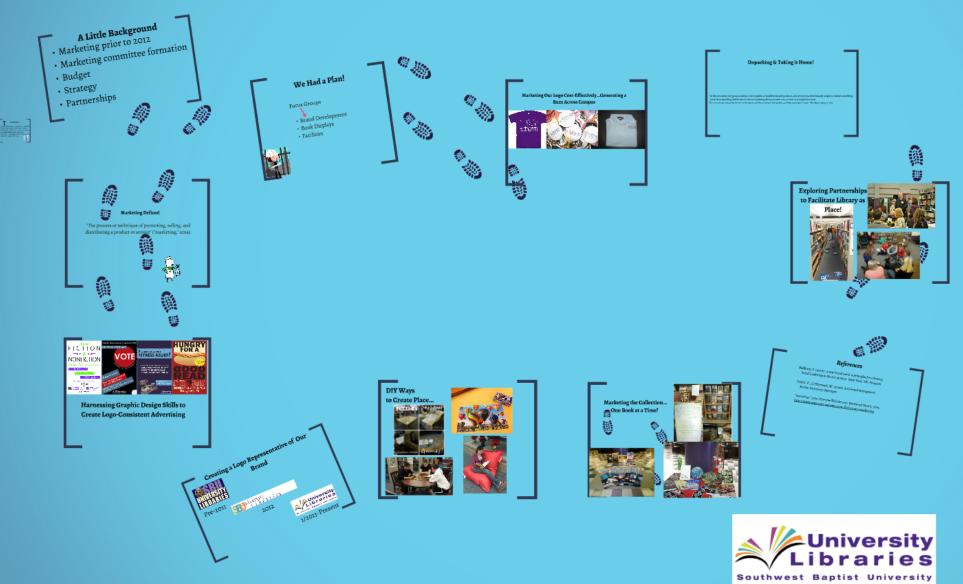
Marketing on a Shoestring Budget

Bethany Messersmith & Susan Kromrie











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).



A Little Background

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







We Had a Plan!

Focus Groups

- Brand Development
- Book Displays
- Facilities



Creating a Logo Representative of Our Brand



Pre-2011

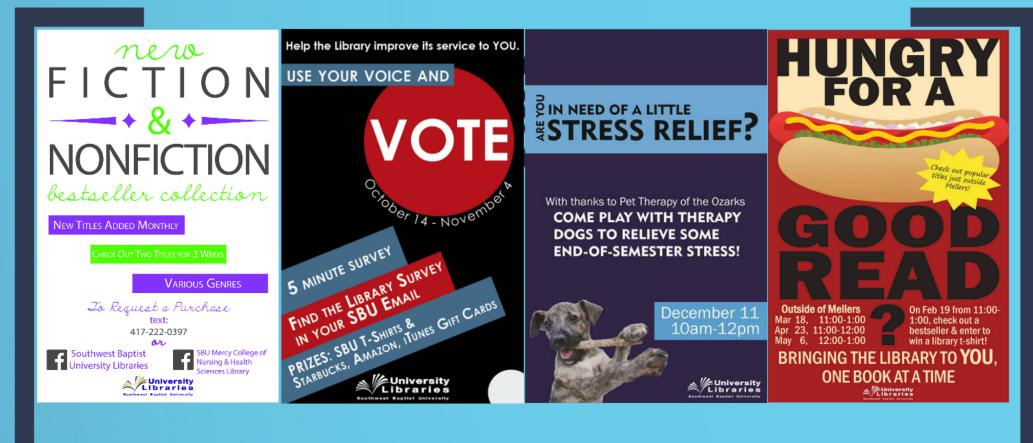


2012



1/2013-Present





Harnessing Graphic Design Skills to Create Logo-Consistent Advertising



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











Exploring Partnerships to Facilitate Library as











DIY Ways to Create Place...











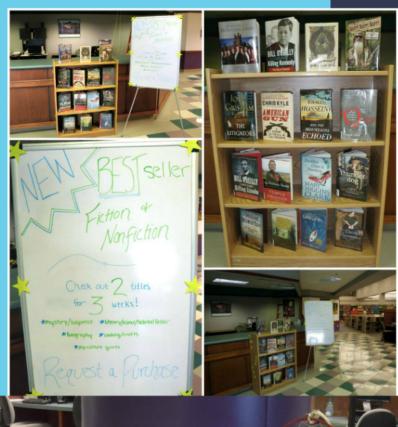




Marketing the Collection... One Book at a Time!









Unpacking & Taking it Home!

"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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