Building an Effective Communication Strategy

Stephanie S. Worrell

November 11, 2016





Your Library is a Brand

A Brand Needs to...

- Build its presence and image in order to attract loyal uses
- Prove it is relevant







As a Brand

What does my library offer that my target audience needs and can't get anywhere else?







Foundational Elements

- The Who who are your target users?
- The What what are your strengths?
- The How your BIG IDEA for a communication platform







Some Definitions







What is a Brand?

- Collection of visual, verbal & emotional elements that together capture what you stand for in the hearts and minds of your consumer
- Inspirational connection to your brand
- Emotive connection between your brand and your consumer
- Memorable and long lasting attachment





What is Brand Equity?

- •The overall value that comes from a brand's goodwill and name recognition
- The aspirational promise that makes a brand memorable
- Combination of ownable strengths and where you are taking the brand





What is Brand Architecture?

- Strategic approach to understanding the relationship among a portfolio of brands or services
- Defines how services fit together
- Chart that represents your business unit





Building Your Strategic Platform





Brand Equity Statement

Create a statement of what your library means to your users and consumers

- Can be related to the mission of the university
- Can be more specific to the essence of your library
- It has to be an inspirational message





Example – Inspirational Message

Our library is the repository of health information, scholarly communication, and knowledge management





Brand Equity Statement

- Everything you do and say needs to support this overarching statement
- Provides a parameter from which to assess the health of your library moving forward
- Gives you reasons to support some of the strategic platforms you will develop





Who are your target users?

• They are the people you want to target to use your services and resources







The Who -- Examples

• Faculty

- ➢Clinical faculty and residents
- Medical educators
- ➢ Basic science faculty
- Clinical research faculty
- Students
 - ➢ Medical
 - ≻Ph.D.
 - ➢ Nursing
 - ➤Allied Health
 - ➢ Pharmacy
- Nurses
- Staff







What Do You Know About Your Users?

- What are their similarities and differences as people?
- What are the similarities and differences in their jobs?
- What types of resources are they asking for?
- Why do they depend on your services?

Learn about your target users!!!





Bodies by Stephanie







The Who @ Bodies by Stephanie

- Hard bodies
- Class enthusiasts
- Get in and Get out
- Stay at home moms

- Identify what makes each group unique
- The description should provide an automatic image of the user and create an expressive personality



Research will Help You

- Determine what you need to do as an organization to ensure your library continues to be an asset
- Understand "the who"
- Find out your ownable strengths what you are doing right
- Find out why consumers are using the library
- Determine opportunities for improvement

Your perceptions of who your users are and what makes your library great mean nothing if not based on fact





Research questions about my Library

- What is your primary goal in using the library?
- What is our primary goal in using the internet?
- How do you use the physical space at your library?
- What are some of the biggest challenges you face in obtaining the information you need?
- What are some of the biggest challenges you face in managing your data?
- What is the Health Sciences Library doing well?
- What are you not getting from your Health Sciences Library that you need?
- How are you learning about the Health Sciences Library resources available to you?





Research questions about Bodies by Stephanie

- How often do you come here?
- Do you take classes?
- Which classes do you take?
- Do you use the weight room?
- Do you use the cardio equipment?
- Which pieces of equipment do you use?
- Do you take more than one class each visit?





Research leads to these conclusions about *Bodies by Stephanie*

- 65% of members exclusively use the weight rooms
- 85% of members require hygiene of facility a number one priority
- 90% of members require all machines and equipment to be excellent working condition (appearance was included in question)
- Approximately 75% of members would like a place on site to purchase fresh, healthy snacks





What are you Library's Strengths?

- What attributes are unique?
- How is the library an asset to the organization?
- What makes your library unique on your campus?







Some Examples of Library Strengths

- Innovative, smart, hard-working librarians
- Strong online collection very comprehensive
- Strong administrative support (including funding)
- Space conducive to collaborative and innovative work





How can we improve upon these strength statements?

- Innovative, smart, hard-working librarians -- Librarians are innovative problem solvers
- Strong online collection very comprehensive *Needs discussion*
- Strong administrative support *Is this so unique?*
- Space conducive to collaborative and innovative work This is an asset!





Strengths that Support Your Brand Equity Statement

Equity – Our library is the repository of health information, scholarly communication, and knowledge management

Support statement– librarians are innovative problem solvers





Examples of *Bodies by Stephanie's* strengths

- Personal trainers are certified in human anatomy and nutrition
- Most trainers have been trained in physical therapy
- Class instructors are certified in their particular discipline
- All equipment throughout the facility is state of the art and regularly maintained
- It is the social hub of the neighborhood





Strengths Need to Have/Be

- Clear understanding of what works well for your users
- They can be factual and/or aspirational
- Compelling in how they set you apart from the competition
- Relate back to your brand equity as it provides a platform for you to develop your communication platform/strategy

You can work with blinders on, working with unsupported perceptions or you can change your mode of thinking and work from facts





Developing a Communications Platform

- What do you hope your communications strategy will accomplish?
- How will you achieve this strategy?
- What is the expected or desired result of your communications strategy?
- How will it change your users' awareness, knowledge, attitudes or behaviors?
- How will you measure the success of your big idea?





To Develop your Big Idea

- Incorporate facts about your users
- Expand upon your strengths
- Implement an unmet need of one of your target users
- Rely on your experience in directing your library







Use Research to Develop Your Big Idea

- Ask questions to uncover opportunities
- Inspire new ideas to serve your users

ssociation of Academ

Better Health Through Better Information

• Think about how to make the user experience better for your target users





What is Brand Architecture?

- Strategic approach to understanding the relationship among a portfolio of brands or services
- Defines how they fit together
- Chart that represents your business unit





Brand Architecture – Bodies by Stephanie

Bodies by Stephanie					
Brand Equity A world class facility in the heart of your community				t of your	
Product/Services	Staff	Equipmen	it rooms	Classes	Snack bar





Brand Architecture – Bodies by Stephanie

Brand Equity – A world class facility in the heart of your community

Products/Services	Staff	Equipment Rooms	Classes	Snack Bar
Strengths	Certified personal trainers	High end equipment	Multiple classes throughout the day	Healthy options
Target users				
Business driver				
ROI				
Services within service		Free weights Weight machines	Zumba Total pump	
Anticipated communications platform				
Business opportunities/growt h potential	Need more staff			Develop marketing plan 1 st quarter 2017





Brand Architecture

The Library					
Brand Equity Our library is the repository of health information, scholarly communication, and knowledge management					
Products/Services	Staff	Collection	าร	Discovery systems	Physical space





Brand Architecture – The Library

Brand Equity – Our library is the repository of health information, scholarly communication, and knowledge management staffed by information experts

Products/Services	Staff	Collections	Discovery systems	Physical space
Strengths				
Target users				
Business driver				
ROI				
Services within service		Online resources Hard copy		
Anticipated communications platform				
Business opportunities	Need more staff			Need more group study rooms





Brand Architecture Promotes

- Conversation about your business
- Identifies what is important about your library
- Defines how all your services fit together
- Insights into opportunities for growth





Brand Architecture Provides

- A new way to think about your library
- An opportunity for stakeholders and decision makers to align on library assets
- A way to evaluate where you are today and understand growth opportunities for the future





Brand Architecture Represents

The opportunities to grow each of your business units – your services

Products/Servic es	Staff	Collections	Discovery systems	Physical space
Strengths				
Target users				
Business driver				
ROI				
Services within service				
Anticipated communications platform				
Business opportunities				





References

- Breakthrough Branding: Positioning your Library to Survive and Thrive
- <u>The High-Performance Marketing Plan a 6 Step</u> blueprint to exceeding your goals





Reminders

- Simplify how you think about your library structure
- To develop a meaningful communication platform you have to have the foundational elements in place





Breakout Session – Your Case Studies

- Who is the target user?
- What is the big idea?
- Does the communication platform ladder back up your library's brand strengths and equity?
- Are there facts and statistics to back up your platform?
- How did you evaluate the success of the communications platform?





Thank you!

Stephanie S. Worrell Brand Strategist stephaniew@stephaniebmd.com

