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Hello and welcome to today's webinar. We're dedicated to bring you the best in library training. By improving the skills of library workers, supported by the Institute of Museum and Library Services in the act administered in California by the state librarians.

Today's webinar called content marketing and strategy

Will choose been doing web development and design for over 15 years and worked as a independent consultant.

I am now happy to present Laura Solomon.

Hello everyone. Can you hear me all right? Just type yes or no into the chat. Hopefully it is yes.

Great.

Awesome pic

Let's get started today. For those of you have not heard me present before, let me give you a quick spiel. I like to keep one eye on the chat and keep the questions in context meaning you don't have to wait until the end of the presentation.

Going to keep one eye on the chat and try to answer things as they come up. Of course, there are so many people here today so it may be difficult for me to catch things as they happen.

If I don't catch your question, it is not personal and I will try to get to it later if you type it in again

Things tend to get a little speedy in the chat and that's one of the things I really like about these webinars. This is a chance for you to talk with each other as point, and to talk about your experiences.

Let's start right in and this is what we will be talking about today. I do want to pre-warn you that this is kind of the tip of a very large iceberg as far as a subject. This is very basic. In fact I have new book about this coming out next month and it is already available for preorder through ALA. I'm giving you some basics today.

What I am giving you is split up into four areas. I'm going to start with shifting your thinking. Without doing that, nothing else will matter. And I'm going to talk about why and we will also talk about the what's and why's of content marketing -- content marketing.

Daily says Laura is speaking on her iPhone. I am actually on the landline so it should not be too choppy. This is a landline. But thank you for the plug, Stanley.

The last thing we will talk about is repurpose thing content.

Let's start with the first content area of shifting the thinking because it is very important. Before we even start talking about some of them at mechanics of content marketing, I need to set to spend a little time about how you think about it. If you go into with with the same mindset that you have been using to do social media or online posts, you will fail at it because without changing how you think about what your library post online, it won't matter how carefully you post your library segments.

Let me demonstrate this with a little story.

Let's talk about turkey vultures . In my first career, I was in environmental/outdoor education teacher. My job was to keep inner-city kids interested in things like the lifecycles of frogs in the dietary habits of turkey vultures

Turkey vultures are very cool person I think you may have them in California. They are very interesting to kids because first of all, there is a big but more importantly, one of their primary defense mechanisms is to regurgitate their dinner on their enemy . In other words they throw up on you if they don't like you. Of course that is appealing to kids.

Also they eat that stuff -- dead stuff.

I would talk about all sorts of other topics , possibly while it was cold and war rainy. They came from inner-city so they did not have extensive raincoats or gear. It had to talk very fast and make the contents interest -- interesting or the evaluation from parents and teachers would work me to shreds.

Secondly, kids would beat them to it because they were born to death -- board .

Interesting can mean something different from one person to the next. I found that I had to replace that word with relevant. It was my job to make my classes relevant to those kids to the point where they not only were not board, but could make some kind of personal connection to that information. Without that personal connection, that information would go in one ear and out the other.

It was my professional responsibility to give them a reason to care.

Let's talk about what is actually relevant. Let's bring it around to libraries. I want to bring this down to a micro level approach. Think about individual services that you provide in your library and how they are marketed.

Remember, my job and my former career was not to make every kid who came to our program, joined Greenpeace and save the world . The point was to connect them personally to the environment as a whole. Give them pieces of information and experiences to help them digest that.

Libraries can do the same thing.

Every event your library wants to promote, asked the question "what does this mean to me Laura , "

Do you know anybody who is not too busy? We all are including your patrons.

Take a look at what I have here. You want to be useful and not just say hey we have an Excel class. Promote what people will get out of that class.

Don't just say we have storytime , but -- will my house sell faster in a bad market because of this classic you are teaching? You have to your -- Celebes benefits and make it relevant. Make it useful.

That is different than the model many of us have been working with for a long time.

Has anyone read this ? If not, I strongly suggest that you do. It is a very good book called Yutility in the subtitle of the book is why smart marketing is about helping and is not hype.

The author talks about utility very much in the way that I was just talking about things being relevant. He says instead of marketing that is needed by companies, utility is marketing that is wanted by customers.

This is a big change because it forces you to change perspective. What are we trying to promote changes to what does our community or are patrons or audiences need?

Just telling people about your stuff is not enough anymore.

At a basic level, every patron is asking whether they know what consciously or not, what is in it for me?

Whether it is an email or an ad or someone tells you something, in the back of your mind somewhere, you are asking yourself that question. Our patrons to this to.

If you can successfully answer that question, then you have made that personal connection. Personal connections can develop more drug -based support -- broad-based and be valuable to the community.

We, as human beings, are selfish . You may not want to admit it.

That's what's in it for me question comes up all the time.

When the library promotes anything, it has to answer that question what's in it for me? It has to insert clearly for whomever the message is intended. That is how you create value in the mind of your very those patrons .

Just telling people about your library stuff is not enough. Think of it differently. Every time you interact with the patron or posts something online, are you connecting them to something that is truly relevant to them or are you just pushing something that you hope people will come to or to or use of the library.

I am asking you today before we start diving into the mechanical pieces of this, to make this leap. I recognize that it can be very difficult to remove it goes from library marketing. How many of you have had issues with internal politics for example?

Trying to post things online?

Mary says "oh 40 ! 40 -- Lordy!!

This is not unique. I think people are still typing. This happens to all of us at least once if not multiple times. Some of you said daily.

It can derail even the best intentions of plans. I have seen every staff get rid very defensive.

When they are told
their content needs improvement or needs to be changed somehow,
they get very defensive

I have heard countless tales about people who just don't get it. I bet you all have a list of people you work with a management just don't get it.

I suspect you probably have your own horrid tales.

Collectively, library have to realize that online content marketing has to maintain the jump to maintain relevancy because all the past decade, we see light rays of all kinds, not just public libraries, August more tightly on concepts such as user experience and customer focus.

The vast majority of libraries to work hard to please their patrons.

Online content is one area which , sadly, less progress has been made.

Let us all make a sweet -- we leap from promotional to useful.

[pause]

Let's go to the medic -- mechanics, the what's in the wise.

What is content marketing anyway ?

It seems like it is a buzzword, but it is not. It is not a trend and it is not going away.

Content marketing in the simplest form is anything you create that tells your library story, telling people why they should use your

library rather than going to a bookstore or some other kind of competition.

Content marketing is very simple because anything you create online and their new forms of social media being created like live streaming and messaging etc. are coming along.

No matter what the format, let's go ahead and complicate the definition a little bit in the interest of making it a bit more useful for us.

This is a great quote by the way. This is Garrett Moody . I love this quote. Marketing is marketing that does not suck it is marketing that is helpful to its audience.

This is just another way of saying utility -- YOU facility. It has to be useful to the audience. It is not about promotion anymore.

What makes it effective? Not just what it is, but why or how you can make it better.

Effective content marketing has the following characteristics: it is strategic spirit and has a plan behind it . How many of you just get up in the morning and say what will I post on Facebook today?

To anybody do this or will anybody admit they do it?

We evolved on this -- we have all done this. I and no I am not the only one. We encourage you today not to do that anymore.

Effective content marketing doesn't just happen because you have to post something.

It has to be relevant . It has to have YOU to -- utility.

It needs to be focused to a specific audience. Audiences are targeted and not everyone is considered an audience for all content.

For those of us in public libraries, that is a hard concept to get past.

It also needs to be consistent , especially those of us who wake up and plan to post today.

It has to happen regularly. It is an ongoing process.

Lastly, it has goals.

Concepts are meant to drive a particular action -- action. Kind of get these affect with your content marketing of throwing things to the virtual wall to see what sticks. That is not a good use of time.

This is probably the model that you are used to. Many of has used this for a long time they did that we're just shouting things that people. With ads on the web, honestly, libraries have this new medium that they use for promotion.

Everybody thinks while, new ways to shut it people

Shout it people.

This ideology has become so misguided.

Come to this, join that, see this, check that out -- the lack of mandates -- usually there is no justification for those mandates. There is no reason for people to care about those things.

Most library show very little understanding of the audience is and what the audience might want.

Going to ask you to start asking new questions.

I have done all these things. Nowadays, I generally don't, but I know they happen because I have done them myself if I continue to do research for my book, the more I learn, the guiltier I felt.

There are new questions I want you to start thinking about.

Why does this make the library fallible -- valuable to the chosen community audience?

Why is a valuable? Was the design to meet targeted audiences need? In other words who is getting the message. It can't be anybody.

Not everything should necessarily be posted to every medium. Not everything is suitable as a treat or a Facebook post or a snapshot.

Libraries have in the past often operated not only without asking these questions about the content, but they often go out without strategy whatsoever.

What happens when content marketing doesn't exist in an organization when you just throwing things as I mentioned before, at the virtual wall?

Nothing good happens.

At the simplest level, the content tales to engage anyone.

It may not get any like so comments ongoing failures can have other consequences. Your content continues to be ignored because it is often bad or useless.

A lack of interest can also be a lack of trust.

If they are not interested in your content they don't have to trust your organization. Eco-lastly and more importantly, the community won't valuable library because your value has not been clearly demonstrated.

Ongoing failure is very costly for libraries of all kinds.

What's the real difference here? Between information and content marketing?

You need to be clear on this because information does not bother with being relative -- relevant and it's harder to create relevant content. Is very easy to just create information

In your library simply post about a forthcoming program and says come to program XYZ, you are ignoring the need to make the post valuable to the audience. This is generally a waste of time because people won't have the attention.

Nobody can read everything that is posted on Facebook or tweeted. There is too much of it.

So they only look for the things that have an immediate application.

To the difference between information and content marketing is what will people get from what you're posting. Also, between failing and succeeding.

If we can only

read one book, read content code by Mark Schafer. It is an excellent book. He introduced the concept that has been used all over the marketing industry called content shock. He estimates that by the year 2020, there will be a 500% increase in content available online.

If you think you are overwhelmed now, in less than five years, it is going to be 500% worse .

That is content shock. It is the crossroad between the amount of content in generated in the amount of content we can actually consume.

You are fighting for eyeballs constantly. You have to make yourself relevant .

The information density is taking marketing practices and making them obsolete. Is too much noise, too much stuff out there.

This is the most important reason for figuring out who your audience is going to be.

Vibrate can't afford to guess what -- libraries cannot afford to test - - post everything.

Let's talk about more concrete mechanics.

Is the planning stages that will help you to better in the world of content marketing .

The first thing we will want to do is figure out our audiences and create personas.

Libraries, especially public ones, what about providing services to many different kinds of people and populations? You also want to help as many people in as many different ways as possible. That is admirable but it is hardly realistic especially when our resources in a time of limited commodities.

Your library, I'm sure had to make decisions about where to focus resources

Maybe you had to cut a program people were not coming to.

Maybe you found compiling bibliography or book lists was not helping anyone see discontinued ones.

This is not new.

Want to provide services and materials to anyone but we know that is not a good way to go because it is not practical. Pico services and things that we provide often -- also have to be sound returns on the money that we're given

When posting content online, it can be very easy to forget that the same kinds of decisions still have to be made because the audience is literally out of sight so we aren't sure who is at the other end and who we're talking to.

If there is little effort, to Texas -- statistics can be difficult to interpret.

[pause]

That goes beyond the scope of what I can talk about in the time we have today. But it is an important thing to do.

We forget that these audiences are there. If we're using [Indiscernible word] it can be difficult to interpret which is discouraging. It's no wonder that many libraries throw things out into the virtual void because doing anything else is more effort and is not simple and we're already crunched for time.

That is all the more reason why you should be figuring out who to target the content to so you are not wasting little time you have a you can justify the time you do spend on putting things out online.

Going to ask you right now the way to type into the chat, for your online content, who is your target market? If you have more than one, that is okay.

[pause]

Students, families, faculty, young families, teams etc. etc.

Facebook audience, women 30s to 40s, state employees etc. etc.

That is interesting. You will see why in a minute as we talk about personas why that is so interesting to me. Not one of you broke it down by personas.

What does that mean? Let's move on because all of you need roles, not personas. What are some of the differences here? People if you understand the need to focus on specific groups and hope to you do -- hopefully you do. The new know the next step is to pinpoint which group of people the audience are.

I asked all of you to name the target audiences and mostly all of you came up with roles like students, adults, families. It does not address what they like.

Courtney is example was closer to a persona: ladies who love cats

It is not a complete persona because it does not address their wants or needs. So you want to say what emotions can you appeal to?

Let's take a look at the next slide. These are recent personas -- basic personas.

Families who need conveniences. My husband and I both work and we would like to get our son to storytime but we cannot.

We can't come to storytime, what are their list of books that we can check out? Maybe he is older in having trouble learning to read, that is up pinpoint.

A lot of you mentioned teenagers as audiences but that can break down into a lot of interest

[pause] There is an example of want to share with you. The marketing - the communications manager at the [Indiscernible word] River library in Colorado shared this with me. I am not promoting orange boy, you can do this yourself. But they are doing this things at the library. They don't call them personas, they call them cultures but the ideas the same.

This library has a population of over 180 library has a population of over 180,000. They broke down into 11 different clusters and here is an example of two that you can compare and contrast

A lot of that is what personas are designed around these behaviors and emotions.

Is that -- you have dependable who read a lot and you have occasional who don't commit a lot.

You might be asking how to go about doing this without hiring a company. It is not that difficult to do. You can Google free persona templates and you'll come up with thousands of hits. There are two I suggest that you.

Person.app is more of an app in the template . This will help you get thinking about different ways to break these people down into what their needs and wants are seeking closely match that to your content.

The next planning , once you've figured out who the people are and yes, this is a bigger though a bit of a process to figure out who your audience is.

The two working parents , I have a very young son and I want to give him storytime because I don't want him to be left behind in kindergarten, that is a pain point . I can't do that. How would you address that need?

It is an obstacle.

Someone who doesn't have a CD or DVD player, those are pain points. They are obstacles and they come to the library to use the services.

When we talk about editorial calendars , most of us are familiar with the idea of traditional editorial calendars. They help visualize content publishing on a calendar interface. How to set differ from a content marketing account?

You might see in a magazine, the content in March is going to be best in an April is going to be this.

Content marketing is highly strategic and it is one of the things that makes it effective.

You need to understand your audience and what motivates them and they need to hear from you in order to make a connection to your library.

So the content marketing library calendar is a planning item.

It sounds intimidating but it is not.

You can download the slides. And there are a lot of benefits to doing this. For me, the best benefit of this is I know what to post. I don't have to wake up in the morning and think what will I post today?

And editorial calendar solves that dilemma because I tend to plant 2 to 4 weeks in advance and I know what I will post.

That's not to say I don't post spontaneous things, but at least I have a backup if nothing exciting is going on that day.

You can also Google content marketing template and you will come up with thousands of hits. This is one from can marketing.-- can marketing net.com.

It gives you a nice birds eye view of what you will be posting you will notice on this one they have noted there is the primary, and secondary and tertiary audience.

It's nice to know if you're in a library and working with more than one audience.

Is a free templates.

There are two rules that you're going to need to really make your calendar work for you. I'm giving you these up front.

One calendar, that is it. I need it. If you have different calendar for the people who look at your libraries blog and another one for those who go to the Facebook page and another one who go to [Indiscernible word] you will have calendars all over the place and you won't get the birds eye or strategic view to know how you are addressing your audiences.

Consolidate everything into one calendar.

When you do this, don't think you will have different editorial calendar for each committee or team or group or person. One calendar. Otherwise you are defeating the purpose of doing this.

You also want to include social sharing on your calendar. Let me demonstrate what I mean by that. This is very easy to duplicate.

When you put out a content, you don't just put it out once and that is the end. Not the most content.

Here you can see an example of publishing something multiple times because people don't always see it the first time you posted.

Here is an example of our social sharing schedule. You publish something repeatedly on different channels so it gets exposure. You have put in a lot of time creating the content, so why would you not want to put it out more than once?

In case you need more, here are some links. There's a whole interest board someone has -- interest -- Pinterest board about calendars.

With the social sharing, you create a post whatever it is. Would say this is for a blog, the first time it is published, you will promoted everywhere. Then you will continue to promote and reposted.

If it is a blog post, you won't post the whole thing on Twitter. You may rephrase it a little bit.

Their free editorial calendar templates out there and these are a few.

Anita picked up the pace a little bit.

When you have content, how can you make the content better?

One thing you want to do is tell a story. This is getting to be very big and content marketing. The Huffington Post says people think in stories, not statistics.

This is becoming a huge piece of content marketing. I could probably do a whole presentation of just examples -- presentation. This is one of my favorite from the California Library.

This is the library cat in one of my favorite library accounts that I tracked on Facebook. I love this because what kind of story is it telling about this library?

Their cool, they have a sense of humor -- they have! -- They have are -- they have a cat!

This is telling a story about what is going on in the library in a fun way.

This next example is from the number County Public Library in Washington -- Oregon.

There literally telling a story here about one of the patrons who likes to visit public libraries all over the country.

He takes pictures of the Narnia books on the shelf and send them to his kids at home.

There telling a story about the library and how somebody came all the way from Columbus Ohio to get pictures of their books.

This is my favorite academic example and it popped up on Facebook a while ago. The story behind it is told by someone who works at this academic library in Colorado. Uses their own learning and engagement and students will frequently asked for the guy with a beard. So they created a marketing campaign about the guy with a beard and started tweeting with the # needed library of.

One day a student popped in and said are you the guy with the beard who can help me fix my Word document?

This is a great campaign and it is addressing pain points. How can we help you? We can help you with all these things.

You also need to switch things up because if you're always posting the same kind of content like text or pictures, switch it up.

I know pictures get a lot more engagement if you always post the same kind of content, people will tune it out.

Tried questions. Try larger images and links to articles.

Content marketing has a different role than social media. For most content marketing, the idea is that only 30% of what you post is going to be hey, come do this. Do this. Promotional stuff

70% of it will be engaging stuff like the LC the Story that you saw in the men photographing Narnia books .

That is hard for a lot of us because we very use to posting calm and do types of things.

You need to be more engaging than promotional. Eco-this is a quick checklist for convincing and converting. We encourage you to go visit this site.

One thing I want to talk about here is the CPA which is often missing from a lot of content marketing. CTA stands for call to action. What do you want people to do as a result of this? Eco-it typically comes into a 30% that we're talking about. We're talking about the promotional stuff. What do you want people to do? Yes you want them to come to a program. What is the end action? Pico that is the CTA, a call to action.

There probably are examples where you still want a call to action for people to do something that it is not necessarily promotional. I can't think of an example right now at the top of my head.

The last section of what I want to talk about briefly is -- Karen said the story about a student using a database and got a scholarship might be the 70%. The code that is clever. Your storytelling and you are not directly promoting the database.

It sounds engaging to me.

That is a great example.

Cross-platform strategy: remember we spent all the time figuring out our audiences and looking at stats just take her out what people really like, creating the content. Now you know you have to post it. Even once all that is done, you can still use it. This is the beauty of content marketing and cross-platform strategy

You put a lot of effort and so why not get more out of it?

Reproducing content is more than just reposting it. This is pulling it up out of the blog or wherever it was somewhere down the road and say maybe we could do something else with this. Kind of like the old couch that would look at her with the news that cover. Think about this.

Go back to the blog post example. Now, what did you do with that besides posted over again?

You could make something different out of it. Maybe the title is a tweet. Maybe you can make a picture of it and post it on interest.

Lots of things can be reused in different formats.

Going back to the chats for a second.

You are going to take it and do something else with it. Break it up into smaller pieces that can be reused in other places. Get the most out of the context.

Lastly, the big takeaways for today and then I will take any questions or comments that I may have skipped over.

What will you remember today?

First, you'll make a big leap in a maybe something to help your administrative do also -- move the on promotion and get useful.

You need to figure out who you are really talking to.

Who you are directing the message it, personas, not just groups of people like parents a faculty.

Plan ahead .

I use Google calendar for work and as my editorial calendar

You can use posted notes if that works for you. It does not matter what the format is as long as it works for you and you are planning ahead.

Lastly, repurpose it. Put a new slipcover on it. Don't just repost stuff.

Those are your big takeaways for today.

And I am happy to take any questions or comments. Some of you said you would be interested in a longer course would to be great because I have a lot more to say about this. Eco-this is just the tip of the iceberg .

I hope that a lot of you feel that you can go back and make some of these changes these changes.

I see people are typing .

Do you agree or disagree with costs processing -- cross posting?

Used to be against that years ago and so were a lot of other marketers. Overall, I'm still not a fan of it because often times it is not formatted right.

Is there a library that does as well so we can look at it as an example?

I always hate that question because I have a hard time pointing to one library that does an awesome job of it.

Off-the-cuff, I find many examples from all kinds of libraries that I think are great, but one that always does it perfectly -- nobody does and I don't think companies do either.

One good one to look at is the public library . I often encourage you to look at companies.

How do you create these changes when everything is outsourced to a outside company.

Very carefully. They should support the mission of the library.

What is the title of your book coming out?

Libraries nitty-gritty guide to content marketing. It is available through preorder through the AL a bookstore online.

Is coming out in May.

I would love to do a longer course on this because there is so much more we could be talking about

Virginia says, you have an example of the library that is using content marketing now?

I address that already.

Can you make the slides available again today?

People are typing in libraries that they likes of those may be good examples folks.

Stanley says the public can be downloaded at the page that you used to enter the webinar.

They also posted a link to the book. Thank you so much.

Thank you for coming folks. Good luck. I know this is not the easiest thing to implement, been there, done that. But we have got to do this!

Thank you all for a quick webinar. For audience, this presentation will be archived along with the chats in closed captioning. It should be available at the info people webinar page later today. Please take a few minutes to fill out the survey to get your certificate of attendance. It helps us to plan future training.

Thanks again and we hope to see what the next webinar

[Event concluded]