

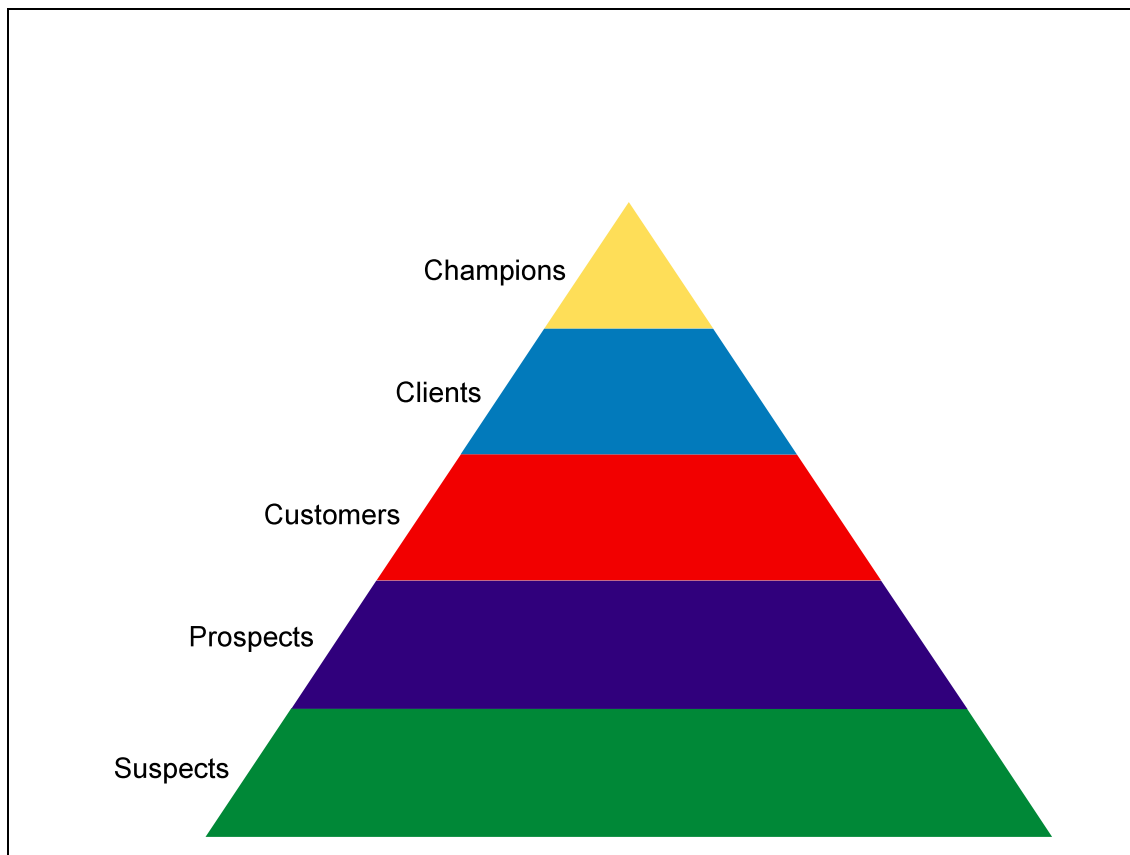
# ***Turning Customers Into Champions: Marketing as a Team Sport***

A webinar for **Infopeople**  
Presented by Peggy Barber and Linda Wallace  
Library Communication Strategies  
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**"Getting people to talk often, favorably,  
to the right people in the right way  
about your product is far and away  
the most important thing that  
you can do as a marketer."**

**—George Silverman, *The Secrets of Word-of-Mouth  
Marketing* AMACOM, 2001**

## Customers-Champions Pyramid



**SUSPECT:** individuals who don't think about the library; the library is not part of their life.

**PROSPECTS:** individuals who might become library users if someone encourages them to.

**CUSTOMERS:** individuals who use the library.

**CLIENTS:** individuals who use the library and often have a relationship with library staff.

**CHAMPIONS:** individuals who use the library, have a relationship with library staff, and advocate for the library to others.

SOURCE: Word-of-Mouth Marketing by  
Jerry R. Wilson, John Wiley & Sons, 1991

## Word of Mouth vs. Word-of-Mouth-Marketing

### Marketing Is...

*...that function of the organization that can keep in constant touch with the organization's consumers, read their needs, develop products that meet these needs, and build a program of communications to express the organization's purposes.*

—Philip Kotler/Sidney Levy, "Broadening the Concept of Marketing," *Journal of Marketing*, January, 1969

- Organized, focused, consistent.
- About people—not stuff.
- All about them—not us.
- Listening, not just telling.
- A team sport—everyone has a role to play.

### Key Elements

- Research
- Plan
- Communicate
- Evaluate

### A Word-of-Mouth 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 the checkout desk know and deliver the message?
- \_\_\_\_\_ Do you collect and use testimonials/success stories?
- \_\_\_\_\_ Do you use outside experts to deliver your message?
- \_\_\_\_\_ Do staff collect and feedback what they hear—good and bad?
- \_\_\_\_\_ Do you have a prepared and enthusiastic sales force?
- \_\_\_\_\_ Does your library give superlative customer service?
- \_\_\_\_\_ Is conscious word of mouth part of your promotion strategies?

—Adapted from *The Secrets of Word-of-Mouth Marketing*,  
George Silverman, AMACOM, Copyright 2001

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## Building a Marketing Communication Plan

Use this outline as a map for developing your plan.

- 1. Introduction** (Briefly explain *why* you are proposing this campaign/project. Identify Strengths, Weaknesses, Opportunities and Threats (SWOT). Include relevant research, observations.)
  
- 2. Communication goals** (The dream--big picture. No more than 3.)
  
- 3. Objectives** (3-5 doable, measurable outcomes.)
  
- 4. Positioning statement** (Briefly describe what you would like the library's image to be in the hearts and minds of others. What makes you unique? Example: "*The library is the best first stop for expert help in connecting children and youth to learning and discovery.*"—State Library of North Carolina campaign)
  
- 5. Key message** (What is the most important thing you want people to know/do? In 10 words or less. Example: *Your library is the very best place to start.*)
  
- 6. Key audiences** (External and Internal. Be specific. No more than 5.)
  
- 7. Communication strategies** (How will you deliver the message? Media, publications, displays, presentations, word-of-mouth, etc. Identify tactics/action steps and budget needed for each item.)
  
- 8. Evaluation** (How will you know what worked and what didn't? Refer back to your objectives.)

# The Power of Word-of-Mouth Marketing

The very best way to get the word out is to tell people. Really. If every staff, Friends and board member told 10 people about this incredible resource, and those 10 people told 10 more people, and those 10 people told . . .

## What It Takes

- A good product/GREAT customer relations
- A plan
- A clear, conscious and consistent message
- A prepared and committed sales force
- People who are willing to testify

## Sample Message

*Did you know you can use the library in your pajamas? We're open 24/7 online.*

## Why People Talk

### They like to...

- Share their discoveries.
- Be helpful.
- Feel important/useful/smart/proud.
- Talk!

## Tips for Success

- **Give people something to talk about.** Surprise and delight them with over-the-top service.
- **Don't just pass out bookmarks.** Look for opportunities to deliver the message both on and off the job.
- **Feed the grapevine.** Tell 10 people and ask those 10 people to tell their friends. Remember and use the magic words: *"Please tell your friends."*
- **Be especially nice to new users.** It's easier to get people to talk about something new.
- **Send a message with your message.** Add a signature line to your e-mail correspondence with the library message.

- **Collect and share stories/testimonials.** Invite testimonials from community, faculty and student leaders, as well as satisfied library users. Ask permission to quote them in publicity materials.
- **Enlist the whole library family.** Make sure *all* staff (not just professionals or full-time), trustees, volunteers and Friends—know the message, understand why it is important and can deliver it with confidence.
- **Wear the message.** T-shirts, buttons and other “props” are conversation starters and help make your point.
- **Put on a passion show!** Remember, it's not just what you say but how you say it. Have fun!

## Inspiring & Motivating Employees

- Develop communication and customer service policies with clearly defined goals and guidelines. Keep them simple!
- Have a clear positioning statement for the library—one that all staff members understand and own.
- Model the behavior that you wish to inspire.
- Reward and encourage their efforts—even baby steps.
- Provide ongoing training and tools to support them—message sheets, buttons.
- Celebrate your successes. Have a party!

## Going Viral (email & social media)

- Ask permission. Include information on how to unsubscribe.
- Choose the right time, the right audience and the right media.
- Use social media- Facebook, Twitter etc. to reach a specific target audience.
- Be brief and clear. Be sure you have the staff time to keep your communications up-to-date and responsive.
- Be relevant and respectful. Don't send anything you wouldn't want to receive.
- Be clear about why you are sharing. What are the benefits?
- Only communicate when there is a good reason.

## Sample Message Sheet (Winnetka (Ill.) Public Library)

### Key Message

We're up when you are: 24 hours a day.  
www.winnetkalibrary.org

### Talking Points

- Our website is an online branch library with a wonderful array of resources ...
  - Encyclopedias,
  - Financial tools such as *Morningstar*,
  - Tumblebooks*, a cool online story time for kids
  - ...and so much more.
- The library pays for premium online subscriptions, so you don't have to.
- We give you a world of safe, reliable resources beyond the Internet, and you can use them all in your PJs.
- All you need is a library card.

We'll be glad to give you a personal tour of the website and find the best tools for you. Come in or call for an appointment.

### Statistics

The library has more than 35 online subscriptions and close to four hundred online reference books that you can use from home 24 hours a day.

### Stories/Examples

Resident Robert Leonard explained his use of the *Historical New York Times* database while researching and writing an article for *Coin World* magazine. He said, "In five hours, without leaving the house, I wrote it and emailed it to the editor. This database has value!"

During the middle of the night our most popular online resources are *Morningstar* and the genealogy subscription site *Heritage Quest*.

## Really Good Resources

### In print

***Building a Buzz: Libraries & Word-of-Mouth Marketing***, Peggy Barber and Linda Wallace, ALA Editions, 2010. Our book is a practical guide to using WOMM that will help you turn your library patrons into a major marketing force.

***Buzz Marketing: Get People to Talk About Your Stuff***, Mark Hughes, Penguin Group, 2005. Read this overview. Enjoy lots of great examples and think about them, because this is the world we live in.

***Mission-Based Marketing: How your not-for-profit can succeed in a more competitive world***, Peter C. Brinckerhoff, John Wiley & Sons, Inc., 1997. A readable guide to marketing basics for non-profit organizations.

***The Secrets of Word-of-Mouth Marketing***, George Silverman, American Management Association, 2001. Silverman says traditional advertising doesn't have the impact it once did, and makes a great case for an organized, strategic approach to word of mouth. This is good news for libraries since we couldn't afford advertising anyway.

***Word-of-Mouth Marketing***, Jerry R. Wilson, John Wiley & Sons, 1991. This basic WOM text includes the pyramid model about turning customers into champions--powerful advice for libraries.

***Word-of-Mouth Marketing: How Smart Companies Get People Talking***, Andy Sernovitz, Kaplan Publishing, 2006. Another good, basic introduction to WOM by the CEO of the Word of Mouth Marketing Association.

### Online

***Harness the Awesome Power of Word-of-mouth Marketing:*** [www.mnav.com/H2HarnWOM.htm/](http://www.mnav.com/H2HarnWOM.htm/). An excellent introduction to WOM by Robert Silverman and the basis for his book (above. *Direct Marketing Magazine* (Nov.1997)

**Word of Mouth Marketing Association:** <http://womma.org/>. Word-of-mouth has its own association. You'll find some great online resources, including WOM 101.