

The Power of Word-of-Mouth Marketing

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“Marketing is that function of the organization that can keep in constant touch with the organization’s consumers, read their needs, develop products that meet these needs, and build a program of communication to express the organization’s purposes.”

—Kotler/Levy

Marketing is . . .

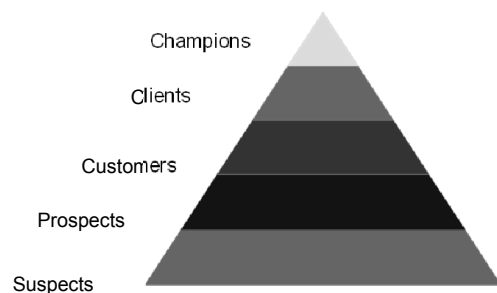
- About people—not stuff
- Listening- not just telling
- Organized, focused, consistent
- A team sport

Key Elements

- Research
- Planning
- Communication
- Evaluation

Building a Marketing Communication Plan

Introducing an 8 step plan outline that works



Marketing and Advocacy

Discussion

- Choose 6 words to describe your library
- Make a list of your library's strengths
- Make a list of challenges/problems

The Power of Word-of-Mouth Marketing

“Getting people to talk often, favorably, to the right people in the right way about your product is far and away the most important thing that you can do as a marketer.”

—George Silverman, “The Secrets of Word-of-Mouth Marketing”



Words of Wisdom

“No advertising is as trusted as the spontaneous testimony of delighted customers.”

—Betsy Sanders, former vice president, Nordstrom

“Get someone else to blow your horn and the sound will carry twice as far.”

—Will Rogers

“It’s easy. Use the 3 Bs to get the word out: bars, beauty shops, barber shops.”

—Liz Cashell, Director, Henry County Library, Clinton, MO

“Your most unhappy customers are your greatest source of learning.”

—Bill Gates

**We can
AFFORD IT!!!**

Word of Mouth vs Word-of-Mouth Marketing

Word-of-Mouth “Musts”

- A good product. . .
- GREAT customer service!
- A plan
- A clear and memorable message
- A prepared and committed sales force
- People willing to testify

“Any car manufacturer should go to the Harley Davidson biker rally. They would learn a lot. It's almost too obvious. I'd like to know how many car manufacturers have sent their marketing staff to a HOG (Harley Owners' Group) rally? They would learn a shitload of stuff. Pardon my French.”

— Guy Kawasaki, former Chief Evangelist, Apple Computer

**What do you need to
turn customers into
champions?**

See page 9
Tips for Success

Going Viral

How do you use
social networking?

How will you launch the Team?

Take a Break!!

It's all about YOU. . .

- You are the library.
- Every encounter is an opportunity.
 - In person, on the phone, via email
 - In the library or in the community
 - Listen and give feedback
- Service is a partnership.
 - Build relationships

Remember, YOU are the memory that the customer takes away.

Great Ideas. . .

Starbucks
Nordstrom
Libraries!

Customer Service Mottos

“People are the heart of our library. Quality service begins with me.”

–Timberland Regional Library, Olympia, WA

“The world's nicest library.”

–West Palm Beach (FL) Public Library

“We don't try to be friendly; we just ARE.”

–Bloomington (IL) Public Library

Discussion

- Do you build rapport with customers? How?
- What do you need to make your library the nicest in the world?

What's **YOUR** message?

With the whole staff as sales force,
where are the best places/
opportunities in your community/on
campus to share information, listen
and get feedback about what
people want and need?

Tough Questions

Be prepared p. 16

Scenarios

WOMM in action!

start your plan

Wrap Up

- Questions?
- Next steps. . .
- Next Action...

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THANK YOU!