



MARKETING DIGITAL LIBRARIES: PHYSICAL VS DIGITAL LIBRARIES

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A decorative graphic on the left side of the slide, consisting of a network of white lines and small circles on a blue gradient background, resembling a circuit board or a digital network.

WHY MARKET A (DIGITAL) LIBRARY?

IMPORTANCE OF MARKETING

- Marketing lets users know that you are there (Ohio Library Council, 2008)Marketing is directly related to the achievement of institutional objectives. (Misra, 2010)
- Users are the reason libraries exist. Marketing is customer-driven and encourages long-term relationships. (Misra, 2010)
- Marketing places emphasis on the user's needs. (Misra, 2010)
- Marketing libraries increases user satisfaction, loyalty, and improves public image. (Soroya & Ameen, 2013)
- Marketing libraries also increases use of available resources. (Soroya & Ameen, 2013)

PHYSICAL VS. DIGITAL

- Physical and digital libraries may be involved in marketing for essentially the same reasons, but there are a few crucial differences to consider.
- First, marketing strategies may vary depending on the type of digital library:
 - Digitized material that belongs to a physical library?
 - A physical library's electronic services or holdings?
 - Or a library that exists solely online. Depending on the answer to this question, information professionals may use traditional marketing strategies, new marketing strategies, for digital marketing, or a combination of both. (Henderson, 2005)

PHYSICAL VS. DIGITAL

- Second, physical libraries and digital libraries may differ in their long-term marketing strategies for several reasons:
 - Different consumers and market segments
 - Different materials to market
 - Different budgets
 - Different staffing levels
- A good marketing strategy affirms the reality of the situation and also addresses future goals. These will be different based on the type of library (Ashcroft, 2010).

PHYSICAL VS. DIGITAL

- By nature, physically libraries may do more physical marketing and digital libraries may do more digital marketing, but neither is exclusive. For example, a physical library may want to create a welcoming image from the outside of the building or in the entrance area. A digital library will want to do the same with a website layout. These are both a part of making the library appear friendly and attractive to users (Ashcroft, 2010).

WHAT TO MARKET

WHAT TO CONSIDER WHEN DECIDING TO MARKET YOUR LIBRARY ?

- Figuring out who you are marketing to helps develop your campaign.
- The library's mission
- The library's products and services
- Who are the users?
- What do they want?
- Knowing the library's competitors
- Present and future demands for the products and services of the library
- The fluidity of the products, services and users
- How to attract future patrons
- How do the current users view the library.

SERViCES

- Searching portal- used to search across databases and other internet resources offered by the digital library
- Browsing and connecting remotely
- E-mailing
- Blogs
- EventsVoice and video conferences
- Wikis
- RSS feeds
- Online programs

OTHER EMPHASIS OF DIGITAL MARKETING

- E-books
- Audio books
- Video on demand
- Databases Dissertations and thesis's
- Archives
- Special Collections
- Manuscripts
- Tutorials

EXAMINING AND EVALUATING THE ACCESSIBILITY OF THE PRODUCTS AND SERVICES

- Variety- multiple platforms, services, and media to choose from
- Quality of the products
- The design of the site
- The scope of the collections
- Reliability
- Durability
- The best and latest products

The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines connecting to small circles.

HOW TO MARKET ?

DETERMINING THE TARGET AUDIENCE

- Break down your library community into different groups based on:
 - User preferences and needs (Ashcroft, 2010).
 - When do they use the digital library? (Time of day, time of year)
 - What digital services or collections do they use?
 - Demographics details (Henderson, 2005).
 - Age, ethnicity, gender, occupation, etc
- Take time to learn about these different groups.
 - One main focus should be on how they communicate (Ashcroft, 2010).
- Newspaper, radio, TV, social media?
- Profile customers to gain information on what they like, what they're interested in, and how they spend their time (Ashcroft, 2010; Henderson, 2005).
- Try surveys

CURRENT PRACTICES- SOCIAL MEDIA

- Facebook- with 2,2 billion active monthly users it seems like a no brainer! (Marcelo, 2013)
- Twitter- short and sweet, no posts over 280 characters.
- Pinterest- online bulletin board, pin what the library likes!
- Blogs- quick and easy way to write about the library's activities, best of all it's free!

INNOVATION AND CREATIVITY

- Social media sites:
 - Facebook
 - Tumblr
 - Twitter
- Videos produced by the library
- Specific events such as story telling festivals
- Online ticketing for events
- Webinars performed by the staff

EXAMPLES

EXAMPLES OF MARKETING

- <http://www.balkaninsight.com/en/article/romania-launches-subway-digital-library>
- Overdrive provides many ways to spice up the digital libraries home page:
- <http://partners.overdrive.com/marketing-outreach/libraries/Facebook>

EXAMPLES OF MARKETING

- <http://www.pinterest.com/sanjoselibrary/>
- <http://blog.dlg.galileo.usg.edu/>
- <https://twitter.com/librarycongress>
- <https://www.youtube.com/watch?v=sv7TnDezFqM>



Thank You
== For Your Attention ==