

MARKETING

Treasures

The newsletter that helps librarians market the services of their libraries and information centers.

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American Marketing Association Services Conference Offers Ideas for Librarians

Your *Marketing Treasures* editor attended the first day of a four-day Services Marketing Conference held in Arlington, Virginia and sponsored by the American Marketing Association. With a theme of "Designing a Winning Service Strategy," the conference offered a variety of tutorials and paper presentations focusing on services marketing issues in various service industries.

While information services were not specifically addressed, plenty of relevant ideas and concepts were included in the material presented. For example, John Ronchetto and Jacqueline Brown, both Assistant Professors of Marketing at the University of San Diego, gave a fascinating presentation on "Using Network Analysis to Understand Service Communications." Networking is often referred to as "word-of-mouth" communications. The presenters used sociometric techniques to analyze these informal communications.

The implications of their research and findings are important for marketing-oriented librarians. How many times have "word-of-mouth" referrals augmented a library marketing program? Do they work? And how can librarians exploit their powers?

Word-of-mouth communications networks are informal, verbal, interpersonal communications dealing with information regarding new or existing product/services. In analyzing a network you can examine both the type of relation among individuals and the common properties that link pairs of individuals together.

Using a "Sociogram", a visual chart that diagrams all the people and links in a network, Ronchetto and Brown presented an example of a service referral network. By analyzing the sociogram, it was very easy

to see how information about the service was diffused throughout the network. You can also study these networks in terms of time: How long does it take person A to tell person B about the service?

Network analysis can help those involved with library marketing programs to:

- 1. Understand current position.** This is particularly important if your library services have competition from internal gate-keeper networks, "old boy" networks, records management departments or local information businesses.
- 2. Increase the density of the network.** Because direct links are the strongest referral sources, it is important to create as many direct links as possible. One subgroup of a network includes people who work together or are close friends. Information passed along to these network neighbors or "strong-ties" is perceived as highly credible.
- 3. Increase reachability and connectedness to facilitate the flow of information and resources.** By analyzing the network paths, you can identify bottlenecks where information is slowing down or stopping. You also can identify gatekeepers and opinion leaders. Both of these network personalities can be critical to the success of a marketing program relying on word-of-mouth promotion. Understanding when individual gatekeepers pass along information (and to whom) can help you direct your promotional messages to these network links. Another important network subgroup includes opinion leaders. These are people whose opinion is highly respected. Having these network links speak favorably of your information services can be a key component of a word-of-mouth-based communications program.
- 4. Diversify networks.** "Weak-ties" are individuals in a network who receive information through casual

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Pearls of Wisdom

If you're looking for different forms of promotion displays, you may be interested in the sample package available from Blanks/USA. This company specializes in providing printers with blank, pre-cut paper forms for door knob hangers, table tents, rolodex cards, tickets, small pocket folders, and other items. You probably have seen many of these items used to promote products in stores and restaurants. You easily can adapt these promotion tools to your own needs - - just take the artwork and sample blank form to your printer. Your printer will order the blank forms and print them for you. To receive a package of unprinted samples and a catalog, contact Blanks/USA, 612/559-3846, or write to them at 2722 Fernbrook Lane North, Minneapolis, MN 55447.

According to a study by the Technical Assistance Research Project (TARP) in Washington, D.C., it costs about four times more to attract a new customer than it does to retain an existing customer. If you wonder how "word-of-mouth" can impact your marketing program, consider these findings by TARP. "Six times more people hear about a negative customer service experience than hear about a positive one." (For more information, see "Strategies for Enhancing Services Quality" by Thomas Keiser, *The Journal of Services Marketing*, Summer 1988, 2:3 pp. 65-70.)

The Gilbert Paper Company just released the winners of its 51st Letterhead Competition, The Golden Quill

Awards. The competition selects the best letterhead design entries produced on Gilbert-made papers. The winning entries include examples of beautiful designs as well as several interesting printing, engraving, embossing, and stamping techniques. To receive the package of award winners, write on your company stationery to: The Gilbert Paper Company, Attn: Advertising Manager, 430 Ahnaip Street, P.O. Box 260, Menasha, Wisconsin 54952-0260.

If you are designing or updating a logo for your library, you may be interested in learning that logos using type are preferred over abstract symbol images for corporate communications. A recent article in *Adweek* noted that only 11% of the Fortune 1000 companies employ pure abstract symbols as logos. Another 35% of the companies used typeface treatments of the company name, while 14% used the corporate name combined with a graphic image. Unless your library name is long and complicated, you may want to skip the abstract image of a book or computer and proceed with a creative design using unique typefaces to establish your visual image and to identify your library. (*Adweek*, October 3, 1988, pp. 28-29.) The January issue of *Marketing Treasures* will explore logo design and graphic identity systems for libraries.

As you may know, your *Marketing Treasures* editor creates and conducts seminars on various library marketing topics. In the works is a new seminar on desktop publishing: how to create good-looking promotional pieces using desktop publishing capabilities. The seminar will focus on graphic techniques and will build on design concepts by taking existing library materials and making them over using desktop publishing. If you produce newsletters, brochures, bookmarks, flyers, or other items on a desktop system, your editor is interested in receiving copies for use in the seminar. This is your chance to get free design consultation advice! The seminar will premier at the Special Libraries Association conference in New York in June 1989. Send your materials to DTP Seminar c/o *Marketing Treasures*.

The Intergraphix Company has introduced yellow paper to its line of pre-printed brochure and newsletter papers for photocopiers. To receive a sample package call 800/451-2515 or write Intergraphix, 1356 Washington St., Weymouth, MA 02189.

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Missing issues: Please report the nonreceipt of an issue within 30 days of normal receiving date. Missing issues requested after this time will be supplied at the regular back-issue price.

Get Visible!

Many *Marketing Treasures* subscribers use the clip-art that comes with their subscription to enhance flyers, brochures, and newsletters. Karen Rihacek of the AT&T Bell Laboratories Library in Middletown, N.J. sent in this application of the cartoon from Cut & Paste Sheet #2 (Vol 1, No 4.)

The event was an exhibit to display AT&T Library Network services and training classes on a network computer database service. Karen enlarged the cartoon and the type for application to a flyer and on a 11" x 17" poster. The flyer was photocopied onto blue paper and distributed. The poster was photocopied too, and then mounted on poster board. Because only a few posters were needed, Karen took a few minutes to color the clothing of each cartoon figure with turquoise, orange, red, and purple magic markers. Now there's an easy, low-cost way of getting some color into your artwork, and what an eye-catching difference it makes!

Did Karen's advertising efforts pay off? Considering that the library exhibit was scheduled during Yom Kippur and a large company divisional meeting, the turnout was good. Karen and the library staff maintained three sets of statistics to measure the exhibit's effectiveness: the number of complimentary pens given out at the booth, the number of people who stopped to pick up literature at the booth, and, of course, a list of people who registered to attend the training classes. Of Karen's potential 3,000 customers, 198 people picked up literature, and 287 pens were given out (some people probably took more than one pen).

While Karen reached approximately 7% of her potential market in measurable terms, the exhibit and its advertising efforts increased the library's visibility and awareness among potential customers. As Karen notes in a follow-up report, "... the publicity alone should help to generate business by word-of-mouth. I also noticed an increase in searches during those two days from people who never had requested on-line

literature searches." In addition, the exhibit generated questions that Karen can address in future newsletter articles and presentations.

I would like to hear about your latest promotion efforts! Call or drop an informal note and sample in the mail.

KEEP AHEAD OF EVERY PROJECT



VISIT THE LIBRARY NETWORK DISPLAY

Sept. 21st & 22nd
MIDDLETOWN - 1st FLOOR
(by Images Gift Shop)

9 a.m. - 4 p.m.

I'm looking for volunteers! If you have a brochure, flyer, newsletter, or other promotional piece that you would like to submit for a "make-over" in *Marketing Treasures*, just mail it to: "Make-over" c/o *Marketing Treasures*. We can't guarantee that we will make-over all submissions, but we can try. Please note that we only can make-over finished printed pieces. Sketches, rough drawings, and unfinished pieces will not be considered for make-overs.

Worth Its Weight in Gold

This issue of *Marketing Treasures* includes the next Cut & Paste library clip-art sheet in our series. The sheet includes original artwork in camera-ready form. If you would like the first three clip-art sheets from Volume 1, send \$7.50 for each sheet c/o *Marketing Treasures*.

To Stay Current and Competitive. Here's a subtle message to send to your customers. If they're not using your information services to support their decision-making, they could risk extinction.

Our Services Are On Target! There's nothing worse than providing information services that don't address the real needs of your customers. Why not advertise how your services meet the specific information needs of your different customer groups? You could use this graphic to introduce a series of brochures or handouts targeted to different segments of your market.

30 Hour Clock. This graphic idea came from Jeannette Glynn at the Bank of America in California. She thought of the theme "Wish You Had 30 Hours in the Day?" to spark interest in her information services.

Pencil Us In. If you suffer from being the last to know about an information need, you may want to use this graphic to remind people to begin their search for information with the library. This graphic would be appropriate for announcing online search demonstrations or other scheduled events. It also would work well with a calendar graphic.

The Power Breakfast. This phrase actually came from an advertisement for the Wall Street Journal. It lends itself to a number of information services, especially current awareness services. Use this phrase along with supporting text to emphasize the importance of knowing the latest developments in medicine, business, or research, and how the library helps to meet this critical need. You could show a cup of coffee and half-eaten doughnut sitting next to your table of contents listings or an on-line search.

Book, Computer Terminal, Holiday Greetings. This artwork can be used for the holiday greeting card we describe in the make-over.

Promotion Gems

Always ask your printer for a folded dummy blue-line proof. A blue-line is a proof of the artwork taken directly from the film used to make the printing plates. It's called a blue-line because the paper used for the proofing turns blue when it is exposed to ultra-violet light. If there are any problems with the artwork or the film, the blue-line should reveal them. Seeing the blue-line should give you a very good idea of what the finished piece will look like. Once you have received the blue-line, here are some tips on what to look for:

- 1. Check page numbers, rules, borders, alignment, headlines, page placement, folds, and critical register areas.
- 2. Be sure that photos are positioned correctly and that each is cropped and scaled as indicated on your original artwork. Be sure that photos have not been flipped over. The blue-line may be your only opportunity to review these photos, so look closely.
- 3. Check to be sure that no text or graphics have been masked over or trimmed.
- 4. Check for broken letters or spots. Sometimes dust will get on the film and cause a letter to print incompletely or cause a solid area of color to have little white dust marks.
- 5. Don't be afraid to question anything that seems wrong. If you are printing a piece with several colors and screens, be sure you understand how those elements are represented on the blue-line, and check to see that they are correct.

When you proof your job it helps to have a copy of the original artwork - - either a photocopy or the actual art boards. Check the proof against the original instructions. You can proof your blue-line either at the printer's shop or back at your office; whatever is convenient and quiet so you won't be interrupted. Your printer most likely will want a fast "yea" or "nay", so be sure to ask for and meet his deadline.

Use a bright colored pen to circle all problems and to clarify instructions. The blue-line is your insurance that the printing will be done correctly. If you miss an error on the blue-line and you can't live with it after the piece is printed, you'll have to pay for the reprinting. If you note an error on the blue-line and the printer neglects to make the correction, you can either negotiate a price reduction for the job or have the printer print the piece over again at his expense.

Library Holiday Greeting Cards

"Personalized library holiday greeting cards. What a great idea!" your *Marketing Treasures* editor said to Gayle Webb, Library Director of the Riverside County Law Library in Riverside, California.

The holiday season is an excellent time to say "thank-you" to your loyal customers and to say "hello" to potential library users. Wanting to wish their customers holiday greetings but lacking the funds to purchase glossy, preprinted cards, the Riverside County Law Library designed a clever, personal holiday card for 1987.

Gayle and her staff have graciously agreed to share their idea with *Marketing Treasures'* readers and allow suggestions for refining the card's presentation.

The original card was photocopied onto legal-sized golden rod yellow, smooth paper. Inside each snowman's tummy was a picture of a staff member. The artwork was from a commercially available clip-art book.

A quick and easy refinement might be to photocopy the card onto white paper. You could use green or pink paper to reflect the colors of the holiday season, but white would make the photos look better. A further refinement would be to use a textured paper, such as a linen or laid.

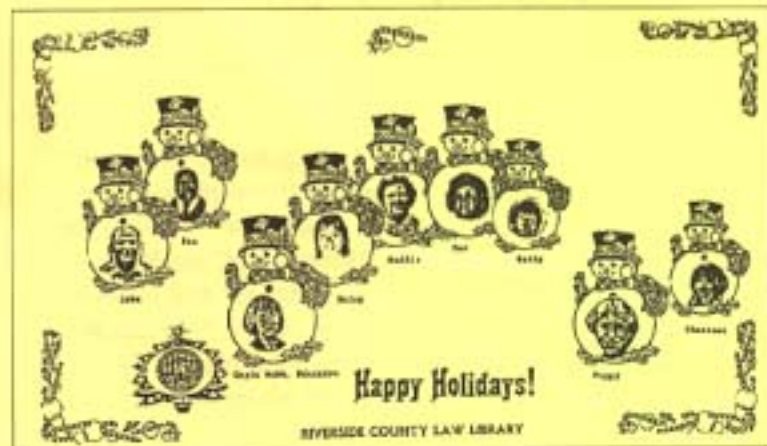
Take photos of each staff member at the same distance with the same background. They don't have to be professional portraits and any good camera with a flash



will do just fine. Be sure to use black-and-white film. People who have light hair colors should wear a darker color next to their face — white blouses and sweaters do not work unless your subject has dark hair and wears contrasting jewelry.

When you clip out the photos, follow the outline of the hair and neckline. Make sure you clip the bottom of the photo, below the neckline, so the top part of the shoulders show.

The clip-art snowmen and candy canes are cute and seasonal, and I wouldn't change the holiday spirit. But I would test the artwork on a photocopier to be sure that it doesn't break up or cast shadows. For those of you who would like make your own holiday card look more "hi-tech" or "informational," we have provided holiday versions of books and computer terminals in this issue of *Marketing Treasures'* Cut and Paste sheet. To achieve the Riverside Law Library's personalized look, insert staff photos on the computer screens with the names below, or put the photo on a book page with the name on the opposite pages.



While the original card is legal size, you may want to use 8 1/2" x 11" paper folded in half. How you arrange the artwork on the front and inside is up to you, and will be influenced by the number of staff members you have. Our example includes enough images to show all of the Riverside staff photos on a 8 1/2" x 11" piece of paper. It's a little tight, but it works.

Thanks to Gayle and the staff of the Riverside County Law Library for sharing a great public relations idea!

Sparkling Reviews

The Customer is Key: Gaining an Unbeatable Advantage Through Customer Satisfaction by Milind M. Lele. John Wiley & Sons, 1987. ISBN: 0-471-82859-9 \$22.95

It's a well-known fact that keeping your customers happy will lead to repeat business. This book offers readers excellent, succinct advice on how to gain and keep loyal customers. The author investigated a number of firms representing different industries and analyzed why these companies have good customer relations.

Although the format of the information and several of the companies are similar to Tom Peters's books (*Search for Excellence* etc.), the conclusions and supporting text make this book unique and valuable reading. In Chapter Three you'll read about six common characteristics of customer-oriented companies. Every characteristic is an essential element of a marketing program — creating and managing customers' expectations, making customer satisfaction everybody's business — these are key marketing concepts that frequently get lost in the hustle and bustle of library brochures and management presentations.

A particularly interesting section discusses value and the three components that ultimately support customer satisfaction. The author devotes an entire chapter to understanding and managing customer expectations, while in another chapter he discusses "after-sale support," a sales concept that many libraries could easily employ to attract repeat customers. Highly recommended reading!

Services Conference Continued from page 1

acquaintances. These weak-ties can be the keys to reaching people who typically wouldn't have an opportunity to learn about your information services. Once you know the weak-ties and who they can reach, you can put together a plan to communicate directly to them so they will play a stronger role in the network.

5. Foster relations with individuals with important positions. Network analysis can identify people in high status positions who are centrally located in the organization. The higher a person's organizational status, the more information s/he passes along and the greater the influence s/he exerts over other individuals. Cultivate network ties with these people so you can take advantage of their position and influence in the network.

As with any marketing tool, it takes research to identify a network and all its links. It may sound time consuming, but the end result may be worth the effort if you rely heavily on word-of-mouth promotion strategies.

For additional reading, see Jacqueline J. Brown & Peter Reingen "Social Ties and Word of Mouth Referral Behavior", *Journal of Consumer Research*, Vol 14, Dec 87, pp 350 - 362.

These are just the highlights of one presentation. Many others related to library marketing as well. You may review the conference presentations when the American Marketing Association compiles and publishes the papers. Watch future issues of *Marketing Treasures* for an announcement on when this year's conference proceedings are available for purchase.

The Crystal Ball

November 16 - 18 "Coping With the Unforeseen". National Association of Government Communicators Annual Conference, Rosslyn, Virginia. Contact: NAGC 703/823-4821.

December 12 - 14 "Consumer Laddering: Linking Brand Choice to Personal and Cultural Values". American Marketing Association and American Psychological

Association in Chicago. Contact: De Paul University 312/341-6200

January 12 "Building Marketing/Public Relations Programs That Work". Communication Briefings workshop in Orlando, Florida. Contact: 800/888-4402.

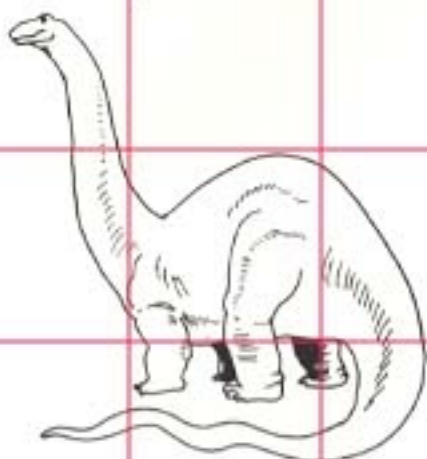
January 27 - 29 "Marketing and Public Relations". Led by Chris Olson for the

Special Libraries Association Middle Management Institute in San Francisco. Contact: Kathy Warye 202/234-4700.

February 10 "Marketing Management for Libraries". Led by Chris Olson and sponsored by the Florida Chapter of Special Libraries Association in Gainesville, Florida. Contact: Chris Olson 301/647-6708.

To Stay
Current and
Competitive —

Our Services Are



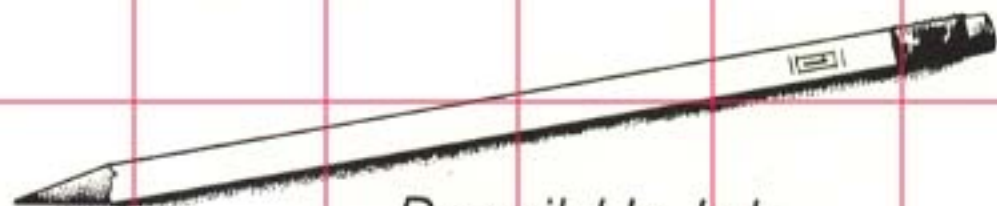
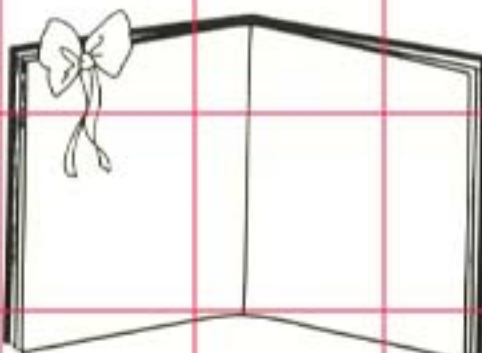
20 pt. paladium italic

64 pt. citadel

CALL US TODAY

24 pt. oracle

24 pt. oracle bold



Pencil Us In!

24 pt. triumvirate light italic

Happy Holidays

THE POWER BREAKFAST.

48 pt. bodoni small caps condensed to 30 pt.

*Seasons
Greetings*

36 pt. yorkshire

