



Niche Academy Library Marketing 101

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Agenda



1. Introductions / Where I work
2. What is “True” Marketing?
3. What is Services Marketing?
4. The Marketing Umbrella
5. The Marketing Iceberg Principle
6. Themes of True Marketing
7. What is Market Research?
8. Market Research Data Sources
9. Self-Assessment: SWOT Analysis
10. Secondary Source Market Research Data
11. Market Segmentation
12. Types of Segments
13. Examples of marketing activities (the fun stuff)
14. Wrapping Up

Introductions

- My job title is Coordinator of Library Outreach
- I promote library services to different target audience(s)
- Library Events (worth credit): first year students, faculty
- Use social media : faculty, some students (platform specific)
- Exhibits: community, faculty
- Library tours: incoming students, community, high schools
- Our information literacy course : first year students
- Fundraising initiatives: alumni, community
- News blog: faculty and staff
- Subject Liaison duties: communication to faculty and graduate students
- Internal/external outreach: local public library, local area high schools, office of admissions and recruitment, and center for global engagement



Where I work!

The College of Staten Island is one of the 25 colleges of the City University of New York (CUNY) in New York City.

We are a comprehensive college and one of the 4-year colleges within the system.

- 13,000 students
- 204-acre campus
- 30,000 square foot library
- 14 full time librarians, 10 adjuncts
- 65 staff in total
- We teach an information literacy course in the department



What is “True” Marketing?

Marketing involves connecting products and services to specific target audiences. Traditionally, it is comprised of the 4Ps. Marketing is always informed by market research data.

Marketing Cycle

1. Conduct market research
2. Divide users into segments
3. Identify selective things to promote
4. Promote using materials, events, campaigns, activities, paid advertising
5. Use evaluation tools to measure effectiveness and/or impact
6. Start all over again

4Ps of marketing:
place, product,
promotion, price



What is Services Marketing?

Unlike traditional product marketing, services marketing is about building relationships. This is more connected with non profits, like libraries.

The 7Ps of Services Marketing- Product, Price, Place, Promotion, People, Physical Evidence, and Process



The Marketing Umbrella



The Marketing Iceberg Principle

based on Hemingway's Iceberg Theory (aka-- theory of omission*)



* Smith, P. (1983). Hemingway's early manuscripts: the theory and practice of omission. *Journal of Modern Literature*, 10(2), 268-288.

Themes of “True” marketing

- Market Research
(studying your users)
- Market Segmentation
(splitting users into groups)
- Marketing Plans
(planning)
- Marketing Activities
(materials, events, elevator speeches, press releases, programming, social media, web sites, paid advertising)



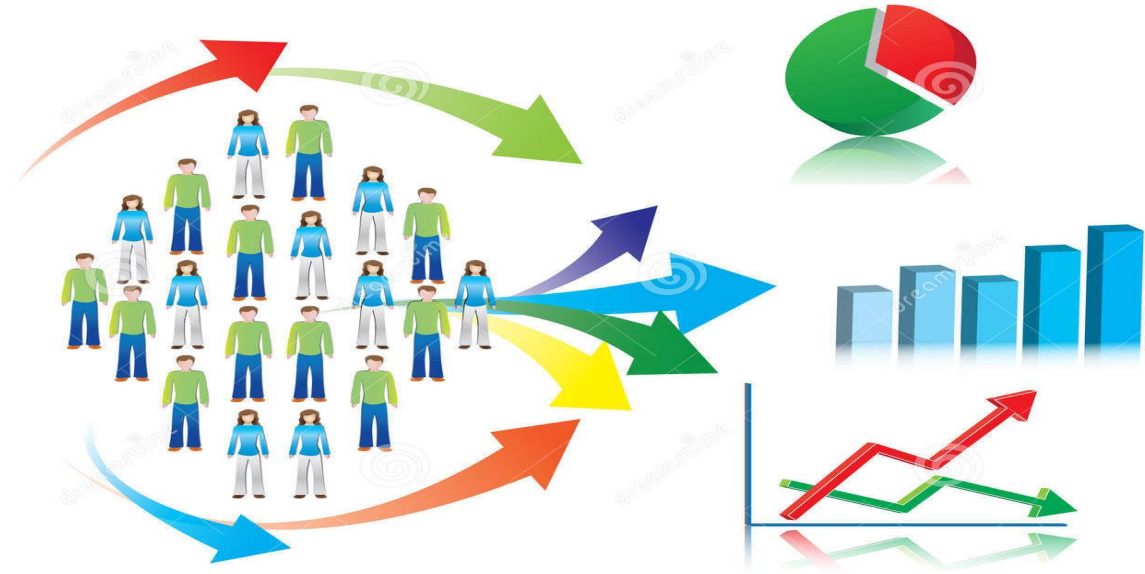
What is Market Research?



- Market research involves studying your “market” of users
- Most library marketing activities are “*upside-down*”.
- Most library workers conduct assessment **after** marketing activities.
- We must study our users **first**, then pursue marketing activities.
- Marketing decisions should be data-driven.

Market Research Data Sources

- Primary source data
 - Focus groups / Interviews
 - Questionnaires
 - Participant observation
 - Original research (case studies)
- Secondary source data
 - Census data
 - Community survey data
 - Reference books
 - PEW research center (non governmental data)



Self-Assessment : SWOT Analysis

SWOT analysis for Reference Services in a public library

Strengths

Provide high quality, reliable information

Teaching at the reference desk

Offered in different modalities

Teach users how to avoid plagiarism

Library users won't waste time finding incorrect information

Library users are empowered when librarians teach them information literacy skills

Weaknesses

Budget cuts

Decline in reference questions

Lack of resources to support reference services

Librarians frustrated with the decline in reference questions

Opportunities

Internal partnerships (for campus departments and other academic and/or administrative units)

External partnerships (with the community, public libraries, public schools, daycares, community centers)

Threats

Reduced library hours

Google
Wikipedia
Facebook
Twitter
Amazon
YouTube
Fake news

The logo for the United States Census 2020 is a dark blue circle with a white border. Inside the circle, the words "United States" are written in a white serif font at the top, "Census" is written in a large, bold, white sans-serif font in the middle, and "2020" is written in a large, bold, white sans-serif font at the bottom. The background of the slide is white with a light blue, watercolor-like splash effect behind the logo.

United States Census 2020

U.S. Census -
<https://census.gov>

- U.S. Census- every 10 years
- American Community Survey (ACS)- annual demographic data, collected every month
- The ACS covers topics not on the 2020 Census, such as education, employment, internet access, and transportation
- The U.S. Census administers 130 other surveys
- Accessible via <https://data.census.gov>
- List of all surveys at <https://www.census.gov/programs-surveys/surveys-programs.html>

Pew Research Center <https://pewresearch.org>



Pew
Research
Center

- Nonpartisan, non-profit, non-ideological, fact-based research
- Conducts surveys and publishes results
- **Conducts research in nine areas:**
 - U.S. Politics & Policy
 - Journalism & Media
 - Internet & Technology
 - Science & Society
 - Religion & Public Life
 - Hispanic Trends
 - Global Attitudes & Trends
 - Social & Demographic Trends
 - Research Methodology

Nielsen Media <https://Nielsen.com>



- Television audience data
- Consumer data collection
 - food
 - podcasting
 - sports
 - finances
 - innovation
- Nielsen ratings are free

American National Election Studies

<https://electionstudies.org>



- National surveys distributed to U.S. voters before and after each presidential election
- Founded in 1977
- Coordinated by Stanford University and University of Michigan
- Conducts surveys on public opinion, voting, and voter participation

The General Social Survey



General Social Survey (GSS)

<https://gss.norc.org>

- University of Chicago's National Opinion Center
- Founded in 1972
- Monitors societal change
- Provides freely available information relating to demographics, behavior, and attitudes

Gallup (partly free)

GALLUP®

World Polls:

<https://www.gallup.com/analyt/s/318923/world-poll-public-data-sets.aspx>

U.S. Daily Polls:

<https://news.gallup.com/home.aspx>

- A research and management consulting service
- Gallup public opinion polls
 - Gallup polls in politics, social, economic issues
 - Gallup U.S. Daily political and economic survey
 - Gallup-Healthways Well-Being Index
- Gallup World Polls: started in 2005, collects data from over 160 countries, and reaches 1000 residents per country

Gallup (partly free)

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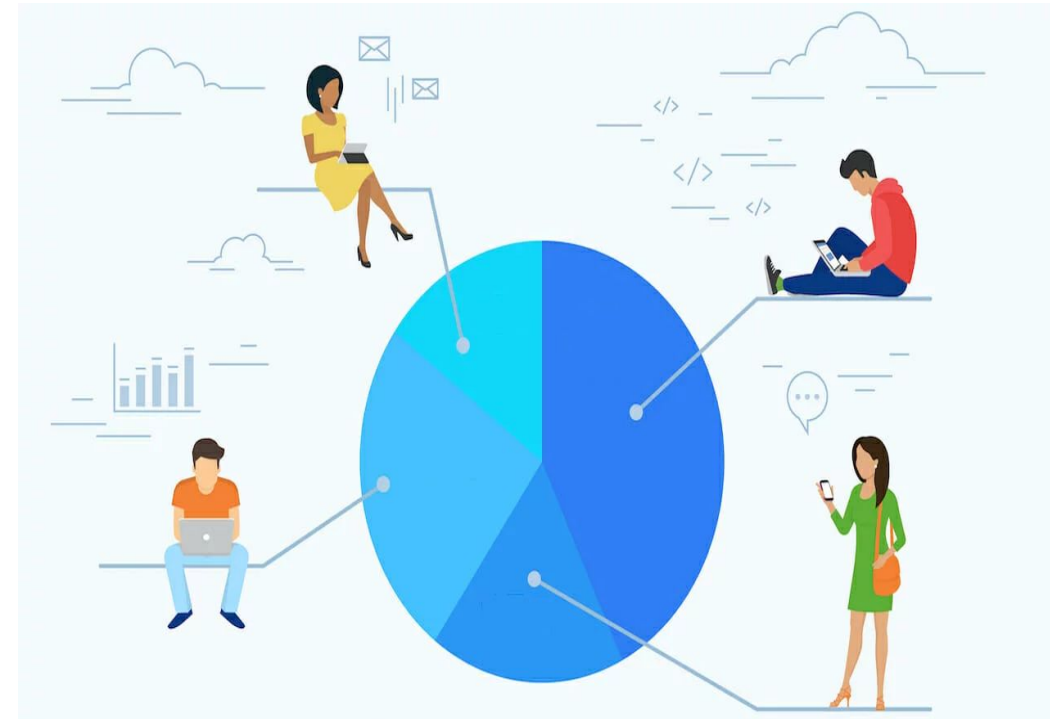
- Gallup Public Sector Reports
 - World Happiness Report
 - Gallup Global Emotions
 - Global Findex Databases
 - American Views
 - U.S. Healthcare Cost Crisis
 - Creativity in Learning
 - Five Conditions Assessment
 - Forging Pathways to Purposeful Work
 - Facing the Future: U.S., U.K., and Canadians call for unified skills in the AI age

Public Sector reports:

<https://www.gallup.com/analyticts/318665/public-sector-reports.aspx>

Market Segmentation

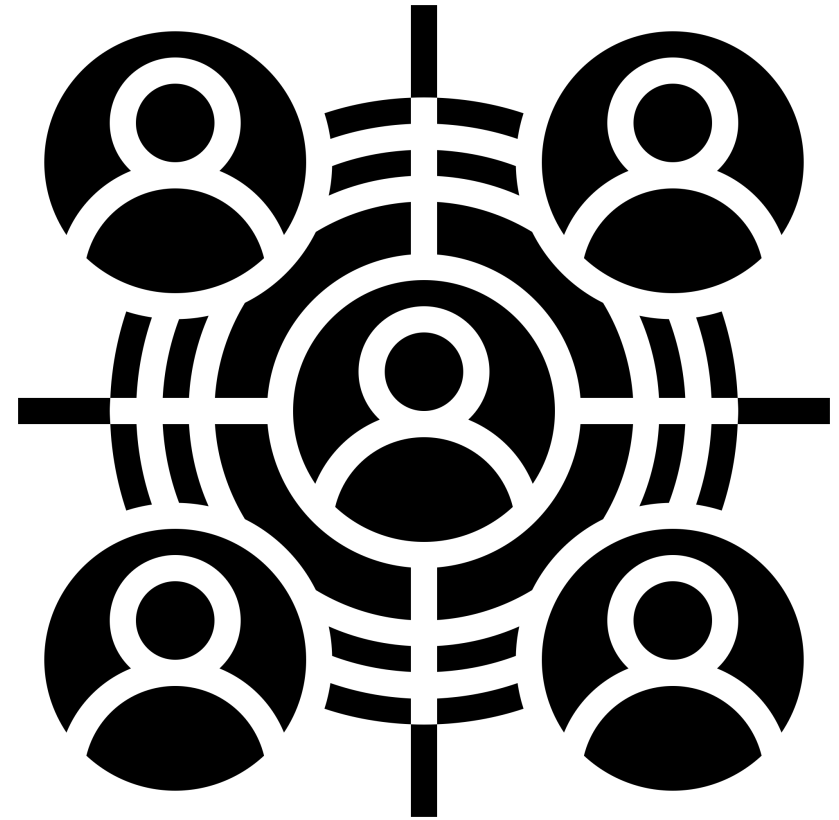
- We cannot reach all users
- Our users have different needs
- We must split them up into groups

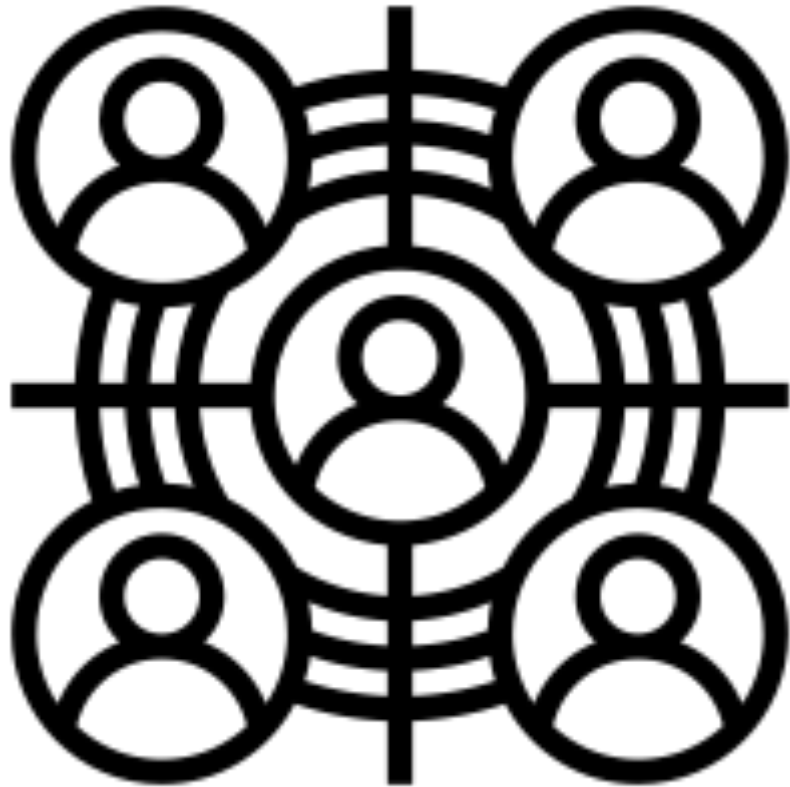


Market Segmentation

Possible segments in an academic library

- Faculty (full time and adjunct)
- Staff (Full time and adjunct)
- Undergraduate students
- International students
- Students with disabilities
- Graduate students
- Alumni
- Community





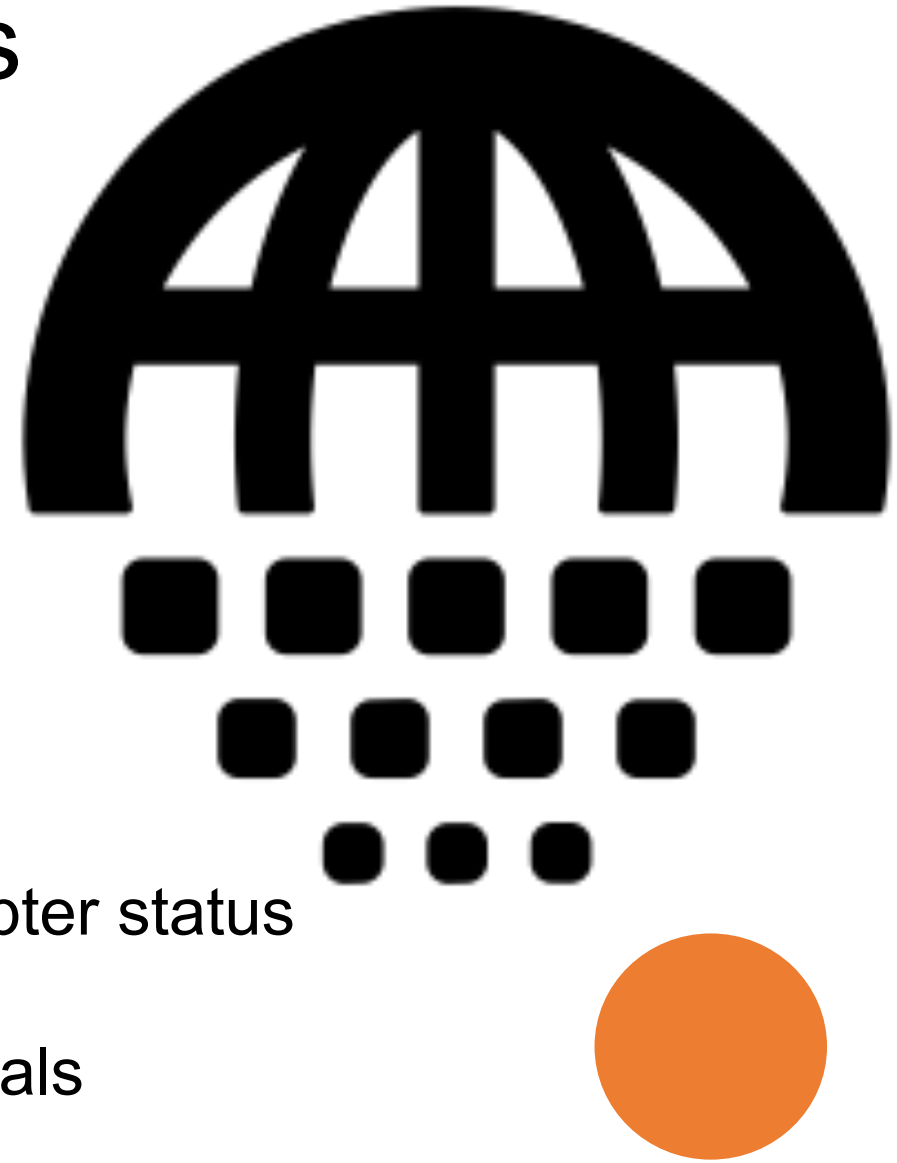
Market Segmentation

Possible segments in public library

- Home insecure
- Library trustees
- Donors
- Staff
- Parents
- Guardians
- Teachers
- Babies
- Children
- Pre-teens
- teens
- Seniors
- Adults

Types of Segments

1. Demographic: age, gender, population, sexuality, occupation, race/ethnicity, education level
2. Geographic: country, state/province, city, region, urban or rural
3. Psychographic: lifestyle habits, personality traits, beliefs, opinions, values, hobbies
4. Behavioral: loyalty status, awareness, attitudes, adopter status
5. Generational: Baby Boomers, Generation X, Millennials
6. Cultural: grocery stores and libraries offer different products and services based on the cultures it serves



Examples of marketing activities

- Events and exhibits (in-person or virtual)
- Communications
(calendars, newsletters, web sites, brochures, posters, signs, email blasts)
- Word of mouth marketing- WOMM
- Press Releases
- Annual Report
- Fundraising materials /Friends of the Library initiatives
- Paid advertisements
- Library tours, orientation, instruction
- Inservice visits (outreach)



Wrapping Up!

- Marketing is about connecting products and services with specific (targeted) users
- Marketing is informed by market research
- Your users are different, so your marketing needs to be tailored and specific
- Always start with market research before engaging in marketing activities (the fun stuff)
- Use **primary and secondary sources** to gather market research data
- Data informs marketing decisions
- Always conduct assessment before and after marketing activities





Thank you!

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