

# The real value of marketing for libraries and information services

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# Why do we market library and information services?

- Survive
- Offer quality
- Prosper and grow

# What is marketing?

“Marketing is the management process which identifies, anticipates and supplies customer requirements efficiently and profitably”

The Chartered Institute of Marketing

# What is marketing?

‘...providing  
the **right** service  
to the **right** people  
at the **right** time...’

# What is marketing?

“...the management process which identifies, anticipates and supplies customer requirements efficiently...”

- Collect information

# What is marketing?

“...the management process which identifies, anticipates and supplies customer requirements efficiently...”

- Forecast trends
- Strategic planning

# What is marketing?

“...the management process which identifies, anticipates and supplies customer requirements efficiently...”

- Implement the strategy
- Deliver the service

# What is marketing?

“...the management process which identifies, anticipates and supplies customer requirements **efficiently...**”

- Review and evaluate

# The Marketing Mix

- Product
- Price
- Place
- Promotion
- People
- Physical evidence
- Process

# Focus on the user

- Frequent user
- Infrequent user
- Non-user
- Potential user

# Customer satisfaction

- Two way dialogue
- Address issues
- Knock down barriers
- Affect customer satisfaction

**Everyone is responsible for  
marketing**

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Library

British Library of Political  
and Economic Science

# How can marketing ensure the survival and growth of my library?

- User groups
- Institution
- Budget holders
- Policy makers
- Library community

# How can I communicate more effectively?

- Publicity and promotion
- Target your message
- Segment your audience
- Maximise user 'touch points'

# Communication – helpful tips

- Attract attention
- Maintain attention
- Avoid ‘library-speak’
- Keep it simple
- Be realistic

# Thank you



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