

Speaking Finance: Creating a Value-Oriented Marketing Plan for Your Library
ROI Marketing Activity

1. Choose and describe your target audience

Target Audience:

What you know about them:

What they want from the library:

2. Describe the services you offer this group, using their language

What is important to your target audience?

List buzzwords using their language:

Identify what format will work best:

3. Identify your competition and how you can overcome it

4. Develop promotional strategies that will reach your target audience

Target Audience:

Format:

Message:

Strategy:

5. Evaluate your marketing strategy

How do you know your marketing strategy worked?

What will information do you need to improve your strategy for next time?

Start the process again!