FLORIDA DEPARTMENT *of* STATE

DIVISION *of* LIBRARY *and* INFORMATION SERVICES

Marketing for Busy Librarians
3.1
Word of Mouth

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The Marketing Cycle

You Already Have W-O-M

- People are talking about your library.
- You want to influence that talk so that:
  - It's positive
  - There's lots of it
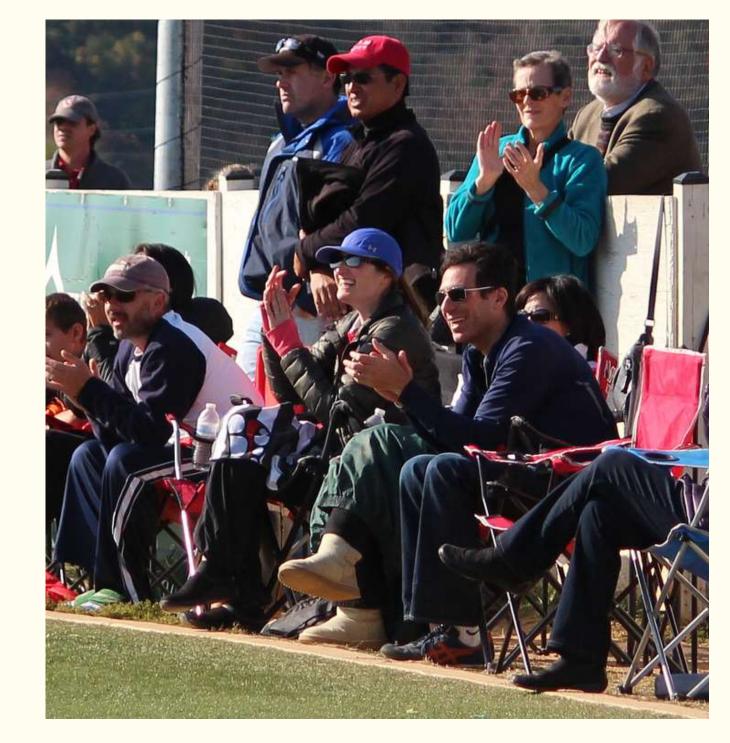
Word-of-Mouth Marketing

- Observe your own consumer choices, whether for services or for products.

- 60 - 70 percent of consumer decisions are made on the basis of word of mouth.

"Get someone else to blow your horn and the sound will carry twice as far."

– Will Rogers

Checklist

- Do you have a clear, consistent and compelling message – one that can be said at the checkout desk or in a grocery store line?

- Do the people at your front desk know and deliver the message?

- Does your library give superlative customer service?

- Does your staff collect and share feedback – positive and negative?

- Do you recruit influential people to your cause?

Adapted from *Word of Mouth Marketing*, by Peggy Barber. ALA, 2010.

Why Do People Talk?

- To share discoveries

- To be helpful

- To feel important/useful/smart/proud/in the know

- To talk! It's part of being human

Build Your Library's Story

- Encourage staff to share encounters – good and bad.

- Write these down – collect social networking and comments.

- Remember – marketing is a relationship, not a broadcast.

Think

- What do you talk about in the course of daily life? Recent purchases? Media? Political candidates?

- How does word of mouth influence your choices – consumer choices, activities, social networks, everything?

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