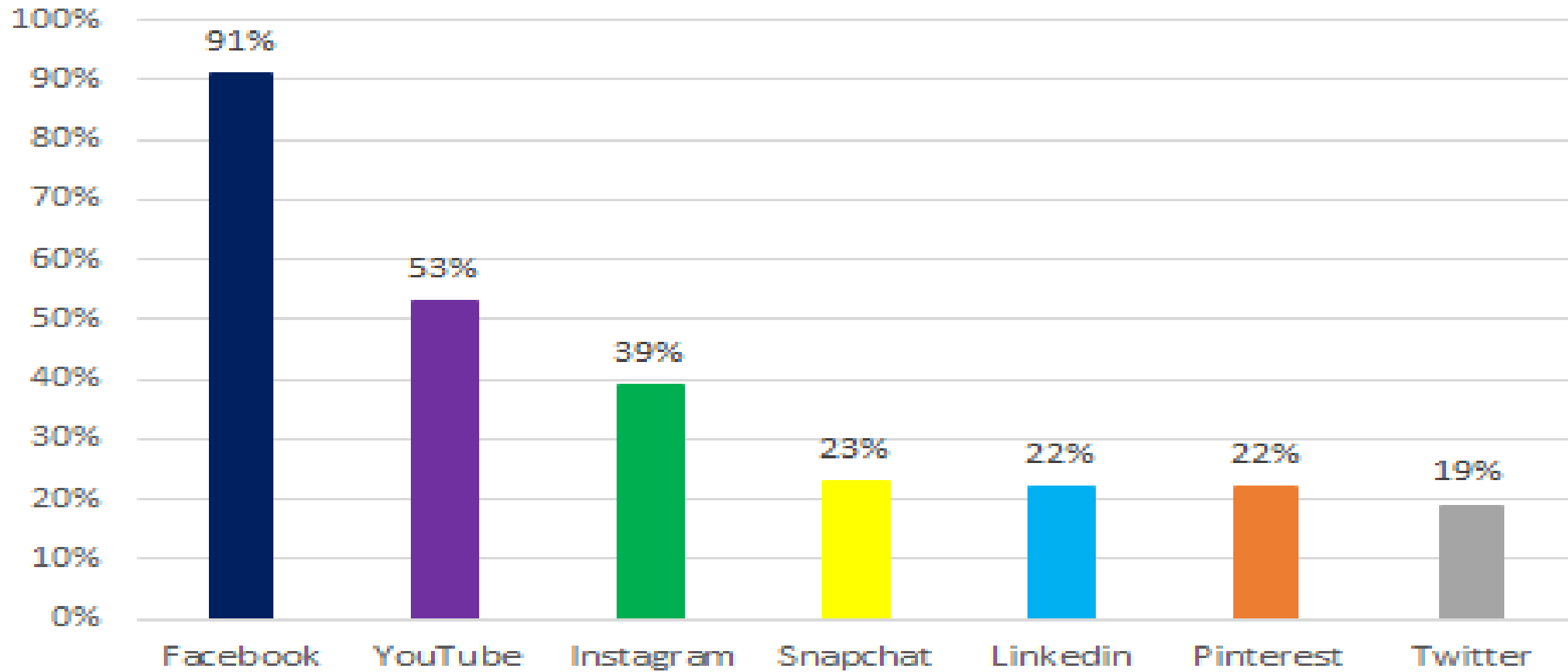
Social Media

- Using social media to market the library
- Which social media platform? Facebook, Instagram, Twitter, etc.

Social Media

- ❖ Australians are mobile ready
 - Mobile phones (87%) have eclipsed laptops (76%)
 - Most social networks are accessed via a mobile device (87%) versus a laptop (76%), tablet (59%), or desktop (52%)
- ❖ 50% of social media users check their social networks daily with over 25% checking it five times a day
- ❖ Most popular reason to be on social media is to catch up with friends

Australian Social Media 2018



Australian Social Media 2018

1. Facebook – 15,000,000 Monthly Active Australian Users (steady)
2. YouTube – 15,000,000 Unique Australian Visitors per month (UAVs)
3. Instagram – 9,000,000 Monthly Active Australian Users (FB/Instagram data)
4. Snapchat – 6,300,000 Monthly Active Australian Users (Snapchat data)
5. WhatsApp – 6,000,000 Active Australian Users
6. WordPress.com – 5,700,000
7. Twitter – 4,700,000 Monthly Active Australian Users approx
8. LinkedIn – 4,500,000 Monthly Active Australian Users approx
9. Tumblr – 3,700,000

SOCIAL MEDIA USAGE - JUNE 2018

Age Bracket	Number of Users*
13 – 17	940,000
18 – 25	3,500,000
25 – 39	6,100,000
40 – 55	4,100,000
55 – 64	1,600,000
65+	1,200,000

*approx numbers of total users, not all necessarily active over the last month

AUSTRALIAN FACEBOOK DEMOGRAPHICS - JUNE 2018

- └ Facebook Monthly Active Users (Worldwide) - 2.01 billion
- └ Facebook Daily Active Users (Worldwide) – 1.23 billion
- └ Instagram Monthly Active Users (Worldwide) – 600 million
- └ LinkedIn Registered Users (Worldwide) – 467 million
- └ Snapchat Daily Active Users (Worldwide) - 161 million

GLOBAL SOCIAL MEDIA STATISTICS 2018

- ❖ Strategic
- ❖ Measurable
- ❖ Achievable
- ❖ Realistic
- ❖ Timely

Assessment and Evaluation

- ❖ Strategic: Outcomes work for multiple ages
- ❖ Measurable: Count books; reports; questions answered
- ❖ Achievable: Age specific (chapter books v picture books)
- ❖ Realistic: Setting the bar at an appropriate level (100% too high; 50% too low – looking for a challenge)
- ❖ Timely: Can accomplish within the time frame

Summer Reading

- ❖ What are the outcomes and goals?
- ❖ How do we measure?
- ❖ Did we accomplish an improvement?
- ❖ Are improvements needed for the next time we do summer reading?
- ❖ Can we use what we learned for term breaks and next summer reading program?

Summer Reading

- ❖ Funding
- ❖ Metrics
- ❖ How many users in your system versus resident population?
 - Users
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Sharing Information to Stakeholders

❖ Storytelling

- What does the library do?
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Sharing Information

- ❖ Each group will get a case
- ❖ Create a giant post-it sheet
- ❖ Come up with a plan to market the case

Marketing Cases

Did we get good penetration of our Social
Media?

SOCIAL MEDIA RECAP





Thank you!

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