

#trustedevidence

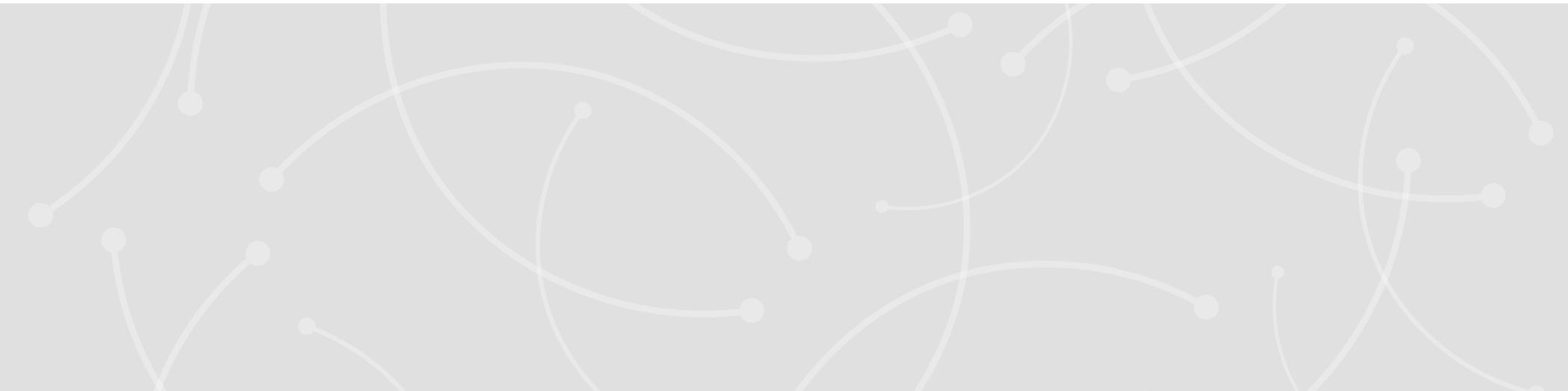
THE GUIDE TO

Successfully Marketing
the Medical Library

#trustedevidence

#trustedevidence comes from authoritative information resources, robust point-of-care decision support tools, unique services and most importantly from you and your library. The medical library is crucial to the success of the hospital, 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.

Clinicians and researchers may think a simple web search will provide the right answer for their questions, but we know it does not provide the **#trustedevidence** they need. **#trustedevidence** saves valuable time and removes hours of searching and sifting. Marketing and promoting both you and your resources can be a time consuming 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 **#trustedevidence**.



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:



Targeted Audience – are you focused on a specific department or group?



Basic Message – keep this to one or two sentences



Tactics – the vehicles and channels you will use to promote



Timing – time frame for your campaign



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 the hospital's clinicians and researchers know your value!

Strategy	Basic Message	Audience	Tactic Format	Timing	Goal
Campaign 1	Understanding what resources are available to clinicians and researchers through the library	New Clinicians and Researchers	Tactic 1	Continuously as part of onboarding	Successfully onboard new clinicians and researchers
			Tactic 2		
			Tactic 3		
			Tactic 4		
Campaign 2	User Success Stories	All Clinicians and Researchers	Tactic 1	August	Increase Usage of Library Resources
			Tactic 2		
			Tactic 3		
			Tactic 4		

Recruit and Retain

Make sure that your strategy has a focus to “retain” current clinicians and researchers and “recruit” new ones.

NEW

Clinicians & Researchers



EXISTING

Clinicians & Researchers



Tell a Story with Content

Your hospital 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. Here are some examples of content marketing tactics.



Infographics

A visual representation, usually of data or a key topic



Videos

A popular and proven media for today



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

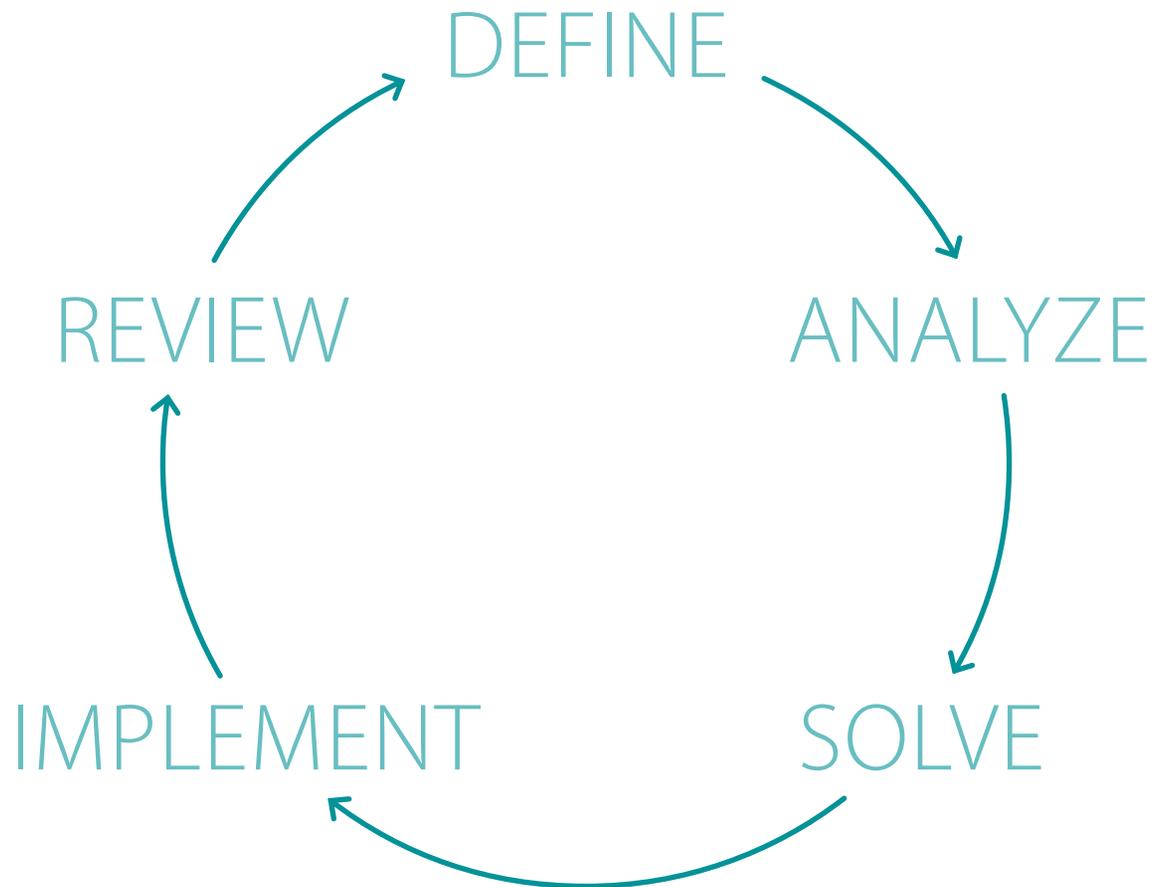


Webinars

Focuses on a trending topic but still has an impact on users and resources

Analyze

The Key Performance Indicator (KPI) is a qualitative way to help you measure and analyze the success of a particular campaign or tactic. For example, your goal might be to create awareness of a particular resource. Your KPI could be a 10% increase in usage of that resource as the qualitative goal. Once you have completed your project review what worked and didn't—both from a metrics perspective and from a time and effort perspective.



Thank You!

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