Marketing Using Everything You've Got

The Interconnectedness of All Things

Walter Nelson

RAND Corporation

Walternelson.com

- Mobile devices will be the primary tool for the internet

- Transparency will increase, but will not necessarily yield more integrity, tolerance or forgiveness.

- Voice recognition and touch interfaces will be more prevalent and accepted.

- Intellectual property protection will remain in a battle with those who copy and share content without payment.

- Divisions between personal and work time and between physical and virtual reality will be reduced with mixed results for social relations.

- Improving current internet architecture is more likely than rebuilding from scratch.

"One Over the World"

- This is a very fast overview
- Each major topic could take many hours to tackle properly
- I will make broad generalizations
- I will give a few specific suggestions

- The most effective marketing is word of mouth
- It goes along with long term customer relationships
- It is based upon customer satisfaction
- It spread within small interconnected communities ("cohorts", "tribes" etc.)
- "Web 2.0" is word of mouth on steroids

It's All Connected!

Everything you do and everything you are affects your success in reaching and appealing to your customer

Content is King!

- All communication must lead the customer content that he or she wants

- All communication should focus on useful content and not you talking about yourself

- Your customer will ask "What's in this for me?" You need to answer that.

- Does your product satisfy your customer?

- Are you in step with current needs?

- Are you stuck in the rut of obsolescence?

- If you aren't satisfying your customer, then marketing will only intensify that dissatisfaction

- Who are your current customers?
- How are they organized? (*demographics, social networks, leaders*)
- What do they like about what you do?
- What do they want that you haven't given them?
- How do they like to be communicated with?

- Old codgers like me don't always "get" new technologies
- Younger users take technology for granted
- Keep generational issues in mind when planning technology use

- Who are candidates for future customer-hood?
- Would they be customers if they only knew how cool you are?
- What would you be willing to change to appeal to a new market?
- How will you reach these new customers?

Everything is Marketing

- Every face to face interaction
- Every personal relationship with a customer
- Every phone conversation
- Every email
- Your physical space
- Your website & catalog
- Your printed materials
- Your "Web 2.0" efforts
- Every time you touch a customer you are judged

Marketing Wrong-headedness

- Marketing is a discrete task
- Marketing is something you do when there is time
- Results are not as important as the perception that you are marketing
  - Appease the boss
  - Marketing plan on file
  - Ineffective gestures
  - Gimmicks

Marketing Right-headedness

- Marketing is a state of mind
- Marketing is a habit
- Marketing is flexible and opportunistic
- Marketing is everyone's job
- Marketing takes place where your customer is (in real and virtual space)
- Marketing is intrinsic to your daily job

- Meet your customer's needs
- Present a professional appearance
  - People
  - Physical space
  - Website, printed materials etc.
- Competent first line service
- Believe in your product
- Never air the dirty laundry to the customer
- Take every opportunity to "plug" appropriate products

Everyone is a Salesman!

- First, you must figure out what you have to offer
- "Value proposition"
- Keep it simple
- Keep it clear
- Keep it consistent

- Everything requires effort
- Does your staff have the time?
- Will your staff support it?
- Focus on most "bang for the buck"
- The "heavy lifting" shouldn't always fall on a few peoples' shoulders, but it usually does
- What is the price of not acting?

- Logo
- Color scheme
- Visual consistency
- Call the same things by the same names
- Use it for everything
- Shorthand for what you are
- Customers develop a relationship to a brand

- What does associating with a brand say about me?

- Is the brand "cool"?

- A combination of "sizzle" and "steak"

- Brand coolness is not a totally artificial construct, but will tie back to the quality and relevance of your product and the personal relationships your staff have with your customers

- Hook new customers

- Serve customers (status updates)

- Self service (it's easy – you don't suck!)

- Feedback from customers

- Relationship – ongoing communications

- Fliers
- Newsletters
- Posters

- Strengths
  - Familiar
  - Tangible
  - Desktop publishing makes professional look easier and cheaper to achieve
  - Good brochures, posters and fliers have strong visual impact

- Weaknesses
  - Professional look takes skills and time
  - Cost of printing & postage
  - Reluctance to toss expensive, well produced materials
  - Information decays quickly
  - Obsolete materials linger on, spreading misinformation
  - Impact of specific fliers and posters diminishes quickly

The Paper Rule

- Never invest so much in a paper product that you would be reluctant to throw it away

- Low production cost

- Short print runs – print on demand

- Fliers and handouts produced in house

- Hey, it's "green"!

- Inexpensive
- Uncluttered
- Just enough text (70 mph rule)
- Link back to website, phone & email
- Color
- Distribute them in appropriate places
- Leave them up for a limited time

- Think of it as a freeway sign
- Use large legible font for title
- Put key info in large type (what, when, where)
- Single eye catching graphic
- Place admin info in smaller type

Copyright Ray Nelson

E-mail Strengths

- Easy
- Nearly 100% adoption
- More or less instant distribution
- Cost is usually the same regardless of volume

- Lost in the shuffle
- Adds to the background noise
- Ease may lead to sloppy preparation
- Killed by spam blockers

- Most primitive – work out of a single email address book
- Remember to put addresses in "bcc"
- ISP will limit you to 50 or so per mailing
- Not scalable or sustainable

- Mid – level: mass mailer installed on your server
- Quick and easy to use
- Supports HTML formatting (images etc.)
- You may get tagged as spam

- Pay a service to handle your email
- Cost is dependent on mail volume
- Fewer problems with spam blockers
- Message frequency and volume may become an issue

- Email list is integrated with a comprehensive client contact database

- Capture data on demographics, interests etc.

- Focused communications

- This is a big deal, and is expensive and complex

- It's a bit too much for most libraries

- MySQL, Access, FileMaker etc. can be the basis of a client contact database
- If it requires people to stop what they are doing to update it…
- …it will fail.
- Keeping it up to date needs to be a byproduct of daily work

- Keep it concise and focused
- Link back to website for more information
- Think of it as part of an ongoing conversation
- Include your address, phone number and "unsubscribe" link ("Canned Spam Law")

Suggestions

- Brand it

- Avoid hyperbole, jargon and meaningless corporate-speak

- Have a second person review the message before sending

- Spell check

- Don't spam your customers

- Make your email sign up prominent on your web page
- If possible, on every page
- If not, make it easy to stumble on
- Your customer might not have thought of it without your suggestion

"Bonus Content"

- Build your list by offering more than your own stuff
- Give lots of people a reason to subscribe
- Embed library events in a list of community events
- Embed library web tools in a list of "cool websites"
- Position yourself in the center of convenient information access
- Engage a broader audience than you would with just "library stuff"

- It is the anchor
- It is the final authority
- It should link to everything else
- Everything else should link to it
- It needs to make a good first impression

- Clean, branded and uncluttered
- Easy to use
- Minimum of tech obstacles (plug-ins, bleeding edge versioning, slow download etc.)
- Emphasize content for customers
- Update frequently – expired content is deadly
- Understand that people will come to you through sub-pages
- This is huge topic – and it's about to get short shrift

- Make it easy to contact you

- Make phone numbers, email links, contact forms etc. prominent

- Don't force your customers to make too many decisions

- You should figure out where to route a message – not your customer

- Search Engine Optimization is part of good marketing

- Your customers (current and potential) are looking for you on the web

- Make special interest portions findable and instantly identifiable

- Basic SEO is not a dark mystery

- Name your pages so they make sense as search results
  - Name your homepage "Freedonia National Library" not "Homepage"
  - Name your sub-pages so they can be found "Health Research Tools".
- Include helpful "Description" metatags
- Include meaningful "search friendly" text on pages
- Keywords not so important
- Get people to link to you

- Blogs
- RSS
- Social Networking
- IM
- Texting
- Twitter
- Mobile Devices

When the blog came out it became synonymous with trivial, self indulgent nonsense, but the blog can be so much more than that.

Don't let current trivial uses obscure the potential of emerging technologies

- Content is serial & chronological
- Announcements & News
- Helpful hints
- Opinion & observations
- Auto-generates RSS
- Can be hosted (LiveJournal) or installed (Movable Type)
- Patrons interact and add content via comments

- News & announcements management
- Hints, tips and suggestions
- Build brand and personal relationships
- More creative content requires creative people with something to say and time to say it
- It also requires people interested in reading it
- Success depends on the personalities involved

- You can't mandate blogging
- "Blog ye lubbers, or you'll taste the lash!"
- Blogger must be a good writer
- Sense of humor helpful
- Blogger must have something useful to share and a drive to share it
- Something to think about in the next candidate interview

- Tool for providing updated content to an infinite number of recipients

- "Pull" technology that acts like "push"

- Creates an XML web page that RSS readers ping regularly to check for new content

- It is not Email, and therefore is not vulnerable to spam blockers

RSS Potential

- Feeds of announcements
- Feeds of "New Books" from your catalog
- Feeds of "canned searches" from databases
- Current news posted to your web pages
- Podcasts

- Display RSS feeds on your web pages
- Feed2JS, AJAX and other tools
- Create self-updating content for web pages
- Can instantly post content to multiple pages, Facebook etc.

Some RSS Downsides

- Only a tiny fraction of most audiences understand it
- Even fewer actively use it
- If you want to make RSS a major part of your effort, you need to take it on yourself to train your users
- Or you need to incorporate it into web content so your users don't even know they're using it

Podcasts

- An audio or video file linked to an RSS feed
- Current technology makes them VERY easy to do (Mac, many PCs)
- You have to have something to say
- You have to have someone who can say it
- You have to have an audience that wants to listen/view
- Podcasters and bloggers are similar personalities

- Facebook
- MySpace
- Tribes
- Special interest and marginal players

- Social network sites are insular
- They are proprietary
- They don't talk to each other
- Work done on one must be repeated on the other
- I would suggest focusing on Facebook

- Create a "Page"
- People can become "fans"
- You can communicate with them via "Updates" and news feeds (no spam blockers)
- They can communicate with you – and add content
- Build brand association and loyalty
- You can promote your page with paid ads
- You can actually see who your "fans" are
- Create an "app"
- It's free!

Your Facebook Page

- It's one more thing to do – is there anyone willing to keep your FB page up to date?
- Does you FB page offer your customers anything other than a chance to show their love for you?
- You have limited configurability
- Leverage your staff's social networks to start spreading the word
- Individual "rock stars" can also have pages

- Include link to your Facebook page
- Include "Share on Facebook, Delicious etc." links
- Create pages that look good when shared on FB, Delicious etc. (clean titles, description metatags etc.)
- Create content that people will want to share in a "viral" manner

Art Deco Society
OF LOS ANGELES

Register for Art Deco Society of Los Angeles email updates

register now! ▶▶

facebook

myspace.com
a place for friends

f Share on Facebook

■ Bookmark on Delicious

For those who wish to celebrate and preserve the architecture, art, music, dance, clothing and elegance of Art Deco.

The Art Deco Society of Los Angeles
P.O. Box 972
Hollywood, California 90078
Telephone: 310-659-3326

Our Privacy Policy Statement

Designed by Walter Nelson

ART DECO

Upcoming ADSLA Events

- March 27: Cocktails in Historic Places™ Th
- April 18: Lecture: Dr. Zarcov, Ask the Robot Zeppelin: Art Deco Era Imagines the Future
- April 24: Cocktails in Historic Places™ at th O'Shanter
- May 16: Avalon Ball™ Tickets at Special Rol
- August 8: The Miracle Mile Walking Tour
- September 4-7: Fifth Annual Queen Mary Ar Festival
- October 2009: Annual Tour of Hollywood Fo

News

- Attend the Fifth Annual Queen Mary Art Decc FREE
- ADSLA Elects Two New Board Members
- Letter to Members Re Newsletter Transition
- Full Steam Ahead for Education: Long Beac the Queen Mary

Preservation

- Santa Monica Doctors Building - Updated
- Preservation Success - 269 Western Ave.
- 6th Street Viaduct's Saving Highly Doubtful
- Art Theatre in Long Beach Slated for Restor
- July 2008 Preservation Update

More Deco Events

Make it Viral-Friendly

Viral Friendly?

- Fun, provocative or useful
- Interesting to your target audience
- Compact and self-contained
- Sub-content of site is more likely to be viral-friendly than home page
- Suggestion: blog entry on best resources for health information

- It can be a lot of work
- It is easy for staff to get distracted and waste time
- Pay off depends on the market and a certain amount of luck
- Its usefulness may not be immediately obvious

- Rapidly approaching adoption critical mass
- Failure doesn't cost much, and no one will know that you failed (*no one knowing is the definition of failure*)
- If you don't get comfortable with it now, it may be too late once it becomes essential

- IM
- Texting
- Twitter
- Mobile
- YouTube
- Delicious/Digg/etc.
- Wikis

- If staffing permits, be accessible to IM
- Make it clear on your website how to IM you
- It's not so much a case of outreach, as being open to being reached
- IM problem – no single standard or method
- It is not a marketing tool per se

- Brief messages, not compatible with complex content
- Current awareness
- Customer relationships

- Difficult to capture phone numbers
- More complicated than email
- Good for direct communication but not mass communication
- Can be "viral"
- Works best with personal relationships
- As phones and computers merge, text and email will merge

Text:
s g Hello mate, how's life Downunder?

- Micro-blog

- Patron creates relationship

- You know who is following your tweets

- Current awareness & recommended tools

- Relationship maintenance

- Connects to Facebook

- Say useful stuff – don't tweet-spam

- Digg/Del.ic.ious/etc.
- Focused tool that does what Facebook, Twitter etc. can also do
- Can leverage your viral-friendly content
- You can use it to suggest content

- First generation mobile devices very limited in their access to content

- Current generation (iPhone etc.) are getting more web-friendly

- Current trend toward a single web standard for fixed and mobile devices – but you should ensure that your CSS and layout works on mobile
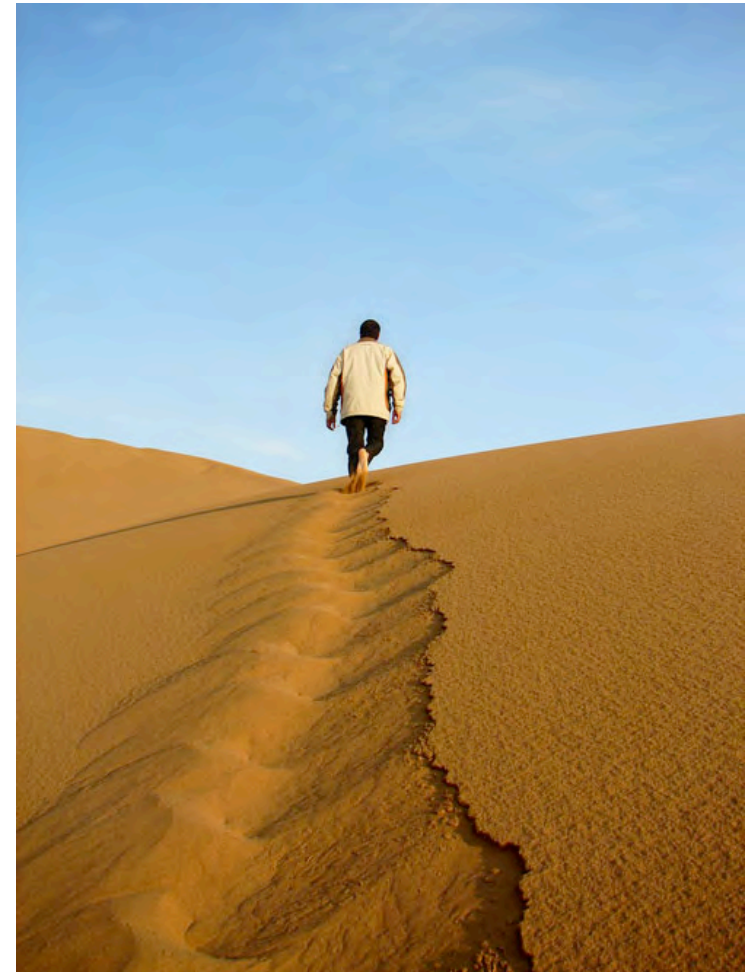
- Use wireless technology
- Laptop computer, sandwich board, fliers, business cards
- Move from place to place
- You need to get out more, and meet new people

Don't Fight It!

- Embrace technology and THEN figure out what it's good for
- Experiment! You'll never know until you try

- Everything you do or don't do in your job impacts your marketing effort

- Embrace technology, but be circumspect about what you can support and what will work with your customers

- Effective marketing is about building relationships and cultivating word of mouth

- Technology doesn't change that, it intensifies it

- Any questions?
- Any ideas?

Email: waltern@rand.org or

walter@walternelson.com

http://walternelson.com

Look for me on Linkedin and Facebook