

Marketing on a Shoestring Budget

Bethany Messersmith & Susan Kromrie

A Little Background

- Marketing prior to 2012
- Marketing committee formation
- Budget
- Strategy
- Partnerships

We Had a Plan!

Focus Groups

- Brand Development
- Book Displays
- Facilities

Marketing Our Logo Cost-Effectively...Generating a Buzz Across Campus



Unpacking & Taking it Home!

The overwhelming demand for the library's new collection of audiobooks and e-books has been largely met by the library's marketing efforts. The audiobooks and e-books are available for borrowing through the library's website. The audiobooks and e-books are available for borrowing through the library's website. The audiobooks and e-books are available for borrowing through the library's website.

Marketing Defined

"The process or technique of promoting, selling, and distributing a product or service" (Marketing, 2014).



Exploring Partnerships to Facilitate Library as Place!



Harnessing Graphic Design Skills to Create Logo-Consistent Advertising



DIY Ways to Create Place...



Marketing the Collection... One Book at a Time!



References


Anderson, A. (2014). *How to build a successful library brand*. Chicago, IL: American Library Association.

Avolio, B. J., Walumbwa, F. O., & Weber, T. J. (2009). Organizational culture and leadership: A meta-analytic review. *Journal of Applied Psychology, 94*, 425-449.

Marketing (2014). *Marketing: The Basics*. Boston, MA: Allyn and Bacon.

Creating a Logo Representative of Our Brand

Pre-2011



2012



1/2013-Present





Marketing Defined

"The process or technique of promoting, selling, and distributing a product or service" ("marketing," 2014).





Brand Defined

"A brand is the totality of perceptions - everything you hear, read, know, feel, think, etc. - about a product, service or business...a distinctive position in customer's [sic] minds based on past experiences, associations and future expectations" (Kotler & Pfoertsch, 2006, p. 5).



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Pre-2011



2012



1/2013-Present

new
FICTION
 &
NONFICTION
bestseller collection

NEW TITLES ADDED MONTHLY

CHECK OUT TWO TITLES FOR 3 WEEKS

VARIOUS GENRES

To Request a Purchase
 text:
 417-222-0397
 or

 Southwest Baptist University Libraries  SBU Mercy College of Nursing & Health Sciences Library

 University Libraries
 Southwest Baptist University

Help the Library improve its service to YOU.

USE YOUR VOICE AND

VOTE

October 14 - November 4

5 MINUTE SURVEY

FIND THE LIBRARY SURVEY IN YOUR SBU EMAIL

PRIZES: SBU T-SHIRTS & STARBUCKS, AMAZON, ITUNES GIFT CARDS

 University Libraries
 Southwest Baptist University

ARE YOU IN NEED OF A LITTLE STRESS RELIEF?

With thanks to Pet Therapy of the Ozarks
COME PLAY WITH THERAPY DOGS TO RELIEVE SOME END-OF-SEMESTER STRESS!

December 11
 10am-12pm



 University Libraries
 Southwest Baptist University

HUNGRY FOR A GOOD READ



Check out popular titles just outside Mellers!

Outside of Mellers
 Mar 18, 11:00-1:00
 Apr 23, 11:00-12:00
 May 6, 12:00-1:00

On Feb 19 from 11:00-1:00, check out a bestseller & enter to win a library t-shirt!

BRINGING THE LIBRARY TO YOU, ONE BOOK AT A TIME

 University Libraries
 Southwest Baptist University

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Prezi

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“In the meantime, the grand solution to the problem of undifferentiated products and services has been broadly judged to involve something ‘more’ than spending truckloads of cash on marketing the way it once was, or even as it might have been.

The consensus is that for better or for worse, all the money in the world can’t buy you love or trust” (Bedbury, 2002, p. xiv).



References

Bedbury, S. (2002). *A new brand world: 8 principles for achieving brand leadership in the 21st century*. New York, NY: Penguin.

Kotler, P., & Pfoertsch, W. (2006). *B2B brand management*. Berlin, Germany: Springer.

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