

MARKETING MASTERCLASS

I attended a 'Training and Workshops on Marketing Libraries' which was delivered by Ned Potter, an academic Liaison Librarian at York University, held on the 12th May 2017. The training was organised by YOHLNet.

The aims of the workshop were:

- To be able to categorize communication styles
- To show users how to get to their destination.

The session was packed with teaching and some activities which enabled us to put into practice what we have learnt. We were asked to bring our own devices. Ned Potter covered a number of topics mainly on how to market and communicate with our library audience using social media and online publishing. The presentation materials used by Ned Potter were graphic pictures displayed on his SlideShare page - bit.ly/NHS-Leeds

All good marketing starts with audience insight. We looked at how libraries can communicate and market services to their users. Three main types of library communication we looked at were;

- identifying key messages and simplifying them
- segmenting your audience and tailoring your communications
- the relationship between social media and other marketing tools

Libraries should have a good 'strategic marketing plan'. This is where you link all aspect of an area together. An example of this is SNOW- it has different flakes but when used together makes a snowman. For your marketing to be noticed, your services have to stand out. Therefore, putting your marketing in a campaign provides the hook – a new path forward for marketing of your service. The diagram below displays this hook.



To have an effective marketing campaign, libraries will need to focus on their promotion strategies. Tying all aspects together such as;

- what are the key messages
- what are the platform
- who is doing what and for how long

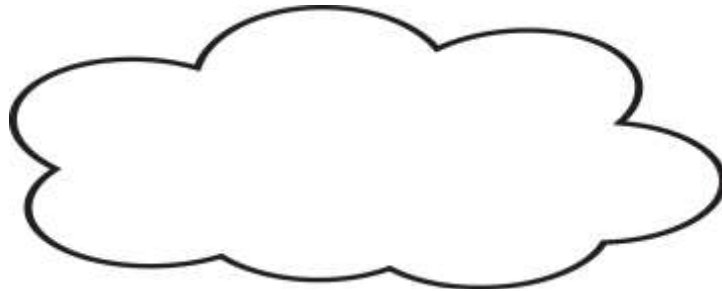
I really enjoyed it especially with the use of Ned Potter's Slideshare which made it easier to understand the training and workshop. I found the exercises undertaken at the end of the session very helpful as it enabled us to engage with one another. It also shed some light into the kind of services each staff provided in the library they work.

IDEAS TO PUT WHAT YOU LEARNT INTO PRACTICE

1. Display Board with quotes taken from books

We can have quotes taken from various books in the library and paste the quotes on a notice board. Maybe we can start with the books on prescription and mood boosting books. To use different colour cards.

“HUNGRY FOR KNOWLEGDE”



Quote card

At the back of each quote, we will write the details of the book where the quote has been taken from.

2. An idea for communication - To have a Graffiti Wall for quick feedback

This could be displayed either inside or outside the library where users can write on it to tell us what they think about our services using flipchart paper. Here is an example Ned Potter used.

