



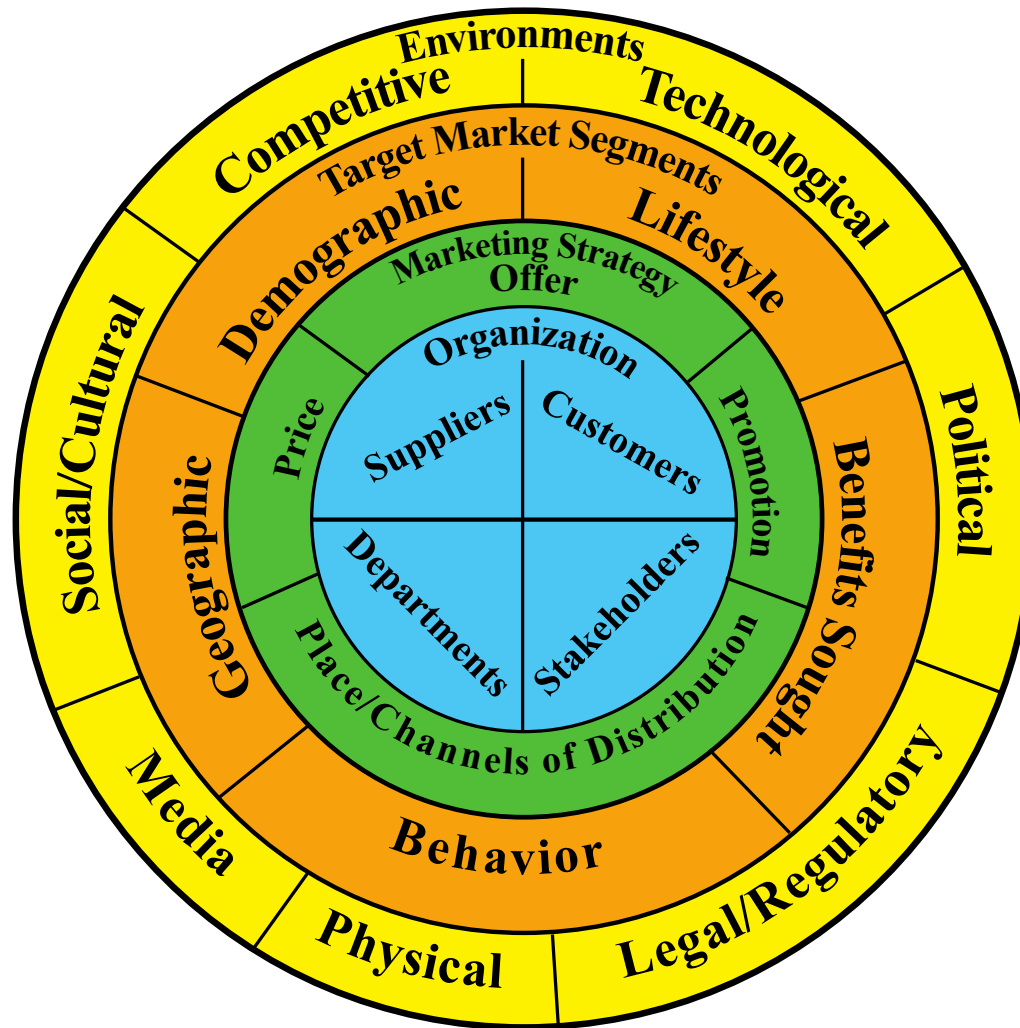
Enabling World Class Research

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*True Marketing Defined
Marketing Library and Information Services
Dr. Christie Koontz
Florida State University*

The Environment of Marketing for Library and Information Services





Exercise 1



What does marketing mean to you?

- Write several words, concepts or phrases that describe "marketing"



Exercise 2

The Answers Comprise the Mission Statement

1. What is your organization's reason for being?
2. Who are your customers?
3. What does your organization offer to customers?
4. How?

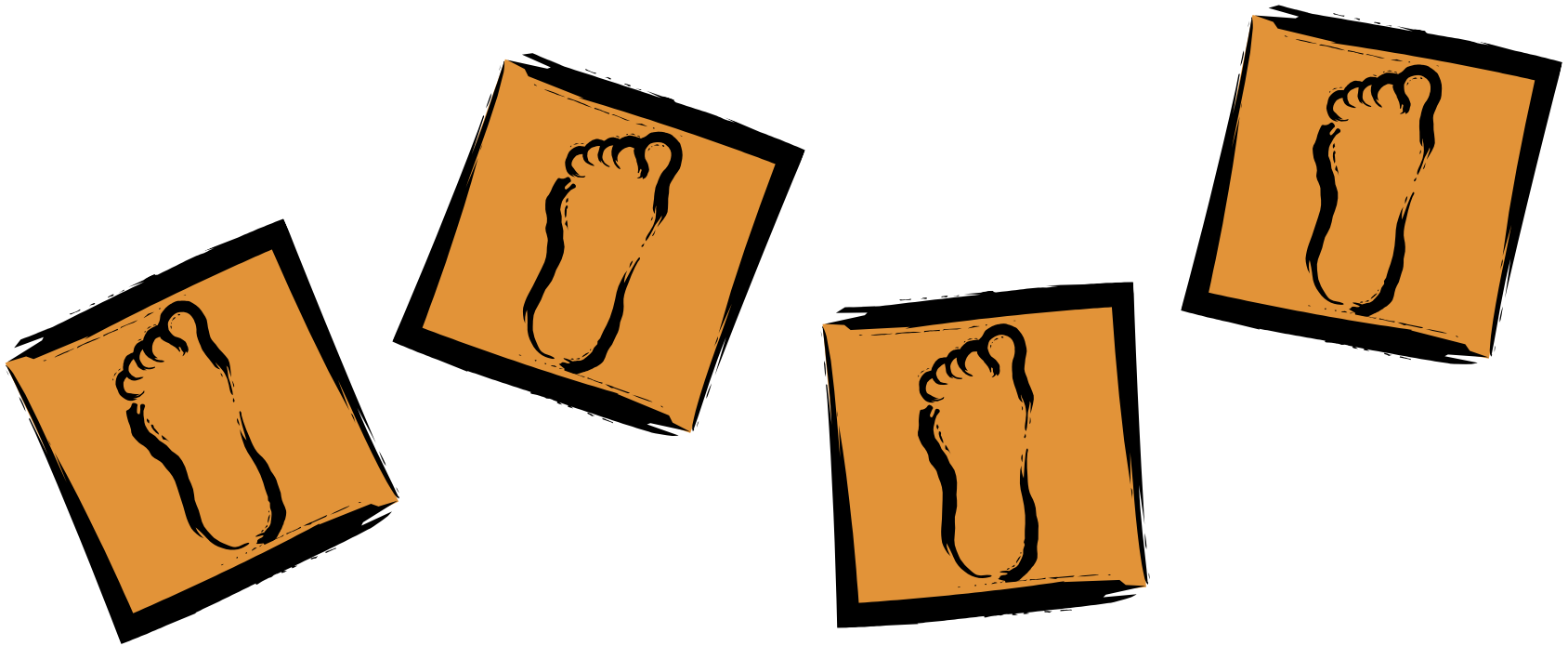


Exercise 3

Understanding the relationship of the Mission, Goals and Objectives

1. Write a 2 sentence mission statement.
2. List a major goal for your organization.
3. List one or more objectives to support that goal.
4. Identify the general market (or customers) to be served.

The 4-Step Marketing Model



The Marketing Model?





Exercise 4

Describe Your Information Organization's Relevant External Environment

- Demographic
- Economic
- Social/Cultural
- Public Policy
- Technological
- Competitive
- Other

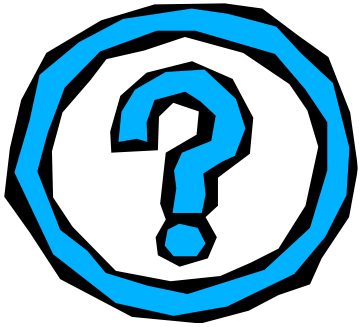




Exercise 5

Another way to identify needed data sources

- What is your market area(s)?
- What is your desired market area(s)?
- Who are your *actual* customers within this area?
- Who are your *potential* customers?
- What products and services are you delivering?
- What (products) services and materials do they want and need?
- How and when are you delivering these materials and services?
- When do they want these services and materials?



Exercise 6

Data You Have, Data You Need

- Now review the customer data you already have “inside-your-organization” and then list the customer data you would like to *have* “inside-your-organization,” as data collection and data organization is \$\$





Exercise 7

S.W.O.T. List

	Assessed Importance		
	High	Medium	Low
Strengths:			
Weaknesses:			
Opportunities:			
Threats:			



Exercise 8

Market Segments

- Geographic:
- Population Characteristics::
- Psychographic/Lifestyle:
- Uses for Services:
- Volume or Rate of Use:
- Benefits Sought:
- Combination(s):





Exercise 9

Stakeholders

- Potential Organization's Suppliers:
- Administration:
- Community Members:
- Financial Community:
- Public Policy Agencies:
- Other Stakeholders:





Exercise 10

Stakeholders	Stakeholders' Interest	Potential Conflict with Organization's Interest



Exercise 11



Your Organization's Environment

- Write a 100-200 word hypothetical narrative describing your Organization's Environment.



Exercise 12

Market Mix (The 4 P' s)

Product, Price, Place, and Promotion

Each Product (service or material)

- . . . has a Price (cost of user' s time or a fee)
- . . . must be distributed at some Place
- . . . and you have to Promote the product to each of your groups (segments)



Product

Price

Promotion

Place



Exercise 13

Marketing Strategy for A Customer Market

Describe Your Approach

- Target Market:
- Goal:
- Objective:
- Strategy:
- Actions:

Task Planning Phase	Lead	Due Date
1.		
2.		
3.		
4.		



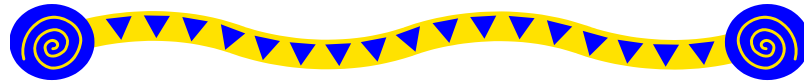
Exercise 14

Marketing Evaluation

1. Is my research adequate ?
2. Have I prioritized my segments the way I should ?
3. Is my product what they want and need ?
4. How's the price ?
5. Is it being distributed for easy access ?
6. Am I communicating so my segment can hear ?

How About The Marketing Model?





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