

MARKETING ELECTRONIC RESOURCES

Martha Foote, MLIS
Board General Manager, LibraryCo Inc.

COLAL, October 22, 2010



Content

- Reasons for marketing
- Barriers to marketing and how to overcome them
- Understanding your clients and your content
- Developing a marketing strategy
- Measuring success



Why market?

- Ensure all lawyers are aware of the range of electronic resources that are available to them
- Ensure lawyers know how to use the resources effectively
- Promote the association library as a partner in legal research
- Lawyers who use electronic resources are more likely to become advocates of library services



You're Already Marketing

- Everyone is doing some marketing in their library but some of it may be tacit
 - Newsletters, web sites, good client service



Barriers to Marketing

- Time
- Don't know how to develop a marketing plan
- Lawyer buy-in
- May not be comfortable promoting oneself and one's skills and competencies



Overcoming Barriers

- **Time** – analyze how you spend your time
- **How** – look at what your colleagues have done – ask people to share
- **Lawyer buy-in** – give them a carrot – emphasize time saved – work smarter, not harder
- **Promoting oneself** – there is no magic solution – each of us must overcome our reticence in our own way – public speaking groups
- Look for **role models** among peer groups (OCLA, CALL/ACBD, etc.) and outside libraries
- **THINK STRATEGICALLY**



Understanding your Clients

- Two client groups – those who use the library and those who don't
- Who uses library services – which services, why and how
- Who doesn't use library services and why not
- What do your clients need in order to achieve their goals?



Understanding your Content

- Ensure you know the range of products and services available to your clients in the Toolkit of Legal Resources, the Desktop Delivery Initiative and other content that your association provides to lawyers
- Ensure you know how to use these products and services
- Market yourself as the expert



Developing a Marketing Strategy

- Four steps
 - Define goals and objectives
 - Define target audience
 - Determine content
 - Decide how you will market



Developing a Marketing Strategy

- First step: Determine your goals and objectives
 - Goals are long-term
 - Objectives are short-term
 - Define what you want to accomplish



Developing a Marketing Strategy

- Second step: Define your target audience
 - all lawyers or specific groups
 - Factors that come into play include time, nature and size of your association and the types of practice
 - geography will play a role in associations that serve remote areas



Developing a Marketing Strategy

- Third step: Determine content
 - Will you market all electronic resources or only certain ones?
 - Will depend on your target audience and their information needs



Developing a Marketing Strategy

- Fourth step: Define how you are going to market the e-resources
 - Formal or informal
 - In person, over the telephone, web delivery, by e-mail, Facebook, Twitter, etc.
 - Likely a combination of the above, depending on the needs of the lawyers and association preferences



The Three “P”s

- **Product** – what you are marketing
 - **Place** – where to find it
 - **Price** – free
-
- Adapted from Barbie Keiser, President, Barbie E. Keiser Inc., Washington, D.C.



Developing a Marketing Strategy

- Focus on the **benefits** rather than the features – this will maximize the impact of your message
- Describe e-resources from the lawyer's point of view
- Use their terms rather than library jargon
- Focus on how the services will enable your lawyers to achieve their goals



Creating Marketing Materials

- People remember about 10% of what you tell them, so handouts are a good idea
- Consider electronic handouts over paper – people are less likely to lose them, they can easily be updated and, if your association has a web site, they are always available
- Colour is an excellent way to highlight something important and add visual interest



Measuring Success

- Difficult to quantify
- Set expectations before you begin:
 - did you meet them?
 - or exceed them?
- Encourage lawyers to provide feedback
- Use reference statistics – increase in the number of questions/time it takes to answer questions/increase in Toolkit usage/increase in number of lawyers using the law library



Measuring Success

- What's in it for you?
 - Stronger commitment from management
 - Greater client focus
 - Learning from colleagues and clients
 - Continuous enhancement of services



Questions/Discussion

