

# Building Your Base through Targeted Marketing



## 1 Choose - Identify a group in your community that you would like to reach

Targeting involves focusing your marketing efforts on a specific group of people that your library wants to reach. While it would be nice to entice “everyone” into using and supporting the library, “everyone” is a very elusive audience. In order to be productive and measure your success, you will need to select a specific group of people to reach.

Be strategic in selecting a group.

**Consider Groups** – here are some target groups you might want to target

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|--|--|
| Veterans   | Cultural Clubs (example: Italian American Club)                                    |
| Firefighters   | Hobby Clubs (example: car enthusiasts)   |
| Gardeners  | Sports Enthusiasts (example: golfers)  |
| Small Business Owners                                | Sportsman’s Association<br>(example: Fish & Game Club)                             |
| Educators  | Contractor & Trade Associations<br>(examples: contractors, electricians, plumbers) |
| Homeschoolers  | Fitness Clubs  |
| Town Government Officials                            | Real Estate Agents   |
| Chamber of Commerce                                  | Beauty Salons/Spas   |
| Rotary or Lions                                      | Environmental Advocates  |
| Healthcare Professionals<br>(example: pediatricians) | Gamers   |

**Think it Through** – Use the **worksheet** at the end of this document to outline a targeting plan.

**② Explore** - Learn about the group you wish to target. This will provide ideas about how to interest and approach the group.

Taking steps to learn about your target audience is a critical step in the targeting process. It gives you tremendous insight and provides you with new ideas. You already know that information is power – so use your information gathering prowess to plot a successful approach.

### **Be a Detective**

- Explore the target group’s web site, social media presence or check out other places online where people of a similar interest gather
- Join their mailing list (print or online)
- Look at websites, brochures, magazines, newsletters and advertising of places or companies that the target group uses
- Visit events that attract members of the target group and observe/interact. What items are being promoted? What topics are being discussed?

### **See How They Are Being Served**

- How do stores, magazines, websites advertise to this group?
- What interest are they appealing to that your library might tap into?
- What “language” or terminology are they using? Can you mimic some of it? Learn the language of “their world.”

### ③ Contact

#### Identify a Contact:

- **Network** – If you know someone in the target audience, begin networking with them or through them to connect with a leader in the group. If you don't know anyone, perhaps a friend or trustee does and can open a door for you.
- **Cold Call** – Call someone who holds a leadership position.
- **Attend Events** – If you are trying to target car enthusiasts, go to a local meet-up and interact. If you are targeting a professional group, attend one of their meetings, etc.
- **Invite a representative to the library.**

**Start Strong:** Explain that the library is doing some community outreach and you are interested to know how the library can

- Support their efforts
- Identify areas for collaboration
- Ensure they are aware of the resources of the library, many of which are accessible online

#### **Kick Start the Conversation** – Good Questions to Ask to Discover New Service Opportunities

- What are the top priorities or objectives for your club / group / business?
- What are some challenges for your group / organization?
- What is something most people don't know about your organization / industry / club / field / etc.)?
- What are important dates or seasons for your group / industry? (When are certain exams given, new people hired/recruited, big project deadlines, etc.)
- Do you have events the library could help promote?
- Are there programs/events you might be interested in holding at the library?
- Are their specific publications, test prep materials, books, etc. that the library could carry that would be helpful?

## ④ Partner

Once you have collected information and made some inroads with the group, develop a strategy for connecting further with them. This might be a co-sponsored program or event, a special service offered to them, a web resources, a database demonstration for their members, etc.

**Get Their Attention** – Communicate strategically with your target audience

- Join their Facebook Group, make friends with the Page administrator and get permission to post relevant resources from the library
- Offer to write an article for their newsletter
- Direct mailing to their group about a relevant program or service
- Produce custom fliers for relevant programs or services and ask that they be distributed at their meetings
- Offer to come to a meeting
- Invite them to offer a program at the library

# Targeted Marketing: A Strategy Worksheet

Use this worksheet to outline a proactive approach for reaching a selected group within your community to connect with them and help them connect with the library. You've got to plan for success!

**Target Group** (be specific): \_\_\_\_\_

## Reasons for selecting this group:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

<b>Stage 1: Outreach</b>	How will you connect with this group? Who knows who? Does the group meet regularly? Are they holding an event you could attend? Have you explored their web site or Facebook page?
<b>Stage 2: Services</b>	What services and programs does your library offer that would be appealing to this group? Don't seem to have any? What could you offer that would be of interest?
<b>Stage 3: Events</b>	What event or activity might you arrange for this group to build connections with them? Be creative and remember that this might not necessarily be held at the library, the library could co-sponsor it.
<b>Message</b>	What can you say to this group that will appeal to their needs or interests?
<b>Potential Partnerships</b>	What individuals or groups can help you reach and serve your target group?
<b>Evaluation Plan</b>	How will you determine if your efforts with this specific group were successful?

## Questions? Looking for help in creating a targeted marketing strategy?

Contact Rebekkah Smith Aldrich, MHLS Coordinator for Library Sustainability

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