

Zuzana Helinsky

" A Short-Cut to Marketing the Library "

Seoul 9th of July 2010
Welcome



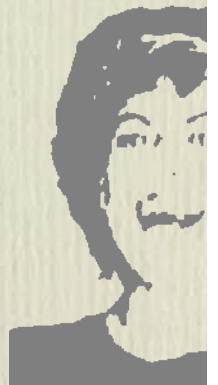
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Library Marketing

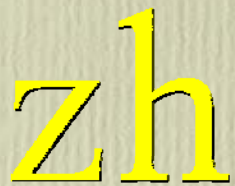
Marketing Technologies and Tools



- Is there a magic button

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





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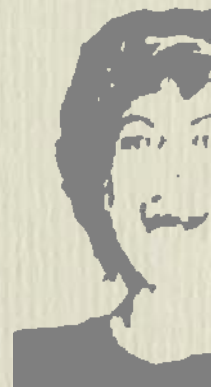
Some new technology trends

*based on Gabe Rios
medlibtechtrends.wordpress.com*



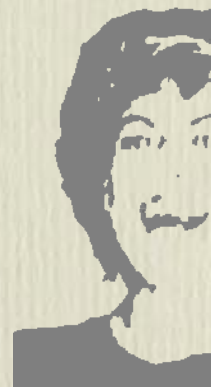
Social software

- Blogs
 - wikis
 - Facebook
 - Twitter
-
- *are examples of social software with the potential to engage users where they are.*



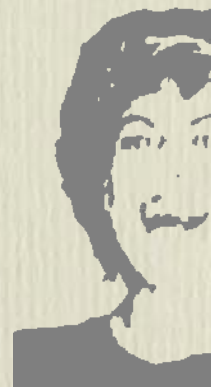
Open source software

- software which allows anyone the ability to alter the source code and customize the software or add functionality - Integrated Library Systems (ILSs) such as Koha and Evergreen and learning/content management systems such as Moodle and Sakai.



Catalog Overlays

- Endeca and AquaBrowser are springing up to put a new face on library catalogs and resources. - many libraries are questioning whether the traditional library catalog can continue to link to everything in the library's collection.



Mobile information devices

- iPhone and the Sony's new micro computer (Vaio UX)



Collaboration tools

- new ways to collaborate with our users -
Connotea and Zotero allow users to save, organize, and share references



Cloud Architecture

- Folksonomies - labels generated by users for objects such as bookmarks and photos
- Tag Clouds - way to visually represent more popular labels used to identify objects



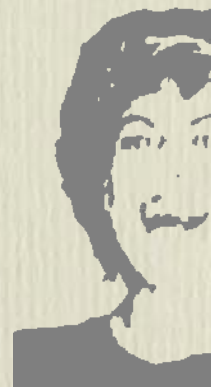
Streaming Media

- You Tube
- Podcasting



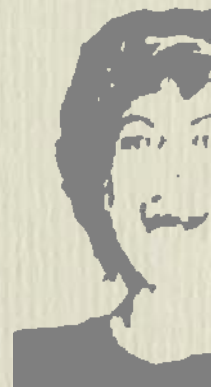
Mashups

- allow users to create a new service from two or more existing services - to combine and remix services into new and different services. Libraries can investigate how some of these services could be remixed to offer new services for our users



the 4 steps of old fashioned marketing

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



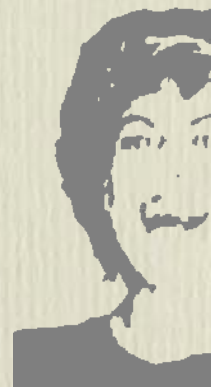
Analysis

Current situation



SWOT audits organisations

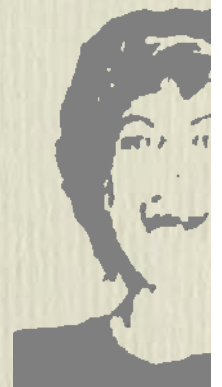
- strengths
- weaknesses
- opportunities
- threats.





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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



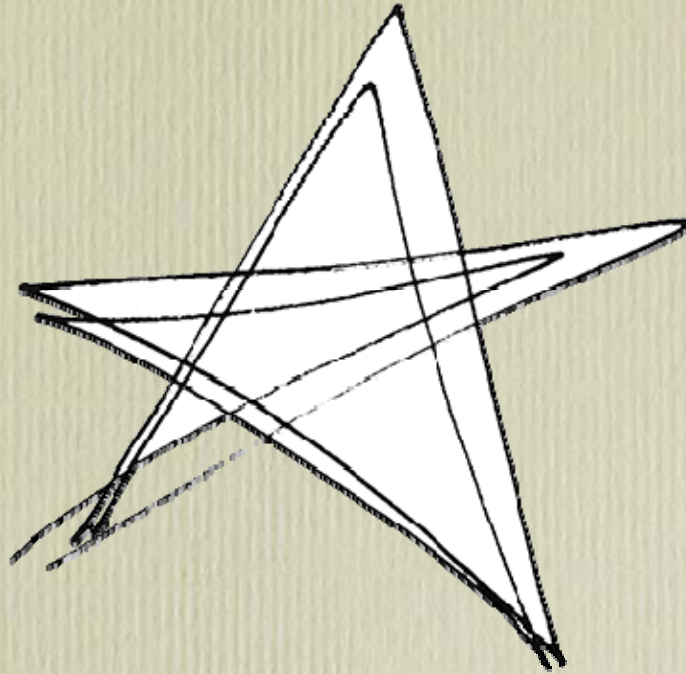
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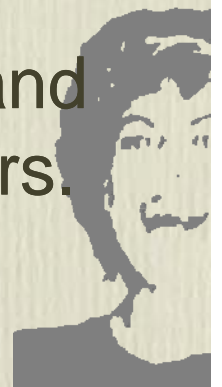


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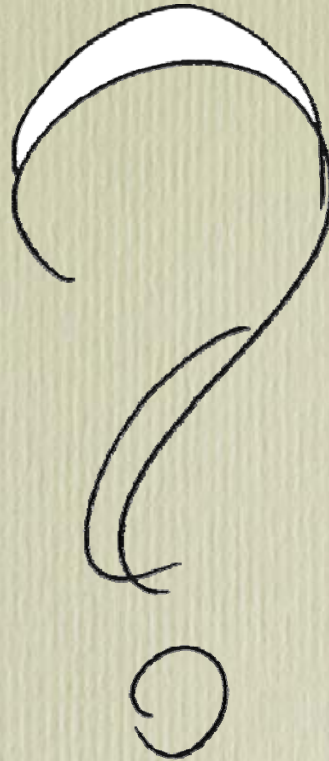
Stars – products/services with high market growth and high market share that are easy to maintain. Keep, and build, your stars.





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.

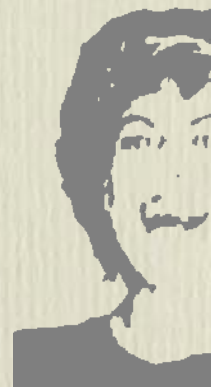




Dogs – products/services with a low share of a low growth market. Consider getting rid of these products in order to find time for new services.



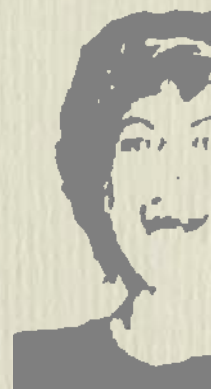
Find time for marketing





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Kill your darlings



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

