

# MARKETING Treasures

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## “Share Good Books” Library Marketing Campaign

Sometime early in 1998, Linda Roser, the reference librarian at the Jackson County Law Library in Kansas City, got a question from one of her members that was a little out of the ordinary. He wasn't looking for information on how to find an obscure statute or important code and he wasn't even asking for help to locate the reference material for a particular case. Actually, he told Linda, he was curious about the dates for Children's Book Week.

“Now,” said Linda Roser, “that is a very odd question for a lawyer to ask a librarian in a law library. So of course, I asked him why he wanted to know. And that's what got the whole thing started.” It turns out that the lawyer asking the question was a member of the Kansas City Metropolitan Bar Association - Young Lawyers Section and the members of his group were planning to do a children's book drive.

“Well, of course, I jumped right on

that and offered to partner with them on the project,” said Linda. “And that was the beginning of our “Share Good Books” Campaign.”

*Everyone got excited about it. All the firms were involved. And best of all, it was such a great opportunity for us to build lasting partnerships.*

Before it was over, the campaign (winner of the 1999 American Association of Law Libraries Excellence In Marketing Award for Best Campaign) would collect and donate more than 5,400 gently-used books to needy children at local shelters and ultimately would involve not only the Jackson County Law Library and the Kansas City Metropolitan Bar Association - Young Lawyers Section, but also the Kansas City Association of Law Libraries and

employees and attorneys from most of the law firms in Kansas City.

“It had such a clear theme, such a simple idea,” said Linda. “Donate gently-used books to children who were going through difficult times in their lives. Everyone got excited about it. All the firms were involved. And best of all, it was such a great

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## The “Share Good Books” Project Plan

- The organizing committee selects the organizations to receive the books. Check with local service umbrella organizations in the community for suggestions.
- The committee solicits participants and drop-off locations for publication in the flyers, emails, press releases, and other marketing materials.
- If you choose to accept monetary donations, determine if a tax-exempt vehicle exists, such as the bar foundation. Monetary donations can be used to purchase either new children’s books or educational materials as specified by the recipient agencies.
- The organizing committee selects theme and designs the poster.
- Committee members divide responsibility for contact among participating organizations. Committee members each act as a contact person for a number of participating organizations based on geography.
- The committee solicits business partners to donate printing and

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1. *Who authored the seven book series, Chronicles of Narnia?*
2. *What is the name of A.A. Milne’s porcine character?*
3. *What did Horton do for Mayzie?*

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ROBIN HOIG

*Emily reads to her younger sister, Kim. Both girls donated books to the book drive.*

opportunity for us to build lasting partnerships. It was truly a collaborative effort and this was actually the first time that the Jackson County Law Library, my library, had partnered with Kansas City Metropolitan Bar Association (KCMBA) to do something. It fostered a very positive relationship between our staff and the attorneys that is still present today. Even now, two years later, we still continue to reap benefits from this project.”

The “Share Good Books” campaign lasted for six weeks and launched in mid-April to coincide with National Library Week. The members of the Young Lawyers Section approached their respective firms about the campaign and were responsible for publicizing “Share Good Books” within their individual organizations. They set up the entire infrastructure of

publicity, book collection, and delivery.

“The way the campaign was designed,” said Roser, “employees at participating firms would bring their books for donation to their firm’s library. It was good because it brought the lawyers and the librarians together in new ways, as partners in a service project. Not all law firms had their own libraries, but many did and in the ideal situations,” she added, “a young lawyer member and a librarian would work together at each organization. In the firms where this happened, the librarians and the lawyers developed very good relationships.”

The Campaign Committee, comprised of librarians and lawyers, developed posters, flyers, and press releases, and even drafted email messages for use on company intranets so that everyone would be distributing the same information and it would be instantly recognizable [branded] as part of “Share Good Books.” The committee also approached local businesses and

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The "Share Good Books" Project Plan,  
con't. from page 2

pick-up and delivery of books. (Photocopy paper boxes make excellent storage boxes for donated books.) Central storage may be provided by local businesses interested in participating.

- Committee sends out press releases to local, legal, and library media.
- Committee creates e-mail messages suitable for firm-wide intranets which can be sent to all contact persons for further distribution.
- Each participating organization creates its own in-house promotion using the theme and posters provided by the committee. (Incentives work well here.)
- Each participating organization sorts books for appropriate content and suitable condition. Then boxes are then labeled with the number and type of books.
- Committee collects books at a central storage location, totals book count, and distributes books to recipient agencies.

—courtesy of the Jackson County Law Library and the Kansas City Association of Law Libraries ▼

answers, from page 2

1. CS Lewis
2. Winnie the Pooh
3. from Dr. Seuss, sat on her egg in her nest

"Share Good Books" Library marketing Campaign,  
con't. from page 2

asked them to donate printing and pick-up and delivery services to collect the donated books from law firms.

Since many of the services for the campaign were donated, it was very inexpensive. But the beauty of "Share Good Books" was that even if none of the services had been free, the costs would still have been minimal. There was no need for traditional advertising because the program was taking place within the libraries and the firms already. It was merely a matter of raising awareness of the project within the companies.

"Part of what made this such a snap project to do," said Linda, "was that we set the standard look and message of the campaign and then each individual firm could carry it out within their organization any way they wanted to. They could work within the guidelines of their particular organization's culture."

As an incentive to encourage book donations and call attention to "Share Good Books," some firms offered t-shirts or opportunities to dress casual for the day to employees who brought in books to give away. The Jackson County Law Library offered a coupon for \$5.00 worth of free copying services to any member who brought book donations. JCLL also publicized the campaign by creating a display featuring a red wagon to showcase the books as they came in.

"We really had fun with it. We even had a special day for children with story hour and treats and crafts," said Linda. "Parents could bring their children in for a couple of hours and while the parents worked in the library we played with the kids. It was a way to expose them to a very different kind of

library. The only thing we asked was that the children who came brought a book to give away."

To draw attention to "Share Good Books," the Jackson County Law Library supplemented its usual legal trivia challenges with questions from children's literature. "That was one of the most popular things we did," said Linda. "The lawyers would talk about the trivia question and then that would get them remembering and talking about the books that they had loved as children. It gave us the opportunity to relate to our patrons in new ways."

"Share Good Books" also brought the participating attorneys in Kansas City some very good publicity. Local newspapers and several professional and industry newsletters carried positive stories about the book drive. According to Linda Roser, "Share Good Books" was an unqualified success. "We thought we might get a few hundred books," she said. "When we counted at the end we had more than 5,000."

In fact, the project was so successful and gained so much community interest that the lawyers and the librarians plan to run the campaign every other year from now on. Their next book drive will be in Spring 2001.

*Editor's Note:* The "Share Good Books" campaign is one of those rare opportunities that combines a worthy cause with good marketing possibilities. It's a way to foster relationships with current and potential customers, get some good free publicity, and do something worthwhile within the local community. This type of program would work for all types of libraries, not just the specialized world of the law library. Most people jump at the opportunity to clean out a little clutter and help someone else at the same time. ▼

# Build a Virtual Community

Adapted from Chris Olson's presentation at the Computers in Libraries Conference, Washington, DC, March 2000

If you build it, they will come.

By now, most people recognize the importance of developing and maintaining a web site to help promote their library's resources and services. Whether its for an intranet or internet site, everyone is busily learning how to layout html pages and use graphics and maybe even animation to draw attention to their sites. Everyone is attending conferences and learning how to incorporate their sites into their overall marketing plans. And these days, everyone is talking about building a Virtual Community as one of the objectives of a thorough marketing plan.

But if you really think about it, building a Virtual Community isn't just an objective, it's really an integral part of the marketing plan. A thriving Virtual Community can be a powerful and irresistible draw, giving people a reason to return to your web site again and again. And best of all, Virtual Communities offer all libraries - from academic to corporate to public - the same opportunities to expand their marketing and promotion activities.

To realize the value of a Virtual Community,

we have to learn to think about marketing our web sites in new ways. Right now, many of us are

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## Basic Elements of a Virtual Community:

Message Boards  
Chat Rooms  
File Sharing  
Discussion Groups  
Instant Messaging  
Member Directories  
[www.vicinities.com/librarymarketing](http://www.vicinities.com/librarymarketing)

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## So you like the idea of building a Virtual Community and you have some great ideas, but how do you get started?

If you have a Java programmer on-staff in your organization, you can implement some features of a Virtual Community step-by-step. If you're looking for a one-step, turnkey solution there are several web-based resources you can explore.

**Peoplelink** ([www.peoplelink.com](http://www.peoplelink.com)) provides community services on a contract basis.

**Talk City** ([www.talkcity.com](http://www.talkcity.com)) is another service which builds communities on contract.

**Vicinities.com** ([www.vicinities.com](http://www.vicinities.com)) provides resources to help you build your own virtual community.

Vicinities.com is free and offers a chance for you to explore the elements of building a Virtual Community at your own pace. You don't have to join to take the

website tour or visit the community lab.

Everything on Vicinities.com is menu driven and you can customize the elements - menu bars, colors, what to display and as the founder you have administrative options for mailing lists, inviting individuals, and setting security. Your community can be as open or as exclusive as you want it to be.

Vicinities.com promises not to use your profile data and the entire site is endorsed by "entrust" and "truste."

To get started, visit the Library Marketing Village at Vicinities.com and check out the Information Landscape, specialized graphics Chris Olson has created to help you jumpstart your own Virtual Community. You can download the graphics for free from the Library Marketing Village's Images Gallery.

And for those of you who aren't quite sure you're ready to jump in just yet, the Information Landscape graphics will also work well on paper-based products. Check them out. ▼

taking traditional marketing activities and simply applying them to our web site promotion. And most businesses on the net have done the very same thing, taken what works in the bricks and mortar world and grafted it directly onto the virtual world. For many libraries that means using marketing research, branding, targeted messages and programs, and various advertising campaigns to promote their services.

But that's not enough to create a thriving community. By its very definition, a community—whether it's a small town in Ohio or a giant e-village on the internet—is dynamic. People come to visit to see what's new, what's happening today. And whether they're meeting over cappuccinos at the local coffee house or meeting over electronic bulletin

boards, they're still meeting. They're interacting. And interactivity is the key to a successful community, be it real or virtual.

According to a study by Jupiter Communications, 40% of visitors to a web site want to connect with other visits. It's time to take a page from the marketing toolboxes of booming e-businesses and add a little interactivity to our websites. Give people a reason to return to your web site. Build your library business with repeat customer visits, attract new visitors, and prospective customers and give them a place to ask questions, and

## Start Small

If starting a Virtual Community seems overwhelming, remember you don't have to do everything at once and it doesn't have to be perfect. The beauty of Virtual Community is that it is dynamic and change is good for it. Consider starting with these features and then go from there:

Learn the likes and dislikes of your members and prospective members through discussion groups, message boards, and interest groups.

Reach current and prospective members through mailing lists and message boards. ▼

exchange information. Give yourself the opportunity to gain new insights and skills.

It may sound daunting at first, but building a Virtual Community is fairly easy. Remember that all Virtual Communities have a few of the same basic elements. Message boards where people can share information with everyone who visits the site. Chat Rooms that will allow people with similar interests to share information in real time. File sharing so that visitors can download files, text, and graphics to read at their leisure. Instant Messaging services provide visitors the opportunity for instant one-to-one or one-to-group communications. And a Member Directory that allows visitors to create their own profiles of interests. A directory lets people easily connect with others who share their interests and concerns.

A Virtual Community is a step up from the Listservs because it offers more than just email exchanges. It's more robust. It's dynamic. You can do more with it and, most importantly, you can do more "in" it. By creating and nurturing a Virtual

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## Look for Novelty Items to Attract Attention for your Display

Sometimes it's easy to get lost in the crowd at library conferences and tradeshow. After people spend a few hours walking through rows upon rows of display tables, it can be hard to get their attention. To beat the conference crowd blahs, some people work very hard to be friendly and engaging, some sponsor contests, and some send out mailers offering memorable promotional items to those who stop by the booth. These are all good ideas and they usually work, but sometimes you need a little more – something out of the ordinary to attract attention in the midst of a thronging crowd.

One of the most interesting things we've seen in awhile is *The Climbing Fish*. Worn around your neck on a thin chain, it looks like a small, bright fish. Pull down on the fish to engage the mechanism and the fish wiggles its tail, climbs the string, and reels in the traffic. It's so unusual everyone wants to see how it works and when they stop by to watch, you can use the opportunity to explain how you're hooked on information.

For information on how to order the Climbing Fish or to share your eye-catching conference ideas, call the Marketing Treasures office (410-647-6708). ▼



# Library Marketing Village

## There's No Place Like Home

*Introducing the Library Marketing Village (www.vicinities.com/librarymarketing)*

If you've ever sat behind your desk or paced around your office and wished you could talk to someone who really understood your situation, the Library Marketing Village is the place for you. Hosted by Chris Olson, it is a brand new Virtual Community dedicated to creating a lively forum for librarians from all types of libraries to meet.

The new Library Marketing Village was born out of the idea that librarians need a virtual place to meet, a place to ask marketing questions and share promotional ideas. By its very nature, managing a library can sometimes seem isolated. And when it comes to marketing, it can often feel like you're struggling in a vacuum, trying to develop ideas to promote your library, trying to market your products and services creatively. It can sometimes seem that you're constantly reinventing the wheel all by yourself. You know there have to be other people out there dealing with these same issues, but it's so hard to find them.

Of course, that's why many librarians go to conferences—to meet people

who share your professional interests and concerns and, if you're lucky, you meet each other once or twice a year to exchange ideas. Some of you have even developed a good network of business acquaintances and friends that you can call when you have a marketing question or a problem. But there's still that nagging sense of isolation as you face the promotion planning for another National Library Week or you're trying to develop clever ideas for a special program.

Wouldn't it be nice if you could click your heels together and go to a place where everyone understands your questions and concerns, where people are ready to share their ideas, where they'll talk about not only their successful marketing and promotion ideas, but will also talk about their failures? Well, now instead of clicking your heels, you can go there with a click of your mouse.

The newly-launched Library Marketing Village features discussion topics, chat rooms, note boards, a calendar, a place to share files, an image gallery (which currently has some free downloadable clip art for visitors), and a way for you to invite your friends and colleagues to join the Village. The beauty of Library

Marketing Village's Virtual Community is that it is dynamic. Every time you visit, you'll find something new, new opportunities, new ideas, new people.

At the Library Marketing Village, you will finally have a central place to share your marketing experiences and learn from each other without ever stepping foot in an airport or taking time out of your busy schedule to attend a conference. You can get your questions answered quickly and you can help others who may be struggling with a question you've already solved.

Visit the new Library Marketing Village today and get in on the ground floor. Begin trading ideas with other villagers about starting your own Virtual Community for the customers who visit your library's web site. Spend some time in the Village and help get the conversations going, tell others about your marketing plans for the rest of the year. Tell them what worked for you in the past. Ask a question.

Don't forget to take a peek at the fortune cookie recipe in the file sharing section. And next time you're struggling with your marketing plans or you just feel like you need to spend a little time with people who understand, take a few minutes and stop by. There's always something happening in the Village. ▼



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# Knoll Rollout

In the last issue of *Marketing Treasures*, Joanne Lustig of Knoll Pharmaceuticals wrote about the process of reinventing her company's library, from the place-based Science Information Center to the dynamic, responsive *InteliQuest*. She described the challenges and rewards of creating a whole new way of managing and controlling information. In this issue, she discusses part two of the reinvention process – the Rollout.

**T**hough working through all of the facets of our reinvention required enormous imagination, dedication and effort, it was also enormously rewarding. As I discussed in the previous article, we developed our mission, our vision and our values for *InteliQuest*. We were committed to our mission to act as a catalyst for creating healthcare solutions by connecting people to information and helping them transform it into knowledge. Our vision and our values flowed from there.

Throughout our reinvention, we established measurable critical success factors. We conducted interviews and focus groups to determine what services our customers needed and how we could best supply them. We brought in stakeholders. We developed five-year goals and established an advisory committee. The information consultants were becoming comfortable in their new roles and excited about their new opportunities and responsibilities. We came together as a team with a unified vision for ourselves and a clear understanding of our goals.

It had been a long, often difficult, challenging road, but a little less than eighteen months after we started, we were ready to unveil our new identity to the rest of the company. The Rollout was the final phase of our reinvention and it was just as important as any of

the other steps that came before it. None of our hard work would matter if we couldn't help the rest of the company see us in our new role as Information Managers.

It's that old saw about the tree falling in the forest. If we did all of that work and made all of these changes, but nobody knew about it, did any of it matter?

So when we finished the heart of the reinvention itself we knew we were really only half finished. We were prepared to provide exciting new products and services, but we needed to market ourselves to the rest of our company. The experts from Chris Olson and Associates helped us plan our Rollout as carefully and thoughtfully as they had helped us plan our Reinvention. We worked from a detailed action plan that was heavy on specific goals and deadlines. The Rollout was going to be all about raising awareness of our new identity and even though we were only marketing ourselves internally, all of the basic tenets of good marketing plans applied. We would need to establish a brand, associate it with specific products and services, and then build company awareness about it.

We knew we needed to start at the beginning and introduce ourselves as something entirely new. And so, we began with the name.

## From Science Information Center to *InteliQuest*

We began discussing our new name near the end of our reinvention



phase because we knew we needed a name that could stand on its own. We wanted to take the focus away from our group as a place—as a traditional library – and instead emphasize what we do. In a day-long brainstorming session, the whole staff got together and tossed around names and ideas. We jotted them down on blackboards and slips of paper and allowed ourselves the freedom to tinker with various incarnations of a name. It was a stimulating, creative way to work.

Throughout our reinvention, we had worked to shed ourselves of the dusty “library” image and we wanted our new name to be vibrant with the idea of movement and transformation. We talked about our mission statement and our values and by the end of the day, the staff decided that the Science Information Center was a thing of the past. We would become *InteliQuest*.

The name is a perfect description of our new identity. “*Inteli*” captures the idea of information as intelligence and suggests the concepts of knowledge, thinking and brain-power. The “*Quest*” portion represents the action of what we do – search out and find information. As the name says, it's more than just information, it's intelligence. It lets customers know we offer something more than just the delivery of information. Together, the

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*Knoll Rollout, con't. from page 7*

two parts conjure a fast-moving, wide-ranging, value-added information service that is not tethered to any particular location. We are no longer stymied by the perceived limitations of a "library" or a name like Science Information Center.

## The Brand

From the beginning the Rollout had everything to do with building awareness of our new identity in the rest of our company. InteliQuest was our new brand name and we set out to market it.

After we decided on the name, the next step was to develop a new logo to go with it. We wanted it to be something unique and original that would visually suggest some of the ideas in the mission statement and would also make our InteliQuest products instantly recognizable to our customers. We brought in two graphic designers (to blend ideas) and the entire staff worked together through several sessions to develop and choose the InteliQuest logo and slogan "The information works." The slogan is especially important because it works on several different levels.

We put quite a bit of time and effort into establishing a new look to go with InteliQuest's new name. The selection of colors was a critical step in our branding process. We chose specific colors so all InteliQuest products would have a uniform, recognizable look. We again worked with the graphic designers and marketing consultants to establish templates (consistent colors and fonts) for our various products and reports. Among other things, we wanted our customers to be able to put their hands on one of our reports instantly, even if it was buried beneath a pile of letters and memos and files on their desk.

After we settled on our new name, new logo and all of the standards of our new look, the next goal was to begin to find ways to build awareness about InteliQuest and our new products and services within the company.

## Building Brand Awareness

So much of marketing is about establishing identity and establishing identity begins with branding. Think McDonald's, Coca-Cola, Chevrolet, Gap, or any of the other many products and services you buy for the name. These are all recognizable, instantly identifiable and when you purchase something under one of these brand names, you do so because you know what you're getting. And you know what you're getting because the companies have created expectations for their products. The brand and the product go hand in hand. But without a solid, understandable, identifiable, *credible* product, even the best brand name is useless.

We began to review our products and discovered that some of the reports and surveys and other services we provided didn't even have names. We discovered that there was no consistency and no grouping to the services we performed for our customers. Though we were efficient and responsive to our customers before the reinvention, we discovered that because our products had no ownership, no brand, people forgot where the information came from. It just seemed to magically appear in their folders or in-boxes. Because nothing identified a report or service as coming from the Science Information Center, our customers had no idea how much we did for them; nor did they know how much we could do for them.

By branding our InteliQuest products with the logo, colors, and slogan, we made our responsibilities and our

services very clear. But in addition to the important cosmetic changes of branding, we also needed to determine uniform, consistent names and clearly defined characteristics for the products and services we could provide. The staff worked together on another brainstorming session and we established and distributed Information Consultant Service Plans, product/service listings, and we laid out in very specific terms the kinds of things we could offer to our customers.

## Marketing 101

Once we had established the look and the well-defined services to be associated with our InteliQuest brand, we set out to undertake the nuts and bolts of marketing it within the company. Everything that came before – all of the work at the heart of the reinvention – was laying the foundation for a solid product that would eventually become associated with the InteliQuest brand. (I can't emphasize enough that the product comes first. The brand is dependent on the product.)

Now it was time to begin the actual InteliQuest Rollout. We started with a basic marketing tool known as an Action Plan. Our excruciatingly detailed plan listed activities, needs, start dates, status reports, and notes. In this planning stage, it is important to carefully plan your timelines and your budgets to allow for the costs and time needed for design and printing of new stationery, business cards, and all of the other materials that would go with the new brand.

Because change can be a difficult, frightening thing – especially in business – we decided to do our Rollout in several stages that would lead to the general unveiling of InteliQuest at our annual meeting. A few months before the meeting, we started changing customer expectations and perceptions to begin

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establishing the IntelliQuest image and brand name throughout the company. We placed a long, introductory article about IntelliQuest in the company newsletter and took advantage of the article's timing to begin easing and establishing the transition from Science Information Center to IntelliQuest in the minds of our customers.

We did a "practice" rollout to the IntelliQuest staff, the former librarians who had transformed themselves into information consultants and would be the heart and soul and brains of IntelliQuest. We gave them new business cards and stationery, pre-printed notepads with the IntelliQuest slogan and logo, lots of IntelliQuest pens, and stacks of purple envelopes. They were thrilled with the new identity and on the day the newsletter article ran, they began sending out all correspondence and all products on the new stationery.

They distributed personalized IntelliQuest presentation cards at meetings and at all appropriate opportunities. They tucked flyers into all product packages, flyers with titles like "SIC Becomes IQ," "Why We Changed Our Name to IntelliQuest," "Out With The Old, In With New: IntelliQuest," flyers that explained the new mission and vision of IntelliQuest. And the consultants began sending everything – all products and information – sent to customers was sent in the purple envelopes. We used purple, one of the logo colors, to help increase our visibility and let people see that this was something new. The information consultants included the pre-printed notepads and IntelliQuest pens in much of their correspondence to keep our new name and logo under our customer's noses. For a few special customers, we distributed small jars of soap

bubbles a la Lawrence Welk, just for fun, just as something memorable.

We developed lists of Frequently Asked Questions so everyone would be giving out the same information. We started with the basic question and answer:

Q: What is IntelliQuest?

A: It is our company's new internal information consulting service.

We've transformed the traditional library to create a proactive, integrated, client-driven information service that supports fact-based decision-making and is closely aligned with Knoll's strategic business plans and initiatives.

We described what we do, who we are, described the difference between the old Science Information Center and the new IntelliQuest. We explained the reasons for our reinvention and we described the role of an information consultant. We defined ourselves for our customers. We gave them a framework for thinking about us that fit the identity and the brand we had worked so hard to develop.

We also did all the nitty gritty changes that sometimes get over-

looked. We made new signs for our office location. We created new signature blocks and informed the mailroom and all of our vendors that our name had changed.

The new Information Consultants also learned a few basic tenets of marketing because part of their new role included "selling" the IntelliQuest brand to customers. They learned to speak about IntelliQuest's products and services in terms of their benefits and not just their characteristics. They learned to tell customers not just what the product was, but what it could do for them. They learned to write customer-oriented communications.

When you're marketing your new service and product, it's easy to get caught in a trap made by poor communications. For instance, it's a mistake to write copy that focuses on yourself and not on your client, but it's a common mistake and one that's very easy to make. As part of our Rollout, we learned to focus on our customers and what they want to achieve. We developed client-centered messages and specific benefit statements for each product

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## Notable Resources

It's never too late to start planning your next promotion or shopping for give-aways to keep your name and logo in front of your customers. Eystad's Desktop Publishing Supplies offers a great selection of creative ideas and supplies to help you find clever ways to call attention to your products and services. You can use your own computer and printer to create specialized calendars and key chains, puzzles, mouse pads, and even coasters. Check out their web site at [www.eystad.com](http://www.eystad.com). Leave space for url here or order their catalog and spend some time thinking about what kind of things you could use to make your next promotion a little more memorable. ▼

describing very clearly how that product could help our client achieve their goals. It's easy to get caught up in acronyms and jargon in the information business, but try to avoid those things that clutter your correspondence with alphabet soup and meaningless phrases. And finally, when you're talking about benefits, it's important to deal with real problems and real benefits. Specifics, specifics, specifics, know your customers. Know what they need. Know what they want.

Our information consultants began attending meetings in other departments to find out what their specific needs were. What types of information resources does Research and Development need? Do we have a product or can we develop a product

to meet those needs? What about Strategic Planning? Or Human Resources?

We integrated and established ourselves as information specialists in every area of the company. The Information Consultants used their talents to help different departments collect enough information to see "big picture" situations. They practiced and enhanced their strategic thinking skills and saw patterns, issues, and trends as they developed. Over the last two years, IntelliQuest information consultants have become invaluable members of teams in almost every department at Knoll.

### Postscript: The Knowledge Center

Sometimes you have to be prepared to act quickly. Thanks to our reinvention from Science Information Center to IntelliQuest we were prepared to take advantage of a great opportunity to showcase our new abilities. Around the time of our Rollout, Knoll announced plans to revamp its internal website and we jumped at the chance to take IntelliQuest's web site and transform it into the Knowledge Center. But we had to jump fast to seize the opportunity.

And jump fast we did. We rolled out IntelliQuest in the Spring of 1998 and 49 days later we launched the Knowledge Center – it would quickly become the hub of Knoll's company intranet. Because we were the first, the Knowledge Center has become the benchmark for all other areas of the website.

Because we were so streamlined and because we were constantly looking for ways to help the company, we were able to not only see the opportunity as it presented itself, but we were also able to act in a timely way. And by acting so quickly, we cemented IntelliQuest's new role as the information works. The

Knowledge Center quickly became the crossroads for Knowledge Management at Knoll.

### But what have you done for me lately?

Today, IntelliQuest is maturing as an organization. We are working to manage our product line and revisiting some of our earlier decisions. We have achieved many of our earliest goals. Our reinvention has allowed us to continue to be dynamic – we respond to and manage change very well. We are constantly seeking new opportunities and our information consultants are valued throughout the company for their knowledge, insights, and contributions.

We are now working on our visions for the next few years. We know where we've been and we know where we are now, but as we learned in the early days of the reinvention, it's important to keep track of your mission, your vision, and your values. So every now and then, we take a step back and talk about where we want to be in two years or five years or twenty.

It's exciting to be part of such an active organization. And it's rewarding to look back over all that we've accomplished. In a little less than eighteen months, we transformed ourselves from a traditional, place-centered pharmaceutical library. We broke away from the old ideas and assumptions and began to tap all the resources of our talented staff. We recreated ourselves to match the changes and progress that was coursing through the rest of the company. Now, we are an integral part of our company's mission, vision, and future. We seized the opportunity of reinvention and it has been worth every minute of effort and worry, excitement and fear.

As the Science Information Center, we were a stale construct in a changing organization, and we were being left behind. As IntelliQuest, we lead the way. ▼

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Back issues of the paper format newsletter and binders are still available on a limited basis in order to complete collection runs. At the moment we do not have plans to convert prior paper-based issues to electronic format. Clip art images from previous issues are currently available on computer diskette. Call our offices for details.

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URLs in color are active links to the WWW.

Community, you open up a whole new world of marketing appeal and opportunities. Just think about it.

A Virtual Community brings together people who share common interests and it's easy to see how people who share common interests can make a great audience for targeted messages and product offerings. An electronic village presents tremendous opportunities for developing useful mailing lists and you can also conduct very focused market research by asking your community members what's on their minds. You can also raise awareness of your library because an interesting community that is well built and organized, encourages visitors to

return again and again. An effective Virtual Community is a "sticky" community.

A "sticky" community encourages active user participation and enables you to communicate with your customers in a virtual setting. It's a win-win for everyone concerned because your customers the opportunity to identify other people with similar interests and forge virtual relationships with those people. In a Virtual Community, visitors also have the chance to develop their own content to share their own experiences, observations, knowledge, and insights. It's a very positive cycle: the more people participate in the community, the stickier it will get and the more it

will raise awareness for the host of the community - your library.

Think about all of the work you did and all of the money you spent to promote National Library Week and draw attention to your services and products. Now imagine that you could extend your promotion staying power and have more lasting effect. Your efforts would be more than just "here today, gone tomorrow" activities. Do something that will have a lasting effect: build a Virtual Community in your web page. Create something that is dynamic and growing and very, very sticky.

To see the text and slides from Chris's talk, please visit [www.ChrisOlson.com/tickeledpink](http://www.ChrisOlson.com/tickeledpink)



## Sparkling Review: *MLA DocKit #12: Marketing the Consumer Health Information Service*

Compiled by Kay McCall

With the publication of its *MLA DocKit #12: Marketing the Consumer Health Information Service*, the Medical Library Association has created an excellent resource. Compiled by Kay McCall of the Nicholas E. Davies Community Health Information Center in Atlanta, Georgia, the guide uses a clear How To approach to marketing a CHI. It is especially rich in real-world examples and samples and includes a detailed bibliography.

The introduction provides an overview of the guide's purpose, some of the basic tenets of marketing, and notes that the guide is designed to be used by anyone – from a librarian to a volunteer – who needs to plan and implement ideas for promoting their CHI's products and services. Though the marketing planning process and certain of the promotional projects outlined in the guide could be used either in a professional medical library or a general public library, the DocKit is unique in its focus on a CHI's diverse, specialized target audience that is a combination of the two.

It can be difficult to develop marketing plans to address

the needs of a target audience that is so broad, but *Marketing the Consumer Health Information Service* includes excellent real-world samples of marketing plans and examples of specific ways to target internal customers (healthcare professionals and other colleagues) and external customers (patients, other healthcare consumers and the community). The guide also includes very useful sample evaluation forms that can be used to measure a marketing campaign's effectiveness.

It is well-organized and thorough and our only complaint about the guide is purely cosmetic. It would have been helpful if the publisher had included colored pages between the sections so it is easier to move from one section to another. Anyone looking for ideas and direction in marketing their CHI won't go wrong with this outstanding publication.

Source: *MLA DocKit #12: Marketing the Consumer Health Information Service*

Compiled by Kay McCall, date? Price? Where to get it? ▼



Call-Out #1

### **Keep Your Library in Front of Your Customers with A Wipe Board**

A step-up from the perennially popular sticky note pads, wipe boards are great for jotting quick notes and making lists. People like to use them because they're highly visible, they're reusable, and they don't clutter their desks with bits of paper. From a marketing standpoint, a wipe board provides a great opportunity for you to keep your library's name, logo, and slogan in front of your customers in a way they'll appreciate every time they use it. And best of all, they're so easy to make.

Take a sheet of your best stationery to a local full-service copy center (like Kinko's) and have them coat it with heavy laminate. Buy a dry erase marker from your local office supply store and your branded wipe board is ready to go to your customers. You can use them as give-aways during special promotions or send them out as thank you's to the people who use your services. You can make as many or as few as you need. ▼