SECTION 11. MARKETING

FOL chapters should build a marketing plan for positioning and promoting the organization. This plan should be applied to achieve both fundraising and advocacy goals. Each library's needs may vary from year to year and be big or small; having a general plan to tackle marketing procedures can make a big difference.

Basic Steps to a Successful Marketing Plan

- Introduction: Explain why this plan is needed. Identify strengths, weaknesses, opportunities, and threats.

- Communication goals: What is the big picture? The plan should include at most 3 goals.

- Objectives: Establish 3-5 doable and measurable outcomes.

- Key message: In 10 words or fewer determine what is the most important thing people should know/do.

- Key audiences: Be specific and keep it to 5 or fewer.

- Strategies/tactics/tools: How will the message be delivered? Include media publicity, displays, programming, special events, website/email, partnerships, direct mail, outreach, and/or word-of-mouth.

- Evaluation measures: How will the outcome and performance be evaluated?

Word-of-Mouth Marketing (WOMM)

The very best way to get the word out is to tell people. Positive WOMM is simple, basic, and costs nothing. All companies and organizations rely on WOMM to some degree, and FOL chapters can ask all members to spread the word. It is important to empower the chapter with knowledge. Educating board and general members about key issues, library needs, programs, etc. will ensure that the message is spread accurately and enthusiastically.

Tips:

- Have a clear, consistent, and compelling message that can be told to someone quickly if needed (i.e., an "elevator speech").

- The message should match and enhance the library's message.

- Collect and use success stories (e.g., successful campaigns, advocacy methods, or reached fundraising goals).

Public Relations

Getting the Message Out: Use newsletters, websites, and promotional materials among other methods to communicate to the library community. See Appendix 11-A for a list of Marketing Resources.

Always:

- Be sure the chapter name and phone number are prominent in the library.

- Have the most up-to-date chapter information on the FOLMC website.

- Be sure the chapter contact information and/or website is listed on all promotional materials.

- Work with the media. Maintain a list of all your local newspapers, list-servs, and community calendars. Build relationships with the community's publicity resources.

- Inform FOLMC if contact has been initiated or received by the press to present a coordinated effort.

Marketing Resources

Informational Websites
Word of Mouth Marketing Association: http://womma.org
Campaign for America's Libraries, American Library Association: www.ala.org
I Love Libraries (initiative of ALA): http://www.Ilovelibraries.org

E-mails & List-servs
Aspen Hill Gazette: jhruz@gazette.net and mliu@gazette.net
Wheaton Gazette: syarborough@gazette.net
Montgomery County Sentinel: mcsentinel_calendar@hotmail.com
Washington Post:
   • Local Living: mocoliving@washpost.com
   • Weekend: weekendlistings@washpost.com
   • Book World: Litcal@washpost.com
Washington Express: expressevents@readexpress.com
Strathmore/Bel Pre list-serv: SBPcivic@yahoogroups.com
Aspen Hill Civic Association: ahca06@msn.com

Ads, Events & Calendars
Gazette Newspapers:
   • http://www.gazette.net/section/calendargzevents/
   • http://gazettenet.kaango.com/ads/create
Montgomery County Sentinel: http://mc.thesentinel.com/calendar_index.php
Patch:
   • Bethesda: http://bethesda.patch.com/events
   • Chevy Chase: http://chevychase.patch.com/events
   • Gaithersburg: http://gaithersburg.patch.com/events
   • Germantown: http://germantown.patch.com/events
   • Kensington: http://kensington.patch.com/events
   • Potomac: http://potomac.patch.com/events
   • Rockville: http://rockville.patch.com/events
   • Silver Spring: http://silverspring.patch.com/events
   • Wheaton: http://wheaton-md.patch.com/events
Washington Examiner: http://events.washingtonexaminer.com/
Washington Post: http://www.washingtonpost.com/gog/?nid=top_gog