

## Elements of Your Marketing Strategy

FDLP Promotion Handout \* 2018 Federal Depository Library Conference

1. My library's mission statement is...
2. Who are our patrons? How can they be categorized? (Students? Students w what majors/areas of focus? Professors? Professors of what? Researchers? Researchers of what? Historians? New citizens? Job seekers? Retirement planners? Health professionals? Space enthusiasts? Farmers?)
3. Is there a segment of my community that SHOULD be using Government information but isn't?
4. Where are these individuals currently going for needs that can be met via Government information? (Search engines? Other libraries? Other parts of my library?)
5. What do we want to achieve overall, specifically? (More online interaction? More foot traffic? More consultation at reference desk? More referrals to the depository? All of the above?)
6. What do we want to achieve for each patron segment? (Healthcare majors/professionals = general awareness where there is none, professors in X major = these specific historic and current publications from X agency)

7. What is our story? What separates our library from others? What unique services, specialties, expertise, programs, etc. are we offering? (Specialized collections? Historic depth? Expertise w X agency content? Expertise in navigating U.S. Government websites/databases? Community education programs? Preservation Steward collections?)

Things to remember:

- YOU are a strength. You are the service; the library is the product.
- Your patrons will tell you what your strengths are without explicitly stating them. Take note of what patrons are asking for and what you're helping them do/achieve/find.
- Ask around! (colleagues, patrons)

8. What are our marketing strengths? What are some areas in which we need to improve? (Excelling at social media, lacking in outreach to non-depositories; We host a lot of events, but we are struggling to get people to attend.)

9. What strategies can we develop?

Things to keep in mind:

- Refer back to page 1 - Strategies should be specific to each patron segment and each marketing goal you want to achieve.
- What can we do this week, this month, and this year?

10. What communication channels can we use to spread the word?

Things to keep in mind:

- Where are we reaching our patrons? (In the community? On campus? In the library? Online?)
- Are we using consistent, active, and repetitive messages?

11. Evaluate, adjust, and improve.