Marketing Strategy, Marketing Plan, and Marketing Tactics: Why You Need All Three!

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ONLINE RESOURCES

- Five simple steps outline: oc.lc/5simplesteps
- Marketing and communications landscape for public libraries: oc.lc/marketingreport
- Resources for public libraries, including marketing: www.webjunction.org
Outline a marketing plan in five simple steps

It’s tempting to jump right into marketing tactics when starting a new campaign. But using just a little time to create a simple plan always improves the outcome.

**Step 1:** Establish quantifiable goals and outcomes, and determine ways to measure them

**Step 2:** List and describe your target market(s)

**Step 3:** Hone your message, using the right words

**Step 4:** Identify your competition and how to overcome it

**Step 5:** Choose appropriate tactics

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**FILL OUT THIS WORKSHEET AND USE YOUR RESPONSES TO BUILD YOUR MARKETING PLAN**

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**STEP 1**

**What are your quantifiable goals, and how will you measure them later?**

*Example:* *To increase usage of ‘X database’ by 10 percent in six months.*

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**Tip:** Connect your goals to your organization’s overall marketing strategy when possible, and don’t overcomplicate identifying outcomes and key performance indicators (KPIs)—they can be simple, as long as they’re measurable.

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**STEP 2**

**What’s your target market?**

*Example:* *High school students or college freshmen who are writing papers for literature classes.*

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**Tip:** Think about who will benefit the most, or who this tool or service is aimed at, and target as appropriate. You can always expand the audience later.
STEP 3
What’s your specific message?

Example: Want to write your paper faster? Let info experts show you how to use ‘X database’ online!

Tip: Don’t use library or marketing lingo; use words/descriptions your audience will understand and value.

STEP 4
What’s your competition and what can you do to overcome it?

Examples: Local writing center (that helps with writing, not research); Google search (not all results are scholarly)

Tip: This could be an actual competitor (a specific online resource) or something less tangible (time of year)—it can be any potential barrier.

STEP 5
What tactics do you plan to use?

Examples: Partner with the local writing center staff—ask them to send students to the library for research and you will send them back for actual writing help. Promote with posters in the writing center and in campus hangouts. Provide copy to the writing center for social posts. Promote on appropriate library social media.

Tip: Use market research or data from previous campaigns at your library to help choose the most appropriate promotional and communication tools to reach your chosen target.
For questions about this session, please contact Linn Edvardsen at edvardsl@oclc.org.

Because what is known must be shared.