

Title of presentation as announced in Program Book: “*The Power of the Buzz: Libraries and Word of Mouth Marketing,*” by Peggy Barber and Judy Hoffman.

Peggy Barber was Associate Executive Director for Communication for the American Library Association (ALA) prior to launching a consulting practice, Library Communication Strategies, Inc. in 2000. She established the ALA Public Information Office, Public Programs Office and the ALA Graphics program, including the widely known “Celebrity Read” poster series. She has chaired the National Coalition for Literacy and the Community Advisory Board of Chicago’s public radio station, WBEZ, and now serves on the Board of Friends of Libraries USA which has just become ALTAFF- the Association of Library Trustees, Advocates, Friends and Foundations. Her current work as a consultant is focused on marketing and communication support for libraries. She and her business partner, Linda Wallace, have just completed a book- BUILDING A BUZZ: Libraries and Word-of-Mouth Marketing- that will be published by the ALA, fall 2009.

Judy Hoffman, Marketing Specialist for the North Suburban Library System, is responsible for coordinating all promotional activities for the System, and also works with member libraries on cooperative marketing projects. Following graduation from the University of Illinois, Judy worked as a copy cataloger at the University of Illinois and New York University. She followed this with a decade in corporate advertising, marketing, and public relations. Since returning to her library roots in 1998, Judy has worked on three ALA John Cotton Dana Award-winning PR projects, and currently serves on the Dana committee. She served on the marketing and publications committees for the Illinois Library Association. Judy has written articles for a number of library publications that include *Marketing Library Services*, *Public Libraries*, and the *Illinois Library Association Reporter*.

Description:

Learn to harness the power of personal communication to raise your library profile to new heights. The tools for success won’t cost you a dime: a good plan, responsive customer service and simple well-crafted messages.

The Power of The Buzz: Libraries and Word-of-Mouth Marketing

A workshop for the **Association of Jewish Libraries**

Presented by

Peggy Barber, Library Communication Strategies

Judy Hoffman, North Suburban Library System

July 7, 2009

**"Getting people to talk often, favorably,
to the right people in the right way
about your product is far and away
the most important thing that
you can do as a marketer."**

—George Silverman, *The Secrets of Word-of-Mouth Marketing* AMACOM, 2001

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Agenda

Goal: *Learn how to build a buzz!*

4:00 **Welcome/Introduction**

- What is marketing?
- Why you need a team
- Turning customers into champions

4:10 **Introduction to Word-of-Mouth Marketing (WOMM)**

- Why it's powerful
- Why it works
- How to do it
- Must haves
- Motivating staff--scenarios

4:20 **WOMM at work**

- Real examples from real libraries
- What was learned...what's important to make WOMM work

Introduction to Marketing

Marketing Is...

...that function of the organization that can keep in constant touch with the organization's consumers, read their needs, develop products that meet these needs, and build a program of communications to express the organization's purposes.

—Philip Kotler/Sidney Levy, "Broadening the Concept of Marketing," *Journal of Marketing*, January, 1969

- All about them—not us.
- About people—not stuff.
- Listening, not just telling.
- Organized, focused, consistent.
- A team sport—everyone has a role to play.

Key Elements

- Research
- Plan
- Communicate
- Evaluate

Words of Wisdom about Word-of-Mouth Marketing

"No advertising is as trusted as the spontaneous testimony of delighted customers."

--Betsy Sanders, former Nordstrom vice president

"Get someone else to blow your horn and the sound will carry twice as far."

--Will Rogers

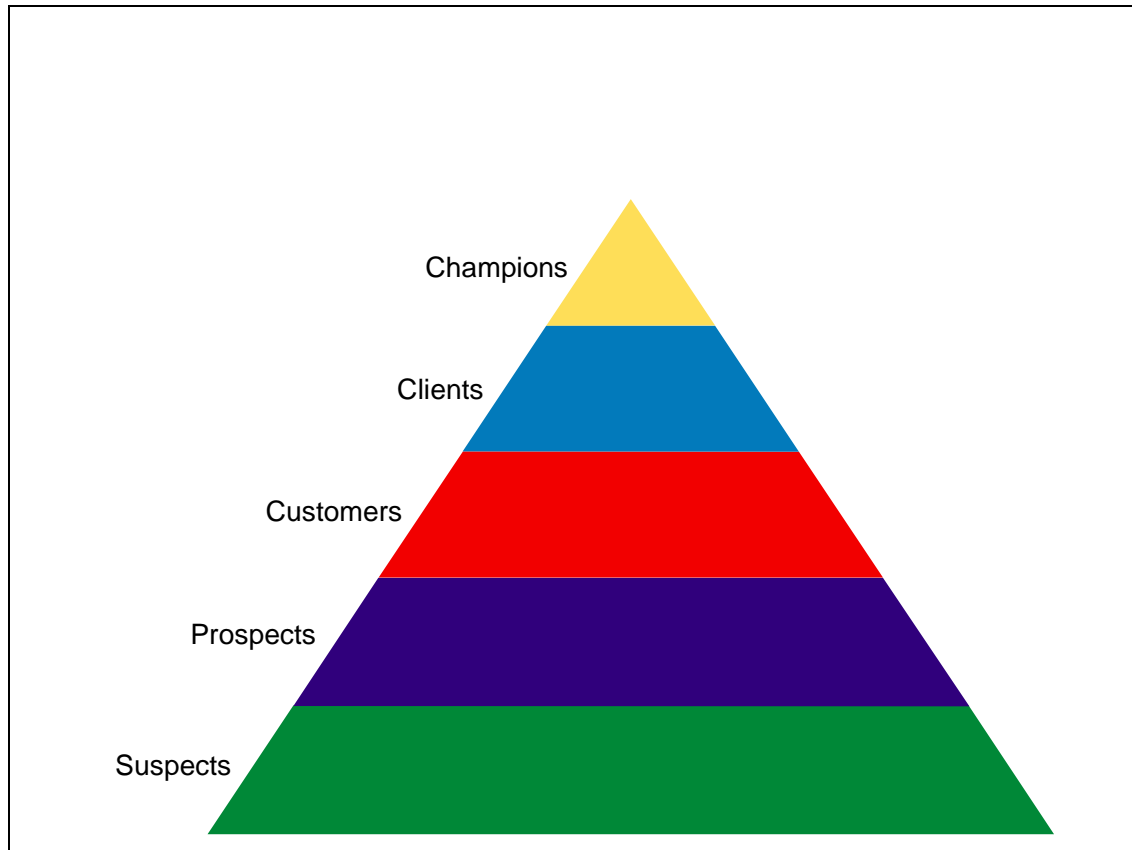
"It's easy. Use the 3 Bs to get the word out: bars, beauty shops, barber shops"

--Liz Cashell, Director, Henry County Library, Clinton, MO

"Your most unhappy customers are your greatest source of learning."

--Bill Gates

Pyramid



SUSPECT: individuals who don't think about the library; the library is not part of their life.

PROSPECTS: individuals who might become library users if someone encourages them to.

CUSTOMERS: individuals who use the library.

CLIENTS: individuals who use the library and often have a relationship with library staff.

CHAMPIONS: individuals who use the library, have a relationship with library staff, and advocate for the library to others.

SOURCE: Word-of-Mouth Marketing by
Jerry R. Wilson, John Wiley & Sons, 1991

Building a Marketing Communication Plan

- 1. Introduction** (Briefly explain *why* you are proposing this campaign/project. Identify Strengths, Weaknesses, Opportunities and Threats (SWOT). Include relevant research, observations.)
- 2. Communication goals** (The dream--big picture. No more than 3.)
- 3. Objectives** (3-5 doable, measurable outcomes.)
- 4. Positioning statement** (Briefly describe what you would like the library's image to be in the hearts and minds of others. What makes you unique? Example: "*The library is the best first stop for expert help in connecting children and youth to learning and discovery.*"—State Library of North Carolina campaign)
- 5. Key message** (What is the most important thing you want people to know/do? In 10 words or less. Example: *Your library is the very best place to start.*)
- 6. Key audiences** (External and Internal. Be specific. No more than 5.)
- 7. Communication strategies** (How will you deliver the message? Media, publications, displays, presentations, word-of-mouth, etc. Identify tactics/action steps and budget needed for each item.)
- 8. Evaluation** (How will you know what worked and what didn't? Refer back to your objectives.)

The Power of Word-of-Mouth Marketing

The very best way to get the word out is to tell people. Really. If every staff, Friends and board member told 10 people about this incredible resource, and those 10 people told 10 more people, and those 10 people told . . .

Word-of-Mouth “Musts”

- A good product/GREAT customer relations
- A plan
- A clear, conscious and consistent message
- A prepared and committed sales force
- People who are willing to testify

Sample Message

Did you know you can use the library in your pajamas? We're open 24/7 online.

Why People Talk

They like to...

- Share their discoveries.
- Be helpful.
- Feel important/useful/smart/proud.
- Talk!

A Word-of-Mouth Checklist

- _____ Do you have a clear, consistent and compelling message—one that can be said at the checkout desk or at a special synagogue event?
- _____ Do the people at the checkout desk know and deliver the message?
- _____ Do you collect and use testimonials/success stories?
- _____ Do you use outside experts to deliver your message?
- _____ Do staff collect and feed back what they hear— both good and bad?
- _____ Do you have a prepared and enthusiastic sales force?
- _____ Does your library give superlative customer service?
- _____ Is conscious word of mouth part of your promotion strategies?

—Adapted from *The Secrets of Word-of-Mouth Marketing*,
George Silverman, AMACOM, Copyright 2001

Tips for Success

- 1. Give people something to talk about.** Surprise and delight them with over-the-top service.
- 2. Don't just pass out fliers or have a newsletter announcement.** Look for opportunities to deliver the message both on and off the job.
- 3. Feed the grapevine.** Tell 10 people and ask those 10 people to tell their friends.
- 4. Focus on the new.** It's easier to get people to talk about something new. It's also easier to get the attention of people who are new—new users, new retirees, new parents, new students, new employees.
- 5. Send a message with your message.** Add a signature line to your e-mail correspondence with the library message.
- 6. Personalize the message.** Identify key audiences, i.e., parents, seniors, teens, administrators, adjunct faculty, grad students and adapt the message to address their concerns.
- 7. Collect and use stories/testimonials.** Invite testimonials from community, faculty, congregants and students, as well as satisfied library users. Ask permission to quote them in publicity materials. Feature users and their positive stories on your website.
- 8. Enlist the whole library family.** Make sure *all* staff (not just professionals or full-time), temple board trustees, volunteers and Friends—know the message, understand why it is important and can deliver it with confidence.
- 9. Wear the message.** T-shirts, buttons and other “props” are conversation starters and help make your point.
- 10. Have fun!** Remember, it's not just what you say but how you say it. Let your passion show!

Going Viral (Email/electronic media)

- Ask permission. Include information on how to unsubscribe.
- Choose the right time and the right audience.
- Don't send anything you wouldn't want to receive.
- Make it easy and fun. Email is easier to share than a letter.
- Be clear about why you are sharing. What are the benefits?
- Be relevant and respectful.
- Only communicate when there is a good reason.
- Ask them to share with a friend.
- Include a link.
- Put a "Share this with a friend" message on every Web page.
- Collect stories/feedback on your website.
- Use blogs to convey your personality, philosophy and perspective.

Sample Message Sheet (Winnetka (IL) Public Library)

Key Message

We're up when you are: 24 hours a day.
www.winnetkalibrary.org

Talking Points

- Our website is an online branch library with a wonderful array of resources ...
Encyclopedias,
Financial tools such as *Morningstar*,
Tumblebooks, a cool online story time for kids
...and so much more.
- The library pays for premium online subscriptions, so you don't have to.
- We give you a world of safe, reliable resources beyond the Internet, and you can use them all in your PJs.
- All you need is a library card.

We'll be glad to give you a personal tour of the website and find the best tools for you. Come in or call for an appointment. . .

Statistics

The library has more than 35 online subscriptions and close to four hundred online reference books that you can use from home 24 hours a day.

Stories/Examples

Resident Robert Leonard explained his use of the *Historical New York Times* database while researching and writing an article for *Coin World* magazine. He said, "In five hours, without leaving the house, I wrote it and emailed it to the editor. This database has value!"

During the middle of the night our most popular online resources are *Morningstar* and the genealogy subscription site *Heritage Quest*.

Really Good Resources

Buzz Marketing: Get People to Talk About Your Stuff, Mark Hughes, Penguin Group, 2005.

Read this overview. Enjoy lots of great examples and think about them, because this is the world we live in.

www.nsls.info/buzzmarketing

Powerful, real examples from the NSLS/DLS 2007 LSTA project on Buzz Marketing

Harness the Awesome Power of Word-of-mouth Marketing: www.mnav.com/H2HarnWOM.htm

An excellent introduction to WOM by Robert Silverman and the basis for his book (below). *Direct Marketing Magazine* (Nov.1997)

The Secrets of Word-of-Mouth Marketing, George Silverman, American Management Association, 2001.

Silverman says traditional advertising doesn't have the impact it once did, and makes a great case for an organized, strategic approach to word of mouth. This is good news for libraries since we couldn't afford advertising anyway.

Word-of-Mouth Marketing, Jerry R. Wilson, John Wiley & Sons, 1991.

This basic WOM text includes the pyramid model about turning customers into champions--powerful advice for libraries.

Word of Mouth Marketing Association: <http://womma.org>

Word-of-mouth has its own association. Sign up for the excellent newsletter. Check out "The Womnibus" for good ideas.

Word-of-Mouth Marketing: How Smart Companies Get People Talking, Andy Sernovitz, Kaplan Publishing, 2006.

Another good, basic introduction to WOM by the CEO of the Word of Mouth Marketing Association.

Coming November 2009- *Building a Buzz: Libraries and Word-of-Mouth Marketing*, Peggy Barber and Linda Wallace, American Library Association, 2009.