

360° MARKETING FOR CONTENT BUYERS

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December 9, 2015

Military Libraries...A Capital Idea
Military Libraries TRAINING Workshop 2015



Crystal City, Arlington, VA
Dec. 6 to 9, 2015

<http://military.sla.org/mltw2015/>



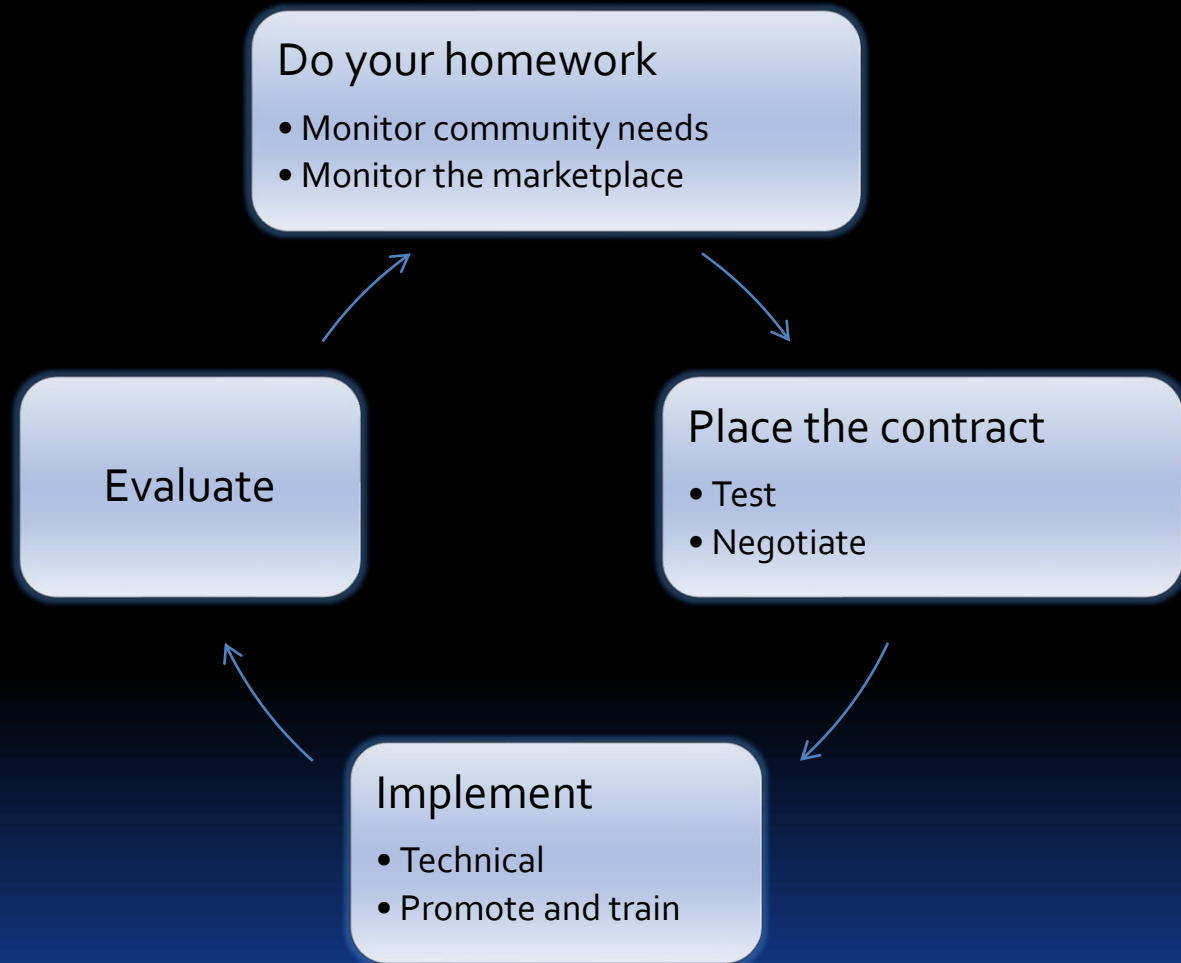
What's the role of marketing in the content buying process?

- 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



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

PLACEMENT

Positioning Promotion

Product development

Branding

POLITICS

Relationships

Pricing

Research & understanding

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:

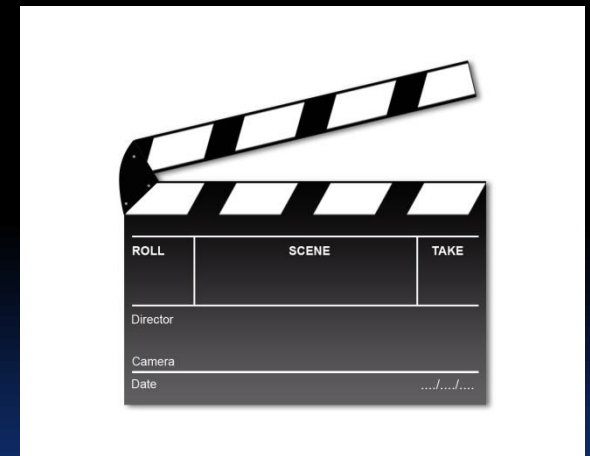
- Product development
- Placement
- Pricing



Step 3: Implement

Marketing principles:

- Branding
- Positioning
- Promotion



A Special Insert about Promotion

- State your objectives
- Plan your promotional strategy



Promotion Planning

Message	Audience	Medium	Timing	Location

Step 4: Evaluate

Marketing principles:

- Evaluation
 - Activity / Outputs
 - Outcomes
 - Impacts



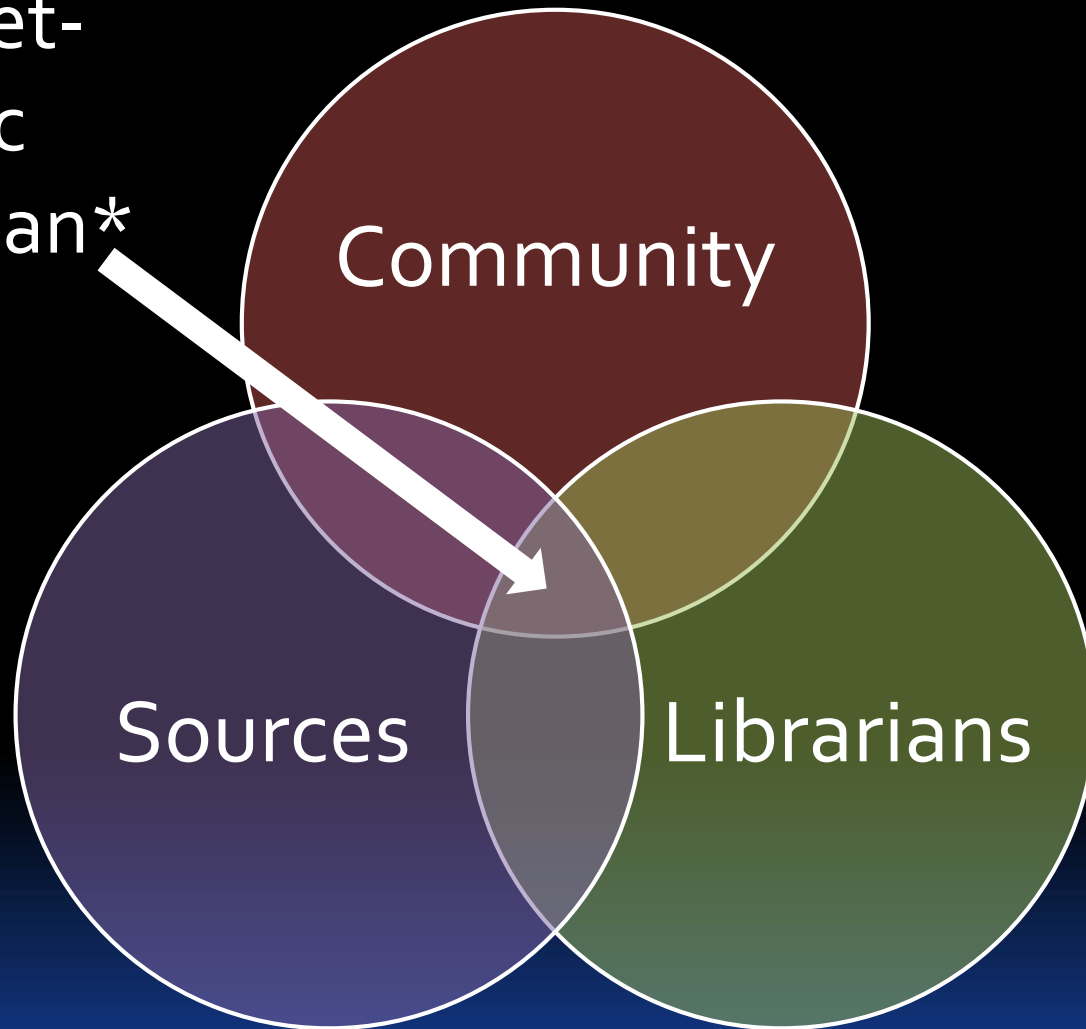
... And last but not least

Marketing principles:

- Politics
- Relationships

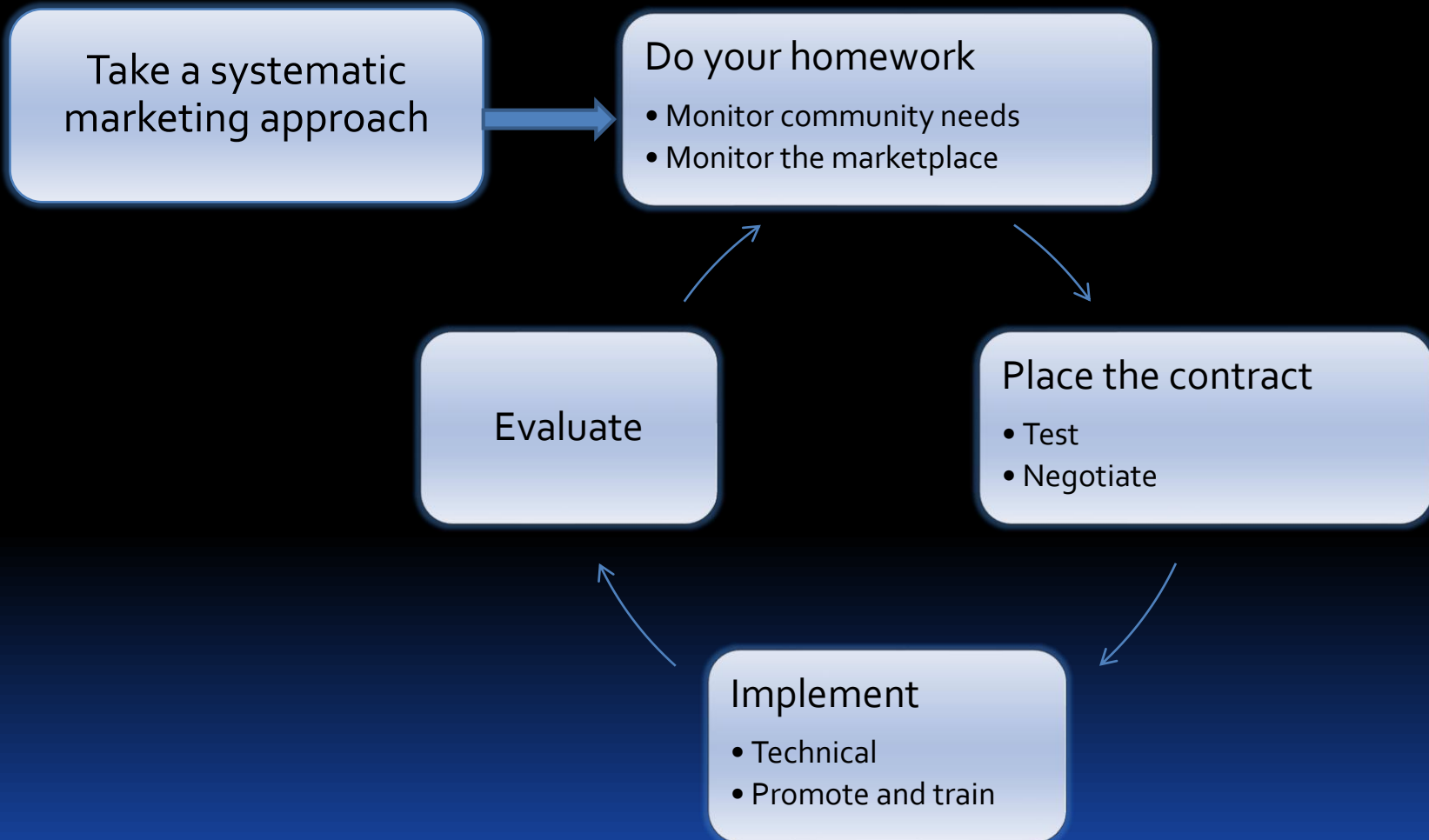


The Net-Centric Librarian*



*See Bauwens, M. (1993, April) The Emergence of the 'cybrarian': a new organisational model for corporate libraries. *Business Information Review*, 9:4, p. 65-67.

Conclusion



Resources

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Thank you!

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