360° MARKETING FOR CONTENT BUYERS

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What’s the role of marketing in the content buying process?

- Content buying is a generic term for any purchase or licensing function / process

- Many librarians might say that marketing comes after the purchase and implementation
Thesis

- Marketing pervades the content buying cycle – all 360°

- Librarians need to keep marketing principles in the foreground through each step
The Licensing Cycle

Do your homework
• Monitor community needs
• Monitor the marketplace

Evaluate

Place the contract
• Test
• Negotiate

Implement
• Technical
• Promote and train
What Is Marketing?

The American Marketing Association defines marketing as “an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.”

--Kotler & Lee, p. 38 (emphasis added)
The Marketing Chain

Mission/Vision/Strategy

Product development

Research & understanding

PLACEMENT

Positioning

Branding

POLITICS

Promotion

Relationships

EVALUATION
Step 1: Do your homework

Marketing principles:

- [Align with agency] mission / vision / strategy

- Research and Understanding
  - Know your audience
  - Understand the marketplace
Step 2: Place the contract

Marketing principles:

- Product development
- Placement
- Pricing
Step 3: Implement

Marketing principles:

- Branding
- Positioning
- Promotion
A Special Insert about Promotion

- State your objectives
- Plan your promotional strategy
## Promotion Planning

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Step 4: Evaluate

Marketing principles:

- Evaluation
  - Activity / Outputs
  - Outcomes
  - Impacts
... And last but not least

Marketing principles:
- Politics
- Relationships
The Net-Centric Librarian*

Conclusion

Take a systematic marketing approach

Do your homework
- Monitor community needs
- Monitor the marketplace

Evaluate

Place the contract
- Test
- Negotiate

Implement
- Technical
- Promote and train
Resources


Thank you!

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