PR, Advertising, and Virtual Media: Integrated Marketing Strategies for the MIT Libraries

ALL STAFF MEETING | MAY 2011
Overview

- Introduction to marketing concepts & trends
- Why marketing is important for libraries
- Integrated marketing and communications
- Marketing support—team and tiers
Traditional Marketing Mix = “4 P’s”

Product—Tangible physical products as well as services

Promotion—Communication about products/services to various audiences (includes Advertising & PR)

Price—Nonprofit price = “opportunity cost”/value proposition, competitive position

Place—Where/how the product is distributed to users (physical spaces & online)

4 P’s are now 4 E’s

Product → Experience
We used to think about products & services now we need to think about the FULL experience.

Promotion → Evangelism
Creating a mission and brand experience so inspiring that our audience/users share their enthusiasm with others.

Price → Exchange
What we’re willing to offer our audience/users in exchange for their attention, their engagement and permission.

Place → Everyplace
Users create their own paths, “intercepting” them at the right moment when they are most receptive to the product/message.

Source: Ogilvy & Mather
Why is marketing important for libraries?

• Raise awareness and promote use of our products and services
• Build trust and value, show relevancy
• Influence perceptions of libraries
• Keep audience/users informed and aware of our value proposition (what’s in it for them!)
• Create brand evangelists, advocates, funders
# Marketing Team

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
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<tbody>
<tr>
<td>Team Lead/Strategic marketing and comm:</td>
<td>Heather Denny</td>
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<tr>
<td>Virtual marketing strategy:</td>
<td>Remlee Green</td>
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<tr>
<td>Outreach &amp; relationship management:</td>
<td>Mark Szarko &amp; Courtney Crummet</td>
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<tr>
<td>Marketing research:</td>
<td>Stephanie Hartman</td>
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<tr>
<td>Marketing distribution:</td>
<td>Melissa Fieden</td>
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<tr>
<td>Design assistance:</td>
<td>Ann Adelsberger</td>
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“the concept under which an organization carefully integrates and coordinates its many communications channels to deliver a clear, consistent message”

Integrated Marketing & Communications

Public Relations
- Media relations, articles, newsletters, news stories

Advertising/Promotion
- Posters, slides, ads, giveaways, contests

Virtual
- Twitter, Facebook, web spotlights, video

Events/Outreach
- Workshops, open houses, concerts, discussions
Spreading the word

- Marketing is an on-going process, two-way communication with our audience is optimal
- Rule of 7: Our intended audience needs to see or hear our marketing messages at least **seven times** before they take action
- Cutting through the clutter = reaching our audience in the right place at the right time (when they are most receptive to the message)
Branding

Why use a consistent design and logo in our advertising?

– Establishes trust and familiarity with our brand
– Makes it immediately recognizable that it’s part of the MIT Libraries
– Conveys credibility
– Unifies our locations & functions
So, you have a marketing idea…

• What is the main message you want to communicate?
• Who is the intended audience? What’s in it for them?
  – Students (undergraduate and/or graduate students)
  – Faculty & DLC’s
  – Donors, funders & alumni
  – Staff & administration
  – Peers/ peer institutions
• What action(s) do you want them to take and by when?
• What are the relevant details and selling points?
Marketing Support Tiers

- **TIER 1 (TARGETED PROMOTION)**
  - An event or news item within a specific topic/subject area for a targeted audience
- **TIER 2 (CAMPUS-WIDE PROMOTION)**
  - An event or news item for a broad audience such as all undergraduates, all grad students or all faculty
- **TIER 3 (AD CAMPAIGN, SPECIALTY OR GENERAL MARKETING MATERIALS)**
  - Materials that support overall marketing effort
## Tier 1—Targeted Promotion

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<tr>
<td>MIT event page posting</td>
<td>dept-designated blogger</td>
</tr>
<tr>
<td>Emails to targeted list-servs</td>
<td>by unit</td>
</tr>
<tr>
<td>Libraries’ home page spotlight</td>
<td>spotlight-lib</td>
</tr>
<tr>
<td>“Ask the Expert” tie-in</td>
<td>spotlight-lib</td>
</tr>
<tr>
<td>Events web registration form</td>
<td>by instructor (to get a log-in, ask <a href="mailto:web-lib@mit.edu">web-lib@mit.edu</a>)</td>
</tr>
<tr>
<td>Twitter, Facebook postings</td>
<td>marketing team</td>
</tr>
<tr>
<td>8.5 x11 poster/flyer*</td>
<td>marketing team</td>
</tr>
<tr>
<td>Slide for Libraries’ LCD displays*</td>
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Tier 1 Example: Preservation Week

- Slides & Posters
- Calendar & Blog Posts
- Spotlight
- Facebook & Twitter
# Tier 2 – Campus-wide Promotion

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<td>Strategy session</td>
<td>marketing team</td>
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<td>Twitter, Facebook postings</td>
<td>marketing team</td>
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<tr>
<td>8.5 x11 poster/flyer*</td>
<td>marketing team</td>
</tr>
<tr>
<td>Large posters for boards/easels*</td>
<td>marketing team</td>
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<tr>
<td>Tech ad(s)*</td>
<td>marketing team</td>
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<tr>
<td>Postcard*</td>
<td>marketing team</td>
</tr>
<tr>
<td>Slide for Libraries’ LCD displays*</td>
<td>marketing team</td>
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<tr>
<td>Slide for Infinite Displays*</td>
<td>marketing team</td>
</tr>
<tr>
<td>MIT Campus News story*</td>
<td>Communications Officer</td>
</tr>
<tr>
<td>Bibliotech story*</td>
<td>Communications Officer</td>
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**‘Technology’ Through Time:**

150 years of MIT History

Opening Reception:
Friday, February 4, 1-3pm
Mittagong Gallery 3-4H 461
Music and refreshments.
Free and open to the MIT Community.

This multimedia exhibition in the Mittagong Gallery showcases technology in words, images, photos, and videos, spanning the breadth of MIT's history. MIT: The exhibit will feature original MIT documents and materials, including items from the MIT50 Exhibition.

libraries.mit.edu/maihaugen

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**MIT Libraries**
Tips for using Marketing Tiers

• **Time**
  - Allow enough time to think through your promotion and effectively promote it.
  - Check lead time for tiers (2-3 weeks Tier 1, 4 weeks Tier 2).

• **Design**
  - Will it fit into the design templates? Currently the only in-house supported design is for promotional materials that work within the templates.

• **Consultation & Evaluation**
  - Share your ideas with the marketing team. Get advice on strategy, scheduling, crafting messages, using images, etc. Did it work?
Questions? Suggestions?

• Marketing Team: marketing-lib@mit.edu
• Tiered Marketing Support: go to the marketing wiki https://wikis.mit.edu/confluence/display/LIBMAR/Tiered+Marketing+Support
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