



## **Word-of-Mouth Marketing for Libraries**

*Workshop Agenda  
Summer/Fall 2006*

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Instructor  
An Infopeople Workshop

### **Marketing Defined: It May Not Be What You Think**

- ◆ The Marketing Mix
- ◆ Old School Marketing and Neo-marketing  
*Exercise #1 Word-of-Mouth Bingo*

### **Case Studies**

- ◆ Adapting Successful Word-of-Mouth Techniques in the Library World  
*Exercise #2 Adapt a Case Study*

### **What is Word-of-Mouth Marketing and Why Should I Care?**

- ◆ Word-of-Mouth, Viral, and Buzz
- ◆ Word-of-Mouth in Special Populations
- ◆ The People Who Make It Happen – Influentials”  
*Exercise #3 Are You a Connector?*

### **Making the Most of Social Networks**

- ◆ Using Feedback – Even When It Hurts
- ◆ Networking in Organizations
- ◆ Your “Elevator Speech”  
*Exercise #4 Words to Avoid*  
*Exercise #5 Your Elevator Speech: What Can You Say in an Elevator Ride?*

### **Electronic Word-of-Mouth Marketing**

- ◆ Email, Link Building, Measuring

### **Word-of-Mouth Marketing for Your Library**

- ◆ “Bringing It Home”  
*Exercise #6 Your Action Plan*

### **Summary and Evaluation**

*There will be two 15-minute breaks and an hour for lunch.*