



(Notes from "The ABCs and Ds of Marketing E" presented by Nancy Davis of the Ivy Group on October 5, 2005)

Elevator Speeches

Group One

- Pose as a question: Do you know that you can use the library from work or from home in your PJs?

"Come & see the many invaluable information resources available at your library from anywhere you are with a computer. All you need is your library card – the smartest card you'll ever put in your wallet."

Group Two

- Smarter than Jeeves
- More accurate than Google
- Able to answer your question in a single search

It's a book, it's a magazine, NO – it's your online library.
(Now available in a home version)

Group Three

*"Do you feel adrift in a sea of information?"

*" Your library is your life raft in a sea of information. Come aboard to your local library>"

Find the accurate information you need, how and when you need it.

Articulate the Promises

East

"Sterling silver shopping experience"

Exceptional care

Specific example: Direct route à to complete timely information

Group Four

I use Google, too. But you should try to going to our library's website first. The library databases are a direct route to the most complete, timely, and reliable information on about almost anything. There's phone directories, business listings, encyclopedias, medical dictionaries, articles, pictures, maps, biographies, etc. Unlike with websites, you know immediately who the source of the info is – not that it's someone writing from their basement! And when it was published.



Group Five

The library has a way for you to get accurate information on any topic, around the library and at home.

As library information managers, we can teach you how to do this in a few easy steps. And it's all free!

Group Six

Avoid info overload. Go to the library. Save time and money, get it right the first time. The info is free, accessible and comprehensive.

ELEVATOR SPEECH Summary Flip Charts

- Ø Right to the chase
- Ø Use vs. description
- Ø Convenience
- Ø Reliable, complete, timely
- Ø Direct route
- Ø Avoid overload
- Ø Free & comprehensive
- Ø Accessible
- Ø Get it right the first time
- Ø Nordstrom service at Walmart prices
- Ø Free! Your tax dollars at work
- Ø Has Google got you ga ga?
- Ø Life raft
- Ø Adrift in a sea of info?
- Ø Throw you a life preserver
- Ø Smarter than Jeeves
- Ø More accurate than Google
- Ø Able to answer in a single search
- Ø Around the clock
- Ø Library and home
- Ø Info Managers
- Ø We can teach you!
- Ø Any topic
- Ø Work or home in PJs
- Ø From any computer
- Ø Smartest card in wallet
- Ø Teach you how to "fish"



What can we do? Flip Charts

- Ø Information packets for departments
- Ø Highlight in newsletter
- Ø Critical audit of website
 - Appeal to segments
 - Link between schools & public libraries
- Ø JerseyClicks icon
 - HRLC Communicator and “healer”
- Ø Summer reading
- Ø Demo to trustees & friends
- Ø Press release
- Ø Community newsletters
- Ø Case studies on website
- Ø Educate staff
 - Program of training
- Ø Register for education CEUs at State Department of Education
 - www.njpep.org/pd/provider/index.html

- Ø Classes for parents during story time
- Ø Tie programming to database
- Ø Demo to local officials
- Ø Two minute speech/into
- Ø Look at brochures, etc. for simple & clear, clean look
- Ø HRLC templates in pdf.
- Ø Real estate breakfast
- Ø Articles/press releases on website once a month

Boxes

WHOM DO YOU REPRESENT? Box

Find out at the library. EBSCO AMERICAN FACTFINDER ACCUNET BUSINESS
SOURCE PREMIER CUSTOM NEWSPAPERS
Back of box: Have a database with breakfast!



BOX OF FUN

Includes: Library card, database brochure, workshop schedule/ceu, email lists by subject, brochure how we can help. Goodies, coupon for one free research

- Meet your librarian teacher's lounge with donuts
- Three minutes with each teacher
- Give them the box of fun
- Back to school nights

Library Card PRE-PAID! Box

- Wall street \$80,00
- 2 bedroom house \$350,000
- Trip to Costa Rica \$5,000
- Power Suit \$600
- Yankee Game \$300
- BMW \$40,000
- IN THE RED

-Library card PRE-PAID!

- E Job Hunting
- E Real Estate
- E Travel
- E Shopping
- E Entertainment
- E Autos
- E Banking
- E LIBRARY

It's 9 pm Box

It's 9 pm – your kids need the answer NOW. What to DO. Start with your 24 hour answer machine...the Library Online.

- Parenting
- Finding best books
- Accurate answers for homework
- Quick Biographies
- Children's Health and More



Psst... Box

Don't tell -

No – Do tell

After “LOST” & your last “IM”

We have your info – online, after hours @ Your Library

On sides:

Poker, Fashion, Music, Hollywood, Sports Oh ...School

Pictures of electronic gadgets

WE CAN SHOW YOU HOW Box

Library Logo

Join us at the

{Picture of Computer with arrows: Rx, Money matters, Hobby, Travel}

Screen says “We can show you how”

Computer Table