

# So we have a brand, now what?

Modernizing and Marketing an Ask Us Service at an Academic Library

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# What is a brand

- “A brand is a living entity-and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.”  
-Michael Eisner
- “Branding is what people say about you when you are not in the room.”  
-Jeff Bezos
- “Your brand name is only as good as your reputation.”  
-Sir Richard Branson

# Why have a brand?

- Connect better with your users
- Relate an image to an experience
- Communicate who you are
- Motivate staff
- Set yourself apart from the rest





# University of North Texas (UNT)

- Enrollment: 37,000 students
- Twelve Colleges and Schools
- Four libraries, two remote storage facilities
- More than 1.5 million visitors to the Libraries in 2013-2014



# Emergence of Ask Us!

- Let's go back in time...



# History of Reference Services at the UNT Libraries

- In person
- Over the phone
- Reference by appointment
- Reference chat-eliminated due to low usage
- Contact email: [general.reference@unt.edu](mailto:general.reference@unt.edu)

# Ask Us Services 2011

**UNT Libraries**  
THE POWER OF IDEAS STARTS HERE

[Library Catalog](#) | [Electronic Resources](#) | [Digital Collections](#) | [This Website](#)

Search Library Online Catalog

[UNT Libraries Home](#) | [UNT Library Catalog](#) | [Electronic Resources](#) | [About the Libraries](#) | [Libraries and Collections](#) | [Library Services](#) | [Research Tools](#)


Home > Research and Instructional Services > Ask Us

## Ask Us

[Call or Visit Us](#) | [Email Us](#)

**Reference Desks, Locations, and Phone Numbers.**  
Call us at **940-565-3245** or toll-free at **(877) 872-0264**.

**IM Us**



If we are not available, please leave an offline message including your e-mail address, or use the email form. This service will normally be staffed between 10-6 pm Monday - Friday.

**Help Yourself**

[Subject Guides](#) Subject-specific guides to help you start your research

[Class Pages](#) Focused on resources you need for class assignments, along with tips and tricks for subject area research

- Ask Us
- Special Audiences
- How do I... (FAQ)
- Library Hours
- Locations & Maps
- News & Events

# Ask Us Services 2013

MyUNT EagleConnect Blackboard People & Departments Maps Calendars Giving to UNT

This Website Search

**UNIVERSITY LIBRARIES** A green light to greatness. **UNT**

RESEARCH SERVICES ABOUT HELP **+ FIND** **ASK US** ACCOUNTS LOGIN

### Visit Service Desks

- 24 Center
- Archives & Rare Books Room Service Desk
- Cyber Cafe
- Discovery Park Library Service Desk
- Eagle Commons Library Service Desk
- Government Documents Service Desk
- Media Library Service Desk
- Microforms Service Desk
- Music Library Service Desk
- Willis Library Services Desk

### ASK US

#### Call Us

- Phone: (940) 565-3245
- Toll-free: (877) 872-0264

#### Visit Us

- Service Desks at UNT Libraries
- Libraries Hours & Locations

#### In-Person Reference Appointment

- Make an appointment.

#### Email Us

We will answer your email question within 24 hours. For subject specific questions, please contact a [Library Subject Liaison](#).

Submit your question here

Full name \*

E-mail address \*


What is your question about? \*

I have a general reference question, database questions, or am not sure who to ask. ▾

Classification \*

Select one: ▾

Question \*





# Evaluation of Ask Us Services

- Contact email address not memorable: [general.reference@unt.edu](mailto:general.reference@unt.edu)
- Ask Us web page was not user friendly
  - Too much library lingo
  - Question type choices not clear
- Not marketed well- had a great logo but not visible
- No marketing material available for outreach events -online or print
- Survey regarding the service needed to be updated
- Lack of collaborations with other library departments

# The Change Process

- It's all about marketing
- Providing different marketing forums
  - Print vs. electronic
- Collaborating with External Relations & User Interfaces
- Brainstorming and researching



# Modernizing Ask Us!

- Moving on from the term “reference” to “research assistance”
  - Based on the feedback from students
- Changing the email address from [General.Reference@unt.edu](mailto:General.Reference@unt.edu) to [AskUs@unt.edu](mailto:AskUs@unt.edu)
- Updating the online form for submitting inquiries
  - Better organization of information
  - More targeted inquiries

# Ask Us! Services 2015

## Call Us

Phone: (940) 565-3245

Toll-free: (877) 872-0264

## Visit Us

- [Service Desks at UNT Libraries](#)
- [Libraries Hours & Locations](#)

## In-Person Research Assistance

- [Make an appointment.](#)

## Email Us

Fill out the form below or email us at [AskUs@unt.edu](mailto:AskUs@unt.edu) and we will answer your question within 48 hours. For subject specific questions, please contact a **Subject Librarian**.



## What is your question about? \*

- General Research Questions
- Checkout Privileges
- Special Collections: Archives and Rare Books
- Government Information / Funding Information Network
- Discovery Park Collections
- Media
- Music
- The Portal to Texas History, UNT Scholarly Works, or UNT Digital Library
- Computer and Technology
- Facilities Problems
- Website Questions

## Classification \*

- Select one:
- UNT undergraduate
- UNT graduate student
- UNT faculty
- UNT staff
- UNT alumni
- Not affiliated with UNT

# The Decision to Market Process

- Make the service accessible, active and engaging
- Make the service experience memorable
- Provide the opportunity to assess the service
- Market the availability campus wide

# Marketing campaign-print



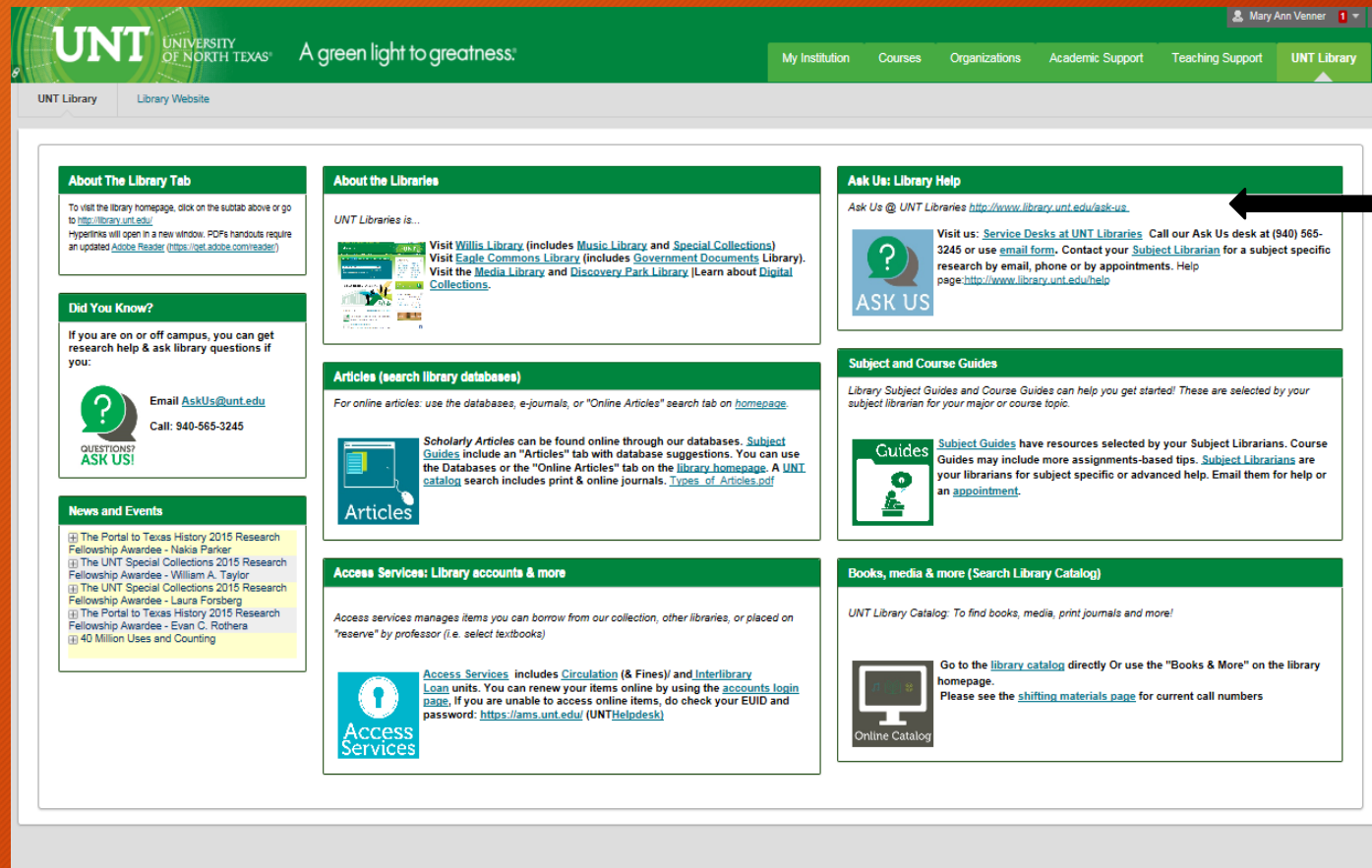
# Marketing campaign-online

- New link on the homepage

The screenshot shows the University Libraries homepage with a green header. The header contains the text "University Libraries" on the left and the logo "A green light to greatness: UNT" on the right. Below the header is a navigation bar with links: HOME, RESEARCH, SERVICES, ABOUT, HELP, NEWS & EVENTS, ASK US, and ACCOUNTS LOGIN. The main content area is divided into two columns. The left column is titled "Start Your Research" and contains a search box with the text "Search it All" and a list of categories: Online Articles, Books & More, Databases, e-Journals, UNT Digital Collections, UNT Special Collections, Subject & Course Guides, and This Website. The right column is titled "Most Requested" and contains a list of links: About Borrowing, Citations & Styles, Course Reserves, Dept. Directory, Faculty Services, FAQs, Interlibrary Loan, Jobs, Locations & Hours, Media & Music, Online Holds, RefWorks, Renewing, Study Rooms, Subjects & Courses, and 24 Commons. Below the search box and "Most Requested" list is a link "Ask Us Your Questions" with a question mark icon, which is highlighted by a black arrow. At the bottom of the page, there is a contact information bar with a phone number "940.565.3245", an "Email" button, a "Subject Librarians" button, a "Problems" button, and a "Study & Create" section with buttons for "Computers", "Printing", and "Spaces".

# Additional Online Marketing

- Blackboard Learn UNT Library tab



The screenshot displays the UNT Library website interface. At the top, the UNT logo and tagline "A green light to greatness." are visible, along with navigation links for "My Institution", "Courses", "Organizations", "Academic Support", "Teaching Support", and "UNT Library". The user "Mary Ann Vanner" is logged in.

The main content area is divided into several sections:

- About The Library Tab:** Provides instructions on how to visit the library homepage and use hyperlinks.
- Did You Know?:** Offers research help and asks library questions, with contact information for "Ask Us" (Email: AskUs@unt.edu, Call: 940-565-3245).
- News and Events:** Lists recent news items, including research fellowship award recipients and library usage statistics.
- About the Libraries:** Lists various library services such as Willis Library, Eagle Commons Library, and Media Library.
- Articles (search library databases):** Provides information on finding online articles through various databases.
- Access Services: Library accounts & more:** Details how to manage library accounts, renew items, and use interlibrary loan services.
- Ask Us: Library Help:** Offers assistance through service desks, email forms, and subject librarians. A black arrow points to this section.
- Subject and Course Guides:** Provides resources for students, including subject guides and course guides.
- Books, media & more (Search Library Catalog):** Directs users to the library catalog and provides information on shifting materials.



# Social Media and Digital Signage

- Postings made to UNT Libraries Facebook page
- Postings made to UNT Libraries Twitter feed
- Digital Signs throughout the library



**UNT Libraries**  
August 24 · 🌐

WELCOME BACK, STUDENTS! Check out this link for all the ways that we here at the UNT Libraries can help you make this your most successful semester! Also, be sure to follow us here and on Twitter (@UNT\_Libraries) for updates on our events and services.  
Have a great semester!

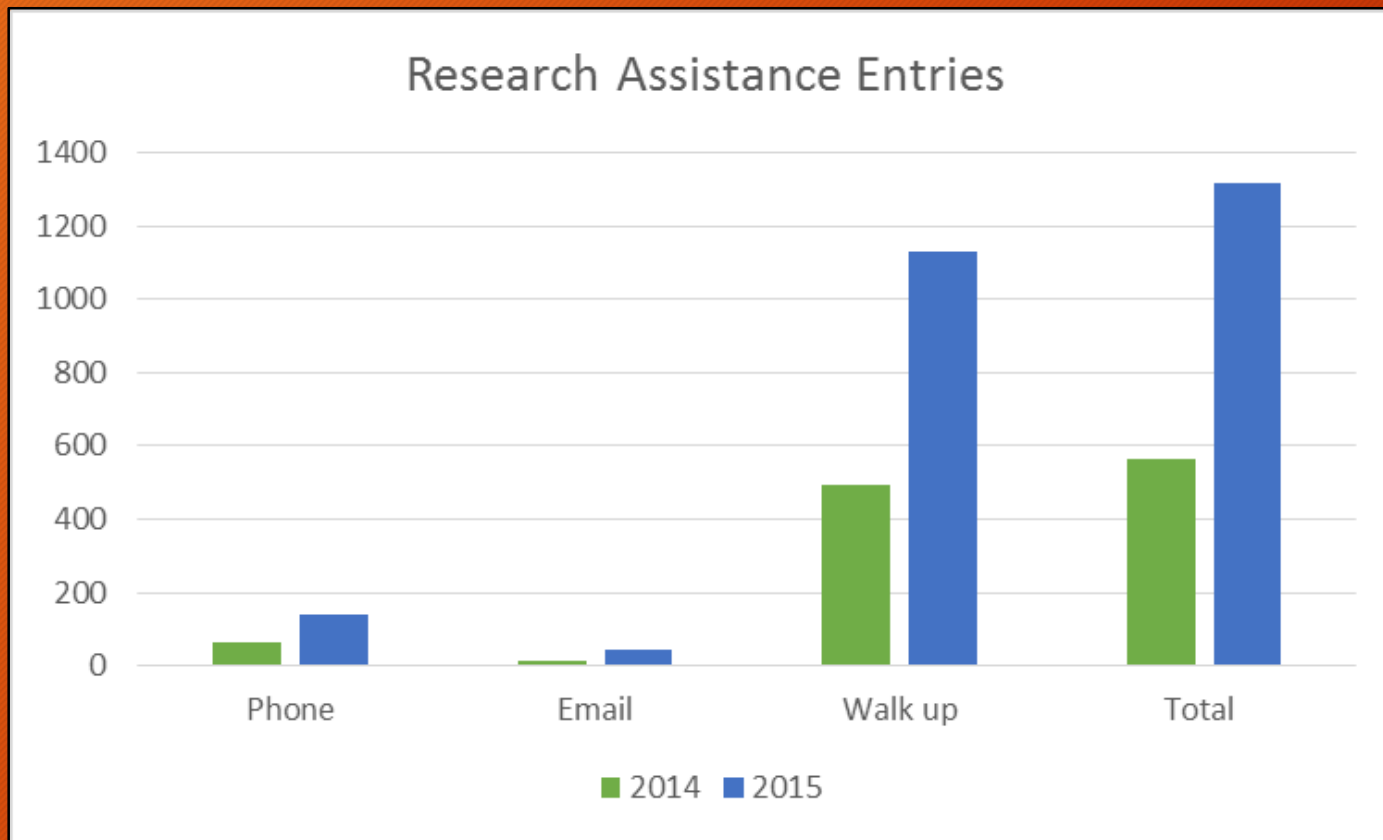
**let's get this semester started!**

**Let's Get This Semester Started | University of North Texas Libraries**

Welcome to the new semester at UNT! We've listed a few services that will help you get the semester started off right.

LIBRARY.UNT.EDU

# Assessment



# What's Next?

- Increase awareness of Ask Us among library employees through training
- Promote Ask Us to underserved populations such as distance learning students
- Develop other marketing materials to be used as prizes for library events and instructions
- Evaluate the effectiveness of Ask Us marketing campaign through surveys and statistics
- Collecting and marketing testimonies regarding usage of Ask Us

# Conclusion

- Designing a brand is the first marketing step not the last one
- The best marketing campaign is the one that serves everybody
- Knowing your users is the key
- Different types of marketing venues are necessary to connect with different users
- Constant evaluation of the service and marketing is important
- Don't be afraid of trying something new!

# Questions?

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