



Australian Library and  
Information Association

# ALIA

MEMBER FOCUSED

OPEN

INCLUSIVE

COLLABORATIVE



1. Marketing planning
2. Applying the psychology
3. Your brand



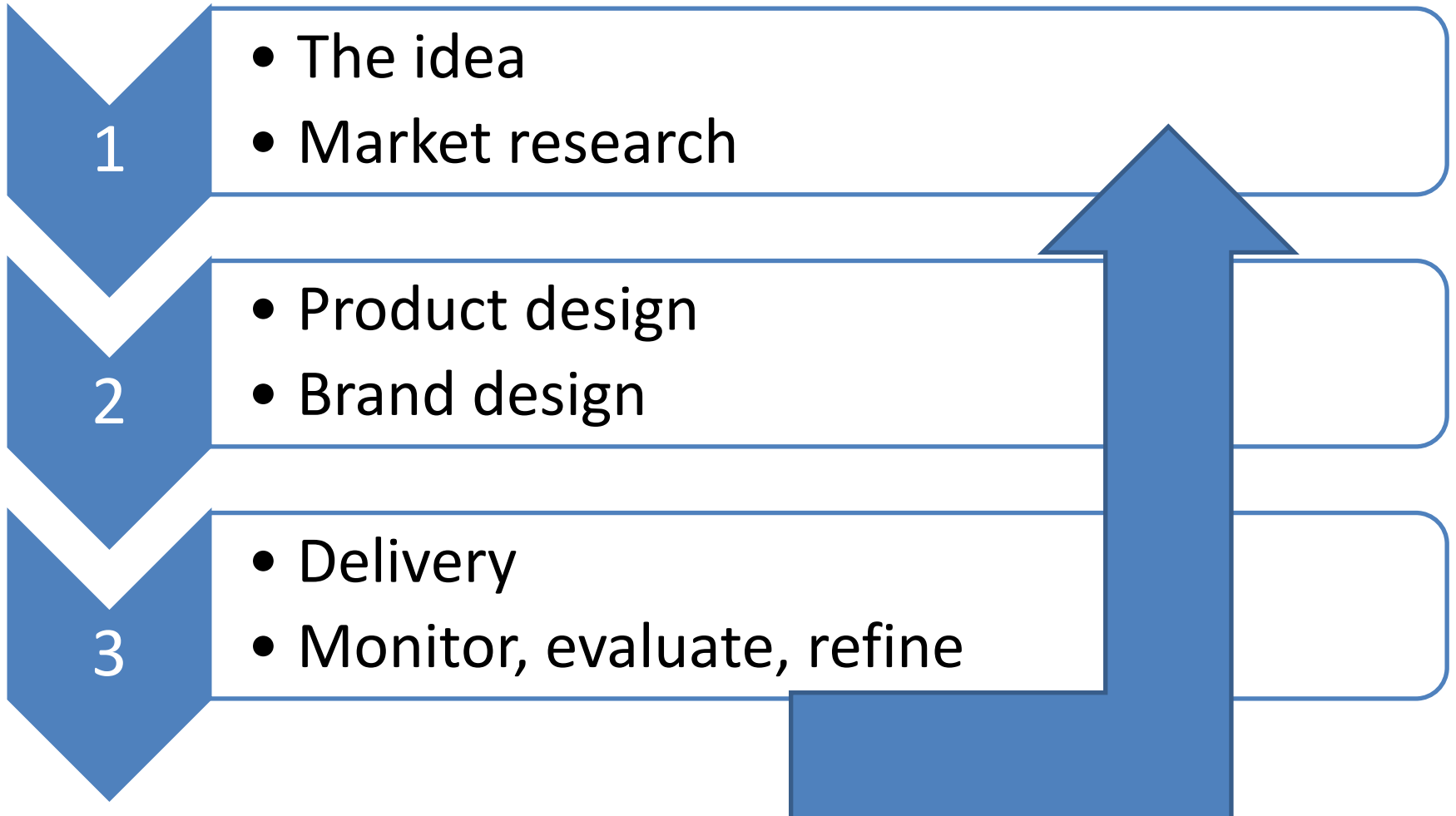


# 1. Marketing planning





- Definition
  - Marketing is closing the gap between the product and the consumer





- Objective
  - Maintain/improve funding (for ...)
  - Increased visibility (with ...)
  - Greater use (by ...)



- Target audience
  - Students
  - Principal
  - Parents
  - Teachers
  - Community
  - Department



- Strategy
  - How to achieve the objective
- Activities
  - Doing
  - Communicating
  - Evidence-gathering
  - Reporting





## 2. Applying the psychology





- Out of sight, out of mind
- It's harder to say 'yes'
- Know your audiences
- Human triggers
  - Fear
  - Desire
  - Pride/envy
  - Convenience



# 3. Your marketing plan





- Your product
- Your brand/library experience

# THE SCHOOL LIBRARY BRAND/EXPERIENCE

## WHAT WE DO

## HOW IT LOOKS

## HOW IT FEELS

CONTENT

PROGRAMS

SERVICES

PRESENTATION

BRAND

DESIGN

PHYSICAL  
LOCATION

ONLINE  
PRESENCE

CUSTOMER SERVICE

ON SITE

REMOTE

STUDENTS

TEACHERS

## ENABLERS

### SCHOOL

### LIBRARY

### EXTERNAL

MANAGEMENT  
SUPPORT

FUNDING

IT

LEADERSHIP

CULTURE

SYSTEMS AND  
PROCESSES

STAFF PD AND  
TRAINING

STAKEHOLDERS:  
COMMUNITY  
GOVERNMENT  
PARTNERS



- Your mantra
  - Three words that describe your brand



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- For you to consider
  - Outside the library walls
  - Leveraging relationships
  - Evidence-gathering and presentation
  - Benchmarking





- Thank you

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