Enabling World Class Research
LIBER 2020 June 24

True Marketing Defined
Marketing Library and Information Services
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The Environment of Marketing for Library and Information Services

The diagram illustrates the various environmental factors influencing marketing strategies. The outermost layer represents the political environment, followed by the technological, competitive, and demographical layers. The innermost layer consists of organization, suppliers, customers, and stakeholders. The central region includes aspects such as marketing strategy, offer, and the various environments (social-cultural, geographic, media, physical, legal/regulatory). The diagram highlights the interplay between these elements in shaping effective marketing strategies 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?

Step 1: Market Research
- Identifies Potential & Actual Customers

Step 2: Market Segmentation
- Groups Customers

Step 3: Marketing Mix
- Develops Satisfying Customer Offerings

Step 4: Marketing Evaluation
- Measures Success

Market Research
- Identifies Potential & Actual Customers

Market Segmentation
- Groups Customers

Marketing Mix
- Develops Satisfying Customer Offerings

Marketing Evaluation
- Measures Success
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

<table>
<thead>
<tr>
<th></th>
<th>Assessed Importance</th>
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<tbody>
<tr>
<td></td>
<td>High</td>
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</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Stakeholders’ Interest</th>
<th>Potential Conflict with Organization’s Interest</th>
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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)

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
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<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Place</th>
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Exercise 13
Marketing Strategy for A Customer Market

Describe Your Approach

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

<table>
<thead>
<tr>
<th>Task Planning Phase</th>
<th>Lead</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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<td>4.</td>
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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?

Step 1
Market Research
- Identifies Potential & Actual Customers

Step 2
Market Segmentation
- Groups Customers

Step 3
Marketing Mix
- Develops Satisfying Customer Offerings

Step 4
Marketing Evaluation
- Measures Success
Marketing and Social Media: a Guide for Libraries, Archives and Museums
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