

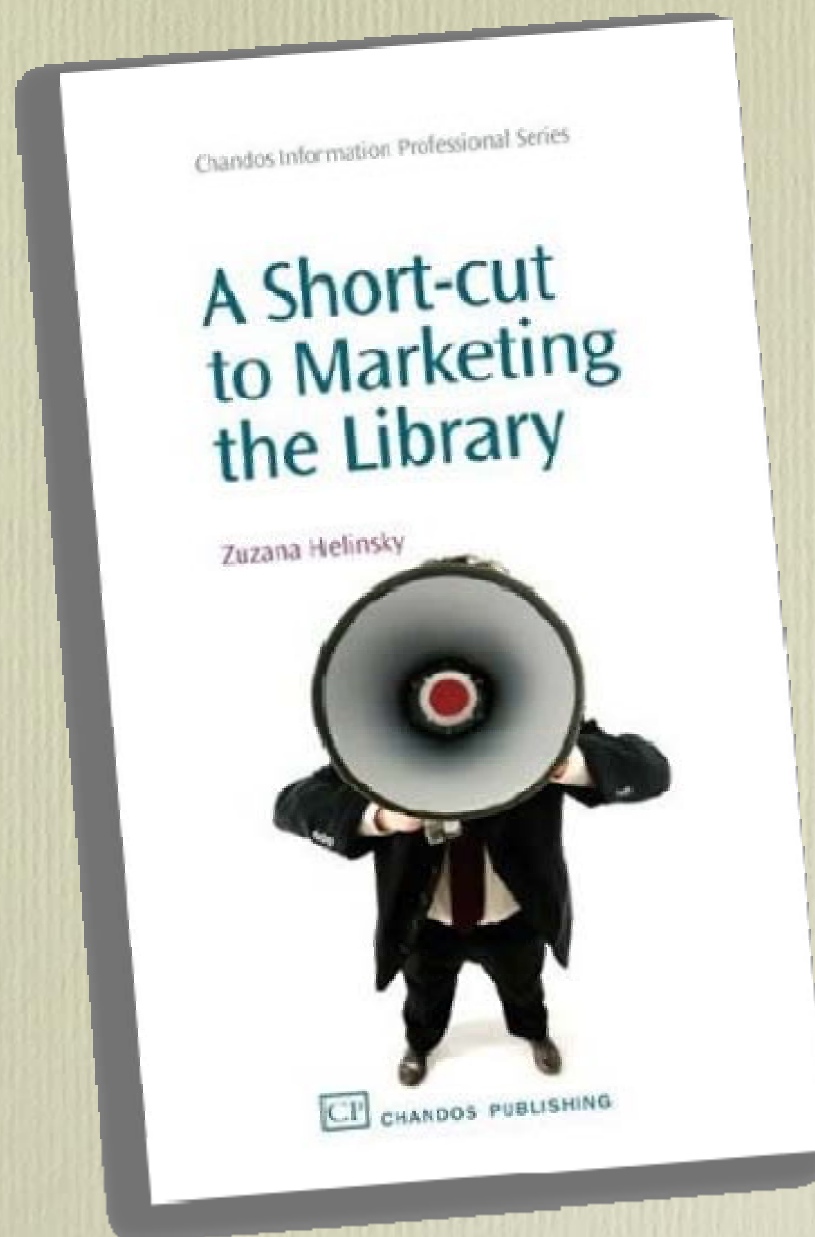
Zuzana Helinsky

# " A Short-Cut to Marketing the Library "

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*Seoul 8th of July 2010*  
*Welcome*





- Why do we need marketing at the library?
- Different kind of marketing
- Marketing to faculty and to administrators and pay masters - Internal Marketing
- ROI





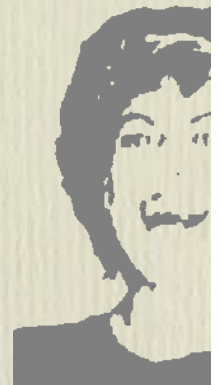
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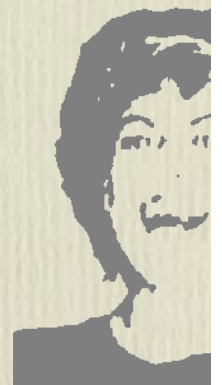


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# Why do we need marketing?



# Who shall work with Marketing?



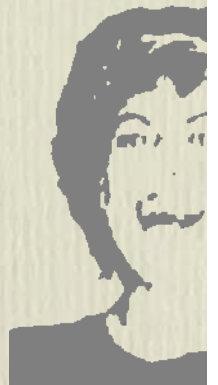
- Is there a magic button

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



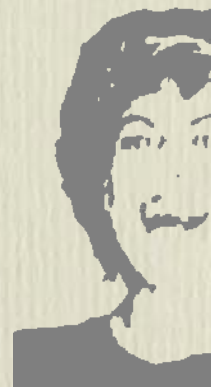


There are different ways to make things happen, but we must be more proactive and also try to involve more staff.



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

*/ Evert Gummesson*

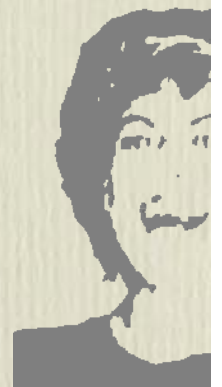




# Getting started

## the 4 steps of old fashioned marketing

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



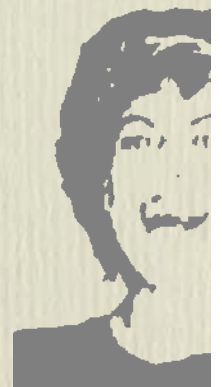
# Getting Started



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# Honesty





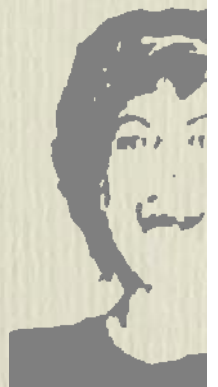
# Analysis

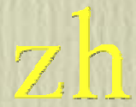
## *Current situation*



# SWOT audits organizations

- strengths
- weaknesses
- opportunities
- threats.





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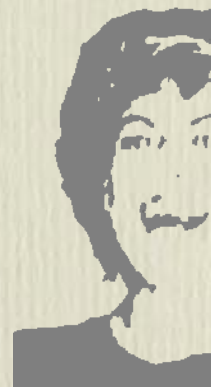
# Strategy





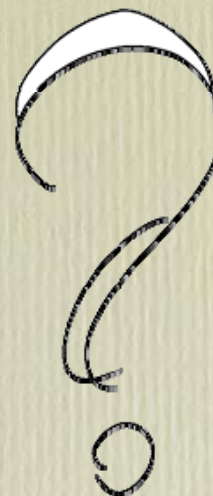
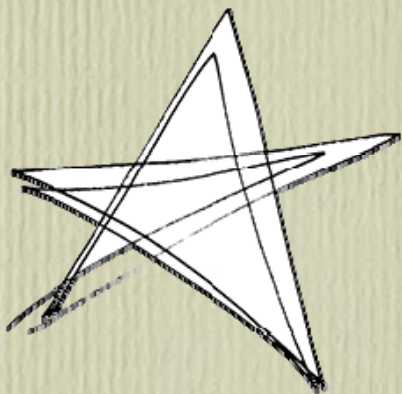
# Matrices are for studying how market looks, both for now and in the future

- Boston Matrix  
*The Boston Consulting Group*



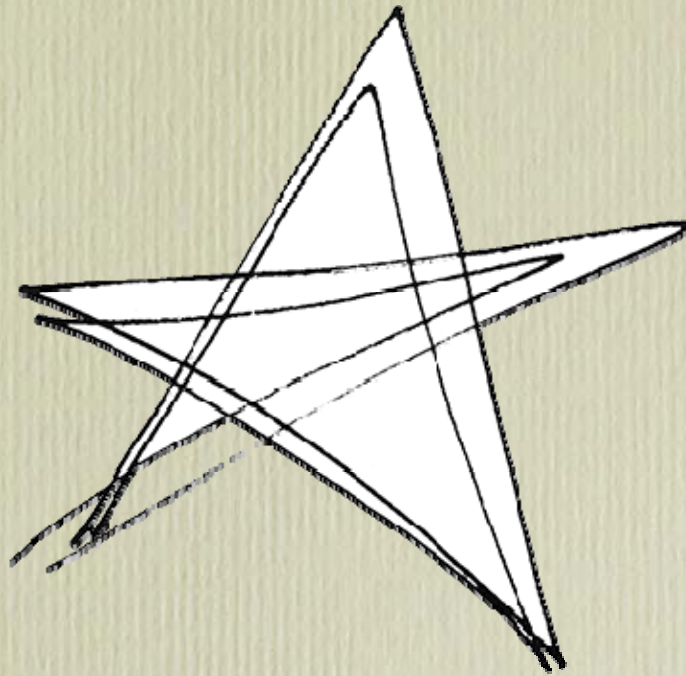
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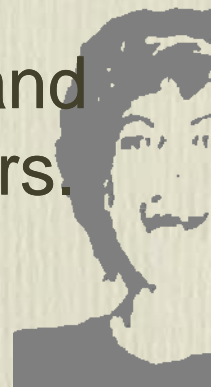


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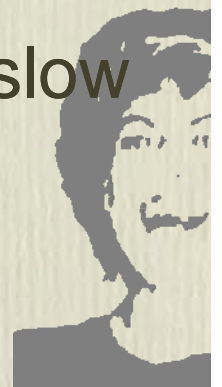
Stars – products/services with high market growth and that are easy to maintain. Keep, and build, your stars.

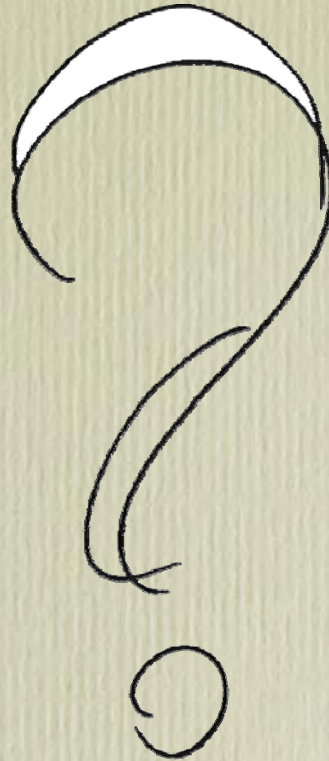




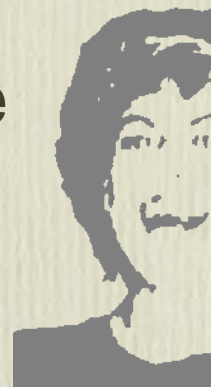


Milk Cows – products/services with a high share of a slow growth market. They are good for the time being.



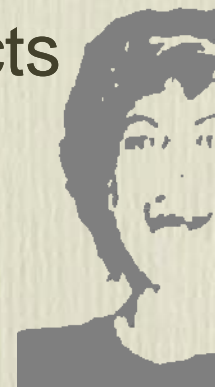


Question marks— products/services which consume resources and generate little in return.





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.



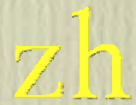




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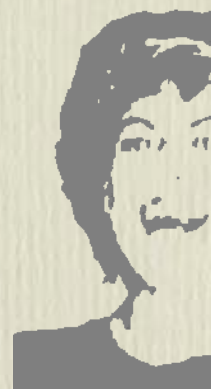
# Find time for marketing





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# Kill your darlings



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

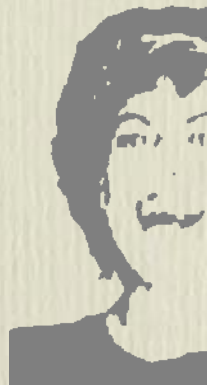




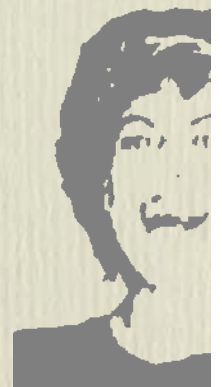
# Competition



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



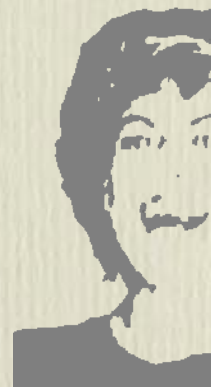
# Different kinds of Marketing





# Internal and External marketing

## *Similarities and Differences*

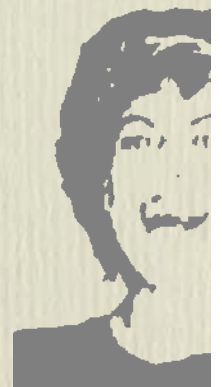


# External Marketing



# Internal marketing

Marketing to faculty and to administrators and pay masters

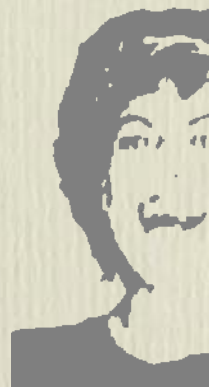






# ROI (Return on Investment)

- ROI is a ratio of money gained or lost on an investment relative to the amount of money invested. *Wikipedia*





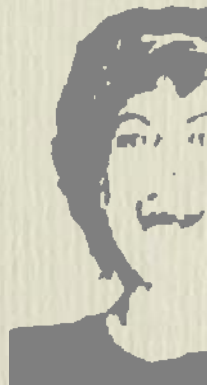
- Which measurement can we use ?
- What can we use ?
- How to measure ?

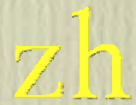




# Use figures and percentage

*they are easy to understand*





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# Word versus Excel



- **What proportion** of faculty are regular users of the library?
- **How often** can you demonstrate that your university has quoted library materials in its proposals, reports, or articles?
- **How many** of these citations come from the library e-collection?
- **Foster innovative research** so in this way the library will be seen to contribute fundamentally to the institute's reputation for research

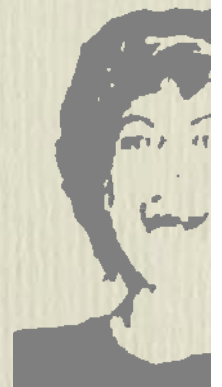




- **How many hours** work do you save for the researchers (by helping them find and read articles) -measure your impact on their productivity
- **Encourage your users** to comment favourably and exploit these comments appropriately



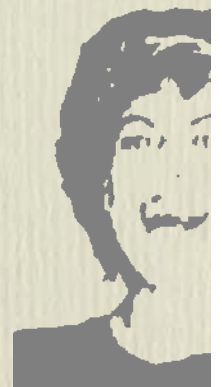
- **Build research reputation of institution.**  
Make sure that the library's primary focus is, and is seen to be, on the research or educational activities of the institute.
- **Support the most senior and respected members** in every possible way to ensure that they stay on as library users and champions and don't take them for granted





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Keep it simple!!!!!!





# Thank you

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