THE GUIDE TO Successfully Marketing the Corporate Library

#realknowledge
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#realknowledge for your company and your employees comes from authoritative information resources, robust research tools, unique services and most importantly from you and your library. The corporate library is crucial to the success of the company and you are a trusted member of the organization. You are the expert in finding and sourcing the right information and training to maximize tools and resources.

Employees may think a simple web search will provide the right answer for their research, but we know it does not provide the #realknowledge they need. #realknowledge saves valuable time and removes the hours of searching and sifting. Marketing and promoting both you and your resources can be a tiresome project. We created this guide with you in mind – tips, tricks and best practices all dedicated to help you craft and create marketing campaigns, tactics and ideas that promote #realknowledge.
Tip #1 – Start with a Strategy

An overall marketing strategy will help you to stay on course with your marketing activity. An effective strategy should include campaigns comprised of the following:

1. **Targeted Audience** – are you focused on a specific department or group?
2. **Basic Message** – keep this to one to two sentences
3. **Tactics** – the vehicles/channels you will use to promote
4. **Timing** – time frame for your campaign
5. **Goal** – what you hope to achieve through your efforts and what you hope the audience achieves

Organize all of your campaign information in a central document for both you and your team to refer back to. Remember your strategies should aim to promote your department and the resources you provide. Let employees know your value!

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<th>Strategy</th>
<th>Basic Message</th>
<th>Audience</th>
<th>Tactic Format</th>
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<td>Understand what resources are available for their research and services for the library</td>
<td>New Employees</td>
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<td>Ongoing, part of onboarding process</td>
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**Measure your Goals!**

Key Performance Indicators (KPIs) are qualitative ways to measure the success of a campaign or marketing tactic. For example, your goal might be to create awareness of a particular database or resource. Your KPI could be a 10% increase in usage of that resource as the quantitative goal.
Tip #2 – Recruit and Retain

Make sure that your strategy has a focus to “retain” current employees and also “recruit new employees”.

New Employees

- What databases are part of the library?
- Is there training available?

Existing Employees

- What specific resources are available for my department?
- How do I find full-text journals?

Industry Advice

“We consistently market our services and products to our global users. When promoting new products to our users in the U.S., we do the following:
• Targeted campaigns (visually attractive emails to certain user groups)
• Promotion on large flat TV screens
• Highlight in our new hire orientation
• Presentations at other department’s staff meetings”

— Blanca Chou | Director, Information Resource Center, Otsuka Pharmaceuticals
Tip #3 – Tell a Story with Content

Your company may be comprised of different generations (Millennials, Gen-X, Baby Boomers), who are all shaped by today's consumer experience. The consumer experience is focused on meaning and value answering the question “how can this product or service help me?” rather than “what does this product or service do?” When it comes to messaging, crafting a story and providing a benefits-driven message is key. Take your marketing to the next level by employing a variety of content to communicate your message. This is also known as content marketing and it includes a variety of tactics to employ, examples include:

- **Infographics**
  a visual representation, usually of data or a key topic.

- **Videos**
  A popular and proven media for today.

- **Employee Success Stories**
  Builds trust and provides a human quality.

- **E-newsletters**
  Often sent monthly or quarterly provides news, tips or interesting topics.

- **Presentations**
  Reinforces awareness and can be utilized again and again if recorded.

- **Webinars/Webcasts**
  Focuses on a trending topic but still has an impact on users and resources.

81 percent of Millennials value experiences more than they do material items (Pally, 2013)\(^1\).

79 percent of Gen Xers

78 percent of Baby Boomers

Industry Advice

“Our library group sends out three newsletters per year that go to everyone in our global R&D function. Each one features a “spotlight” database that we describe, offer tips on, and provide training links for, if available.”

— Current EBSCO Customer

Tip #4 – Analyze

Measure the performance of your campaigns and analyze the results. Did you meet your goals for each Key Performance Indicator? What worked and what didn’t? How can you iterate next time to improve results?

Key Performance Indicators

Industry Advice

“We still have a large number of employees who prefer getting their literature alerts set up by us […] We maintain an internal database that tracks all of these alerts and allows us to send out status check e-mails twice a year […] There is a feedback form they can submit on whether they need new alerts or modifications/deletions of existing alerts.

These status check e-mails are sometimes forwarded on by the recipients to other employees, especially new employees, who may not yet be aware of this service. This has probably been our most effective means of increasing the library’s visibility to our global employees.”

— Current EBSCO Customer
Thank You!

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