

Exercise #6

Your Action Plan

In this exercise you will have a chance to plan a way you might use word-of-mouth marketing for your library.

Instructions: Choose a goal for your library for which word-of-mouth marketing would be appropriate and fill out the action plan. For example: promoting a new program for teens, promoting a special collection, increasing database usage, or recruiting volunteers for tutor training.

1. The situation, service, or program in my library that can be helped by word-of-mouth marketing is:

2. My objective is:

3. The group I want to reach is:

4. An appropriate word-of-mouth approach for this group is:

5. This approach is appropriate for this group because:

6. The one to three points I want to communicate are:

7. I'm going to get the group's attention by:

8. I'm going to evaluate our success by: