MASTER

MAKING MARKETING WORK FOR YOU

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by

Linda J. Erickson
Reference Librarian
Technical Library
Sandia National Laboratories*
Albuquerque, New Mexico

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Making Marketing Work for You *

A. Overview of talk

1. Broad look at marketing of online services - context of library or information center that already uses online or is getting ready to use
2. Similarities and differences among academic, special, and public libraries
3. Specific points to be addressed:
What is marketing?
Why should I market?
What do I have to market?
To whom should I market?
How do I market?
What happens as a result of marketing?
4. Then will describe a promotional "road show" program

B. What is marketing?

1. AMA - "performance of business activities that direct flow of goods and services from producer to consumer or user"
2. Broader - "activity that can keep in touch with organization's consumers, read their needs, and build a program of communication to express organization's purpose"
3. Patricia Smith in January '80 Online -
"it is the process of actualizing a mutually beneficial relationship between producers of need-satisfying products and the buyers or users of these products"
4. All really saying same thing - find out what your organization needs and then find a way to fulfill their needs
5. Marketing online services is a comprehensive effort that includes determining who your users are and what they need, keeping abreast of available systems and databases, designing services and performing searches to fulfill your users' needs, and getting feedback so you can improve on the way you provide online services.
6. Question of whether online services are a product or a service ??

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C. Why should I market?

1. Question to audience - how many have absolute library support (funding) and a guarantee that it will continue?
2. Statement - right or wrong?
Library services have an obvious importance and therefore it is not necessary to publicize them. Do librarians have mental block?
3. No matter what type of library, library must compete with others for funding
Special library - has always been in precarious place - must justify its existence since is almost always an overhead expense
Public library - situation here in California; must compete with other very needed services - like fire protection
Academic library - has generally been perceived as necessary, but funding level can fluctuate widely; even this perception as needed is starting to be questioned
4. Online services are innovative phenomenon in library world; need to be marketed since are something new; success of online search service largely depends on how well marketed to the right people; cannot justify budget for online services if service not used.
5. In addition to library changing, the organization changes over period of time. Library must have an ongoing marketing effort to demonstrate its responsiveness to this change. Effective marketing effort creates a continual demand for library services.

D. What do I have to market?

1. Innovative service that complements (or supersedes) traditional information gathering methods
2. In public and in many academic libraries, is a new service that offers much more personalized service than was ever before available (these 2 libraries had more traditional functions of teaching users how to do their own searching). Can hand requester a neat bibliography on his special topic.
3. Comprehensive results and greater retrieval capability - as specific or as broad as needed; can do things that would be impossible manually
4. Cost effective (considering time needed for manual search) and time saving - can obtain immediate answer if necessary.

5. Access to much greater number of sources than could ever purchase for your library; more foreign materials becoming available
6. Increasing availability of hard data online and increasing computational capabilities
Not just sci-tech, like vocational database
7. Use of new technologies - creates new image of libraries as providers of information rather than as caretakers of information

E. To whom should I market?

1. Market segmentation: divide your market into smaller homogeneous groups
2. Thus, in a scientific and technical library, might segment users into several groups, each of which has slightly different needs:

Scientists - may want a comprehensive literature survey which they can then analyze personally

Engineers - may have an immediate need for a specific piece of information like the property of some material

Technicians - may not always understand what they've been told to find out about and need to be steered toward more basic information

Management - may want their information retrieved, consolidated, and analyzed

3. In academic library, might want to segment in several different ways:

By status, i.e., faculty, graduate students, undergrads, staff

By discipline or by department or college

4. In public library, must decide which segments can be served by online service (since cannot serve everyone) - business community, local government, educators, secondary students, etc.

F. How do I market?

1. Once have segmented your market, must design particular products or services for each segment or group and set goals for each group

2. Two classical ways of presenting promotional messages:
 - Personal selling
 - Advertising - newspapers, radio, TV, magazines, direct mail, point-of-sale
3. All are applicable to promoting online services, although personal selling is by far the most effective - almost everyone connected with online field agrees that word-of-mouth is the best way to promote online. (Friendly referral by Public Service desk)
4. Seeing is believing, so do demonstrations; be sure to budget for demos. (All promotion is going to cost money and take time)
5. Corollary is to support your local VIPs - in public library, do a free search for your most active library supporter on the city council; or in technical library, do a quick search and print out the results online for that corporate vice-president who's headed out the door on a business trip
6. Advertising methods can also prove useful, both when online searching is initiated and as a reminder of continued service or new capabilities

Thus, send a letter announcing the beginning of online service to department heads or to those "information gatekeepers" that you've identified in your organization; announce new databases in your corporate newsletter or in the campus newspaper; create an attractive brochure describing your services for new employees; draw attention to your terminal with eye-catching posters

7. Topic will be discussed in greater depth by next speaker; and I will later describe a promotional "road show" program at Sandia Labs.

G. What happens as a result of marketing?

1. Once embarked on a program of serving your users with online services, must collect feedback and reassess your services - determine if you have been able to save your user time, money, or convenience; since are in the business of creating satisfied customers, must be responsive and willing to adjust your methods to better serve your users
2. Marketing process opens up a 2-way communication: in addition to telling users what you can do for them, it also allows users to tell you what services they feel you should provide for them; alters user's perception of librarian

3. Another effect will be obvious each month when you receive your bills from your online vendors; have not discussed the whole subject of search fees - are a variety of options available and a whole flood of articles discussing the pros and cons of fees-for-service. Certainly, if you are going to market online services, you must be prepared to pay the bills either through an increased budget or through some form of chargeback.
4. Other effects of marketing: increased demands on personnel time; increased need for support services like document retrieval and interlibrary loan, copying, etc.

H. Sandia's Promotion Road Show Program

1. Background on Sandia National Laboratories

- Prime contractor to the Department of Energy
- Primarily concerned with national security, particularly design and engineering for nuclear weapons
- Also involved with national effort to develop new or improved sources of energy
- Total of about 7600 employees, with about 6600 located in Albuquerque

2. Sandia Technical Library

- About 55 on Library Staff, with 8 reference librarians who function as subject specialists
- Reference librarians are divided into four 2-person teams, each team being responsible for certain subject areas and, in related fashion, certain groups within Sandia
- Each team provides all information services for each group they serve - selection and subject indexing of materials, literature searching, writing SDI profiles, weeding of those subjects, etc. (we try to provide "one-stop" shopping for our users); online considered part of our service - not charged back

3. Why the "road show" program

- Current promotional efforts include brochures about library services that are available in Library and are distributed to all new hires; a self-guided cassette tour of the library; personal selling or word-of-mouth-referral by our information desk in public area of the library; DQE/RECON terminal and posters on self-use in reading room
- For several years, has been feeling that more active promotion should be done - was felt that online searching was a "new" technique that many people still did not know about

- Also was a desire to establish a closer rapport with the line organizations; wanted to have a better feeling for what our users need without having to wait for them to come to us
4. Initiation of road shows
 - Announcement of availability of service sent to department managers in May, 1979
 - By fall, decided response had not been as high as expected, so sent follow-up announcement to division supervisors in October, 1979
 5. Content of typical "road show"
 - Slide 1
 6. Results after 1 year
 - Slide 2
 7. Statistics on library services
 - Slide 3
 - Slide 4
 - Slide 5
 8. Lessons learned
 - Personnel factors
 - Started out to emphasize our increased efficiency brought about by computerization and our determination to provide personal, responsive service - this objective was met
 - Must keep size of group as small as possible
 - Went out to user's work areas, and this showed our willingness to get outside of the Library
 - Power of online demonstrations
 - Increased rapport through having a person to contact
 - Preparation and scheduling more time-consuming than imagined
 - Didn't receive much criticism - maybe not enough time or maybe they felt we were "guests"
 9. Will continue "road show" concept to hit those we missed, then perhaps alter content - plan to continue concept in some form

INFORMATION SERVICES BRIEFING

(THE LIBRARY "ROAD SHOW")

FORMAT OF THE BRIEFING

INTRODUCTION	5 MINUTES	5	}	~40 MINUTES
VIDEOTAPE	11 MINUTES	11		
"THE INFORMATION CHALLENGE"				
DESCRIPTION OF SERVICES	10 MINUTES	15-20		
- LITERATURE SEARCHES			}	~45 MINUTES
- SELECTION				
- SDI PROFILES				
- LIBRARY PUBLICATIONS				
REQUEST FOR HELP	5 MINUTES	10-15	}	
- IMPROVEMENT OF SERVICE				
- TOUR INVITATION				
- FEEDBACK				
ONLINE DEMONSTRATION	15 MINUTES		}	

ROAD SHOW RESULTS

TIME PERIOD - 1 YEAR
(JUNE '79 - MAY '80)

NUMBER OF BRIEFINGS - 86

NUMBER OF PERSONS ATTENDED - 1032

22 BRIEFINGS WITH 2-6 PRESENT

37 BRIEFINGS WITH 7-10 PRESENT

17 BRIEFINGS WITH 11-20 PRESENT

10 BRIEFINGS WITH 21-65 PRESENT

TANGIBLE RESULTS:

LITERATURE SEARCHES RECEIVED - 47

OTHER SEARCHES RECEIVED - 11

SDI PROFILES RECEIVED - 148

NUMBER OF LITERATURE SEARCHES

COMPUTER-ASSISTED PERCENTAGE

Slide 4