Systematic approach to marketing library services

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Communication channels

Operated by the University Library

- Newsletters
- Websites
- Mailing Lists

Operated by other TUM institutions
(Corporate Communication Centre, Faculties, Graduate Schools, etc.)

- Library Tours
- Blog for internal communication
- Events

- Websites
- Magazines
- Newsletters
- Mailing Lists

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Target group

Students in first semesters  Students writing their thesis

Lecturers  Researchers  Academic authors

Plus

- TUM Librarians
- University Board of Management
- Other university institutions and departments
- Other non-academic staff
- Alumni
- Librarians of other institutions
- Walk-In customer
- High-school students
- High-school teachers
Switch the perspective!

services

products

target group

Universitätsbibliothek
Technische Universität München

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### Strategic marketing objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Details</th>
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| 1. To raise awareness within in the target group for relevant products and services. | 1.1. To mark the university library as the sender of messages reaching out of the university library.  
1.2. To increase marketing contacts with the customers.  
1.3. To intensify promotion of initial purchases.  
1.4. To continuously raise awareness of existing products and services by the university library.  
1.5. To represent the university library at events of other TUM institutions.  
1.6. To reinforce cross-selling. |
| 2. To help customers orientate within the university library's premises and services. | 2.1. To install a standardised guidance system in all branch libraries.  
2.2. To grant an overview of the relevant products and services for a target group in a brochure.  
2.3. To add visual recognition value to events.  
2.4. To communicate with intelligible vocabulary. |
| 3. To strengthen the university library's position as a competence centre. | 3.1. To promote products and services for a selected target group on their specific communication channels.  
3.2. To focus on one target group and its needs in each printed matter.  
3.3. To emphasize the skills and competences of the librarians.  
3.4. To advertise memberships in international associations and cooperations and the university library's contribution to developing international librarianship.  
3.5. To integrate customers into the development of new services. |
### Operational marketing measures

1. **To raise awareness within in the target group for relevant products and services.**
   - Apply new corporate design to all bulletins, flyers, brochures, leaflets, stamps, forms, give aways and websites
   - Embed our logo at all project websites we are involved in or, where possible, at partners’ websites
   - Ensure contact details are published with every academic article
   - Promote contact details of our first level hotline on every single possibility
   - Communicate via TUM communication channels not operated by the university library
   - Spread the news of new products and services on more communication channels than we do now
   - Continuously repeat messages of existing products and services via many communication channels
   - Compile concepts for all our events, including setting up a calendar of all TUM events relevant to us and organising a mobile stand
   - Cross-sell wherever possible

2. **To help customers orientate within the university library’s premises and services.**
   - Install a signage and customer guidance system in all branch libraries
   - Re-organise all printed matters so that they focus on target group only and develop a distribution concept for every printed matter
   - Select a motive for every event we organise, including coachings and consultations and promote them on every communication channel
   - Set up a content calendar for the marketing team to repeatedly communicate basic information, e.g. opening hours or loan services
   - Check every printed matter for easy and comprehensible language

3. **To strengthen the university library’s position as a competence centre.**
   - Promote products and services for a selected target group on their specific communication channels
   - Re-organise all printed matters so that they focus on target group only and develop a distribution concept for every printed matter
   - Embed contact details (optimally with portrait photos) on the website and, possibly, on other channels
   - Optimise the presentation of library collaborations on the library’s website
   - Improve the presentation of library collaborations on our partners’ website, where possible
   - Report on all library-related events our employees participate in
   - Structure and promote collaboration in innovative projects between the library and faculty
Do you have any questions? Let’s discuss!

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References

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