

## Segmenting Your Library Market

Segmenting your library market into groups of individuals with similar characteristics will help you target information services. To segment your market effectively requires background information on your market, gathered through everyday observances and statistics or through survey research.

There are a number of segmentation bases by which you can divide your market. Some bases utilize already existing data. For instance, a demographic segmentation base could be identified through personnel records providing age, sex, national origin, and family life cycle (whether they have children, single etc.). Geographic and organizational segmentation bases are other sets of information that should be easy to identify without conducting a survey research project.

There are, however, some segmentation bases that require survey research. If you want to know how individuals are utilizing a specific information service, what they know about library products, who they go to with an information request, or when they typically utilize library services, then you are seeking behavioral and attitudinal information. Gathering this type of information for a complete segmentation analysis will require a survey research project.

The key to conducting successful survey research focusing on segmentation analysis lies in the objectives statements.

Establish objectives that will provide a list of useful segmentation information. For example, a segmentation objective could be to identify different library service usage categories. The data collected based on this objective would allow you to construct usage frequency tables, dividing the market into four usage

segments: high, medium, light and none usage segments. Other possible objectives include image perceptions, benefits sought from library services, or the level of loyalty held for your services over competitive information resources.

There are a number of ways to segment a market. The best way allows you to target the information needs of specific groups in a timely and effective manner. When deciding your segmentation bases keep the following criteria in mind:

1. Can you measure the size and 'purchasing' power of the segments? Trying to target a segment base where individuals are likely to switch back and forth depending on variables makes measuring the results of marketing activities unreliable.
2. Can you reach, serve and access the segment? It's not worth defining your market into segments that will not give a good return on your investment of time and resources.
3. Is the market of realistic size? Your library segments should be the largest possible homogeneous group worth going after with a tailored marketing program. That's not to say that you should lump everyone together in one or two large segments, but don't get carried away and have segments comprised of only 0.5 or 1% of the market.
4. Will the segment respond to your marketing initiatives? Don't make it impossible to have a successful marketing program. Defining a market segment that does not have the resources or will not respond to your best marketing efforts is not good for morale!

If you can answer yes to the above criteria, your segments should be productive. Remember, your segmentation bases and survey research objectives should complement each other so that you can prepare and initiate an effective target marketing program.

## Pearls of Wisdom

No one likes to think about the Holidays in September, but if you have been thinking about sending out cards or promotions this coming holiday season, now is the time to place your order and receive price discounts. Here are some sources you may want to consider:

Amsterdam Prtg & Litho (pocket appt calendars)  
Wallins Corners Road  
Amsterdam, NY 12010

Thayer (cards, desk calendars)  
P.O. Box 500  
Westville, NJ 08093

Prudent Publishing (cards)  
P.O. Box 1056  
Englewood Cliffs, NJ 07632

Graphics 3 Inc. (pop-up card sculptures)  
1400 Indiantown Road  
P.O. Box 937  
Jupiter, FL 33468

If you have a hard time thinking of catchy names or titles for your library services and products, write to the Salinon Corporation for their brief guide - "The Naming Guide: How to Choose a Winning Name for Your Company, Service or Product". Their address is: 7430 Greenville Ave, Dallas, TX 75231 (P.S. If anyone wants to buy their software package, contact this editor first)

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Missing issues: Please report the nonreceipt of an issue within 30 days of normal receiving date. Missing issues requested after this time will be supplied at the regular back-issue price.

The Suffolk County Library Association in New York has developed a pamphlet promoting reference librarians as "the information professional" in the public library. Aimed for public distribution, you may get some ideas for a promo piece on your own professional image. For a sample brochure, send a stamped, self-addressed business envelope to: Janet Gillen, Reference Librarian, Patchogue-Medford Library, 54-60 E. Main St., Patchogue, NY 11772.

Can you use a 65-cent pocket folder? Pocket folders are handy items for presentations and keeping online printouts organized for clients. But folders will cost \$1.00 each or more if you go through your local printer. Here's a source for shiny, bright white folders, with one color and one unglued pocket on the side. For an order of 1,000 folders the price will be \$650. (If you don't need a 1,000 folders, consider combining an order with another library and printing a generic library - information center title on the folder.) Write: Full-Color Graphics Inc, 171 New Highway, N. Amityville, NY 11701 516/842-3407

## Sparkling Reviews

"Costing and Pricing Information Services" by Julie A.C. Virgo, in *Drexel Library Quarterly*, Vol. 21, No.3, Summer, 1985. (Order from Drexel Univ 215/895-2483 \$10).

The entire contents of this issue of the *Drexel Library Quarterly* is devoted to the theme of 'Budgeting and Accounting'. Of the six articles, Ms. Virgo's article is for everyone interested in gaining an elementary understanding of how to cost information services. After an introductory section elaborating on the merits of knowing the costs of library services and programs, the author explains the actual process of calculating direct and indirect costs, cost accounting, and data collection within a library environment.

Whether you're about to embark upon a complete cost recovery program or a partial fee-for-service, this article is must reading, unless of course, you are an accountant. An added bonus in this issue of the *Quarterly* is editor Ann Prentice's select bibliography on budgeting and accounting references.

## **Worth Its Weight in Gold**

The 1987 ALA John Cotton Dana Library Public Relations Awards (JCD) were presented at the ALA conference this summer.

The JCD contest is open to all types of libraries or library organizations submitting materials representing the year's public relations program or a special project. Two sets of awards are given; The J.C. Dana Award based on a library's total annual public relations program with all components - publicity, advertising, publications, events, promotions etc., and the Special Award for libraries with a portion of a PR program of merit.

Donated by the H.W. Wilson Company, the awards program is sponsored jointly with the Public Relations Section of ALA's Library Administration & Management Association.

### **1987 John Cotton Dana Award Winners**

#### **Public Library Category:**

Lincoln Library, Springfield, IL

#### **Service Library Category:**

Travis Air Force Base, Travis, CA

### **1987 Special Award Winners**

#### **Public Library Category:**

Buffalo & Erie County PL, Buffalo, NY

Denver Public Library, Denver, CO

Enoch Pratt Free Library, Baltimore, MD

J.V. Fletcher Library, Westford, MA

Houston Public Library, Houston, TX

Knox County P L System, Knoxville, TN

Patchogue-Medford Library, Patchogue, NY

Pikes Peak Lib Dist, Colorado Springs, CO

P L of Youngstown & Mahoning Cty, OH

Spokane Public Library, Spokane, WA

Yakima Public Library, Yakima, WA

#### **Library Consortia Category:**

Chesterfield-Henrico-Richmond Consortia, Richmond, VA

Library Cable Network, Wheeling, IL

Peninsula Library System, Belmont, CA

#### **College or University Category:**

North Texas State University, Denton, TX

Northern Illinois Univ Lib, Dekalb, IL

The entries take the form of either audiovisuals or

notebooks/scrap-books. Anyone can borrow and review the winning programs by calling ALA Hqtrs library (1-800-545-2433 ext.338).

If you have a public relations program in progress, then by all means think about entering the contest - you might win! Deadline for entries is February 1, 1988. JCD Award Contest forms are available from:

The J.C.Dana Library PR Award Contest  
c/o H.W. Wilson Company  
950 University Ave.  
Bronx, NY 10452-9978

A source for successful PR ideas and plans, the J.C. Dana Award notebooks are definitely worth their weight in gold!

## **Promotion Gems**

Brochures can be effective promotion tools if written and designed correctly. A good brochure creates demand for your services, impresses potential customers, and gives helpful information to those who want to use your information services. Here are some suggestions for writing effective brochures.

Before you write, identify your audience and the key selling points of your service. Why do customers want to use your service? What kinds of people will use it? If you identify several target markets, consider composing two or more brochures with different messages and selling points.

Library rules and regulations make boring reading! Don't start off your brochure with the hours and ILL rules. Instead, start with a discussion on the needs of the reader; then tell how the library can help solve them. Put your library's credentials and operating guidelines at the end.

Use the magic word 'You'. Focus on the reader and tell the story from your customer's point of view, not your own. For example, "You can depend on our 24 hour telephone reference service" is more appealing than "the library offers a 24 hour telephone reference service".

*continued on page 4*

## from page 3

Remember to use testimonials from customers who are recognized by their peers. Get a note of endorsement from the company president or your division's director.

Use natural language. Don't get carried away with fancy words or library jargon. Remember, not everyone knows what a database is, or even what reference services are.

Strive for a straightforward tone of voice. Avoid the passive voice ("these services are provided...") or third-party references (the XYZ library provides these services...). Instead, say "we provide services...".

Don't worry about the design until you have the message! Sit down and describe your services and selling points before you decide the most appropriate design. I recommend you first draft the brochure copy, identify the intended target audience, and know how the brochure will be utilized (distributed at exhibits, inserted into database searches, etc.) before you sit down with a graphic designer. If your designer tells you to refrain from writing the copy until the design is complete so you'll be able to write copy to fit the design, get yourself a new designer!

Don't wait five years before you reprint your brochure. Nothing lasts forever. Your library services change, why not the brochure that sells them? Plan on reprinting your library brochure every two years.

## **The Crystal Ball**

September 18th - "Mainstreaming the Library: Marketing, Public Relations, Selling" led by Alice Warner at Alumni Reunion of Univ of Michigan SILS. Contact: Joan Durrance at 313/763-2281.

September 27-30 - Sixth Annual Services Marketing Conference of the American Marketing Association in San Diego. Contact: Thomas Gillett 203/965-3953.

September 30th - "Making Money: Fees for Information Service" led by Alice Warner in Wichita, KS. Contact: Carol Matulka 316/685-1111.

October ?? - "Planning for Success: Winning Through Marketing Strategies" led by Bruce Hutton & Suzanne Walters at the Denver Public Library. Contact: 303/571-2366 (date not yet set)

October 4th - "Selling Information Services: Entrepreneurship and Intrapreneurship" led by Alice Warner at the ASIS Conference in Boston. Contact: 202/462-1000.

October 14th - "Marketing for the Health Sciences Librarian" led by Stephen Gelineau at the North Atlantic Health Sci Lib mtg in Manchester, VT. Contact: Judy Reingold at 603/669-5300.

October 31st - "Making Money: Fees for Information Service" led by Alice Warner in Baltimore, MD. Contact: Margie Simon at 301/328-7373.

November 4th - "The Building of a Building—More than Bricks and Mortar" in Phoenix, Arizona (Connections ASLA/AEMA 1987 Jt Conference). Includes 3 presentations on PR campaigns for funding & awareness of new library buildings. Contact: Marilyn Ridgeway at 602/255-3052.

November 5th - "Demystifying Library Marketing Strategies" led by Chris Olson in Boston. Contact: Chris Olson at 301/647-6708.

November 18-20th - 12th Annual National Association of Government Communicators Conference at the Rosslyn Westpark Hotel, Arlington, VA. Contact: 703/823-4821.

Here's a sampling of marketing courses offered around the country at graduate library schools this fall. Phone for details.

"Library in the Community" (LIS 5370) Instruct: Wilson, Univ of Tenn, Knoxville, SLIS. Phone: 615/974-2148

"Marketing Management Techniques for Information Professionals" (LBSC488M) Instructor: Chris Olson, Univ of Maryland, CLIS. Phone: 301/454-3016

"Information Needs Assessment" (LIS 5275) Florida State Univ, SLIS. Phone: 904/644-5775

"Library Public Relations" (LSC 640) Southern Connecticut State Univ, Sch of Lib Sci & Instructional Tech, Phone: 203/397-4530

"Library Public Relations" (LIS 726) Instructor: Paul Winkler, Long Island Univ, Palmer Sch of Library & Information Sci. Phone 516/299-2855