



Learning Resource Center Promotion

Irina Ibraghimova, AIHA
ibra@aiha.sovintel.ru

4/13/2004



Marketing Information Services

- **Marketing Plan**
 - mission definition
 - current position (SWOT, PEST analyses)
 - describe target market
 - describe your services
 - work out marketing and promotional strategies
 - identify the competition
 - monitor results
 - review strategies

4/13/2004



Mission Definition

- LRC mission

4/13/2004



SWOT analyses

- Strengths
- Weaknesses
- Opportunities
- Threats

4/13/2004



PEST analyses

- Political factors
- Economic factors
- Social factors
- Technological factors

4/13/2004



Target Market

- your audience
- identify your clients
- attract clients who have power
- conduct needs assessment regularly

4/13/2004

Marketing/Promotional Strategies

- **Product/Service**
customer needs and wants
- **Price**
cost to the user
- **Promotion**
communication
- **Place**
convenience

4/13/2004

Services Marketing

- Intangibility
- Inseparability of production and consumption
- Perishability
- Heterogeneity

4/13/2004

Services

- Inventory the current services
- Identify your most valuable services
- Provide them visibly and well
- Know exactly what LRC does for its customers
- Identify new services you wish to provide (staff, expertise, costs)

4/13/2004



LRC Services

- Training courses
- Information retrieval
- Photocopying
- Printing/Scanning
- E-mail
- Alert service
- Translation
- Organizing teleconsultations

4/13/2004



Pricing

- **Pricing**
 - Summarize specific pricing or pricing strategies
 - Compare to similar products
- **Policies**
 - Summarize policy relevant to understanding key pricing issues

4/13/2004



Promotion Strategies

- Communication
- Packaging
- Public relations
- Advertising

4/13/2004

Communication Strategies (1)

- Contact people who don't use LRC
- Lead other parts of your institution to LRC
- Lead LRC to other parts of your institution

4/13/2004

Communication Strategies (2)

- your name (logo)
- your publications (brochures, newsletters)
- e-mail
- Web-site
- PowerPoint presentations

- Take photos of all activities
- Training Programs - to use services

4/13/2004

Packaging

- **Printouts of all materials**
 - enough copies
 - distribute in other departments / institutions
 - visitors take with them to read later
- **Printed forms** (information request, teleconsultation request, registration)
- **Attached memos**
- **Customized Message**
- **Info Packages**

4/13/2004



Public Relations

- Conferences
- Partnership activities
- Local activities
- Contacts with other similar institutions
- LRC events
- **Buy chocolate to your accountants!**

4/13/2004



Advertising

- Institutional publications
- Local mass media
- National / international publications
- Mailing lists/ Discussion groups

4/13/2004



Other Promotion Strategies

- ***Time-conserving strategy***
- ***Third-party marketing***
 - Co-marketing arrangements with other companies
- ***Regular publicity message***
 - schedule, channels

4/13/2004



Competition

- Provide an overview of product competitors, their strengths and weaknesses
- Position each competitor's product against new product

4/13/2004



Positioning

- **Positioning of product or service**
 - Statement that distinctly defines the product in its market and against its competition over time
- **Consumer promise**
 - Statement summarizing the benefit of the product or service to the consumer

4/13/2004



Distribution

- Distribution strategy
- Channels of distribution
- Distribution by channel

4/13/2004

Monitoring Results

- Measures of success/ failure
- Revising the plan (annually)

4/13/2004

References

- **MLA's Librarian Survival Kit**
<http://www.mlanet.org/resources/survive/survive3.html>
- **Sheila Webber. The Marketing Cycle**
<http://www.dis.strach.ac.uk/sheila/marketing/cycle.html>
- **Amelia Kassel. How to Write a Marketing Plan**
<http://www.infoday.com/mls/jun99/how-to.htm>
- **P.Bridges, S.Morgan. Marketing the Corporate Library**
<http://www.infoday.com/mls/mar00/bridges&morgan.htm>
- **Leslie Fisher. Covering Your Assets: The Analytical Memo**
<http://www.infoday.com/mls/jan98/story.htm>
- **Sh. Giles, J. Crossno. Promoting the Library by E-Mail Alert Services**
<http://www.infoday.com/mls/apr00/giles&crossno.htm>

4/13/2004
