

POST-PANDEMIC MARKETING FOR LIBRARIES

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WEB-BASED SEMINAR PERPUSTAKAAN UNUSA
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Points of talk:





- (1) Professionalism revisited
- (2) Lamarckian Theory and pandemic.
- (3) Library marketing, professionals, and the next normal

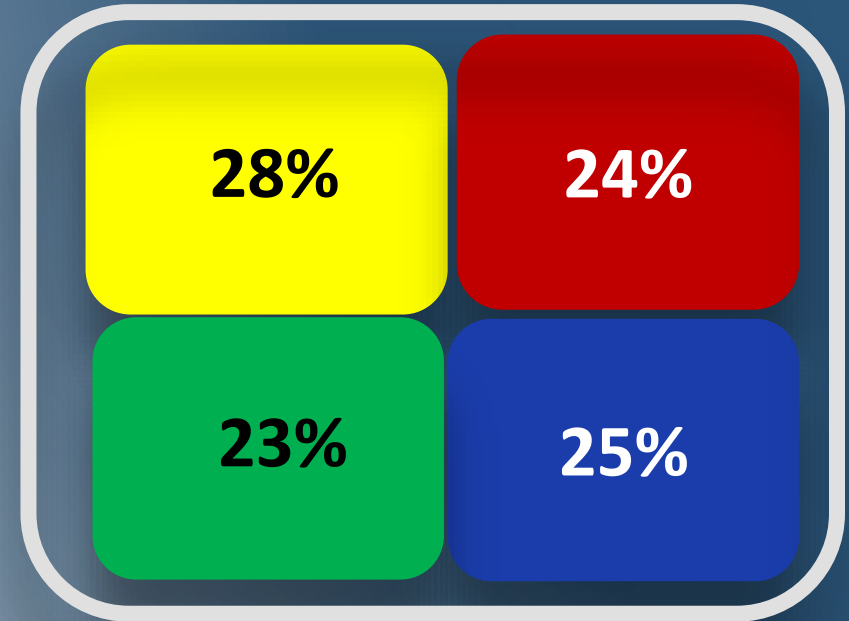
PROFESSIONALISM REVISITED

WHAT IS PROFESSIONALISM? AND
WHICH FACTORS AFFECT IT MOST?



PERCENTAGE OF PROFESSIONAL FACTORS

-  Attitude
-  Communication
-  Image
-  Competence



COMPETENCE VS. ATTITUDE,
COMMUNICATION, AND IMAGE

PROFESSIONAL ATTITUDE

HOW YOU APPEAR AND HOW YOU ACT

- Dress accordingly: Buttoned-up vs casual
- Respectful, educated speech
 - *Don't monopolize the time of others*
 - *Support colleague*
 - *Treat customers with respect*
- Maintain a tidy work space
- When telecommuting, keep professional
- Consider your communication style
(fast response, etc.)



PROFESSIONAL COMMUNICATION

HOW YOU SPEAK, LISTEN TO, AND INTERACT

- **Encompasses written, oral, visual and digital communication**
- **Related digital communication**
 - Cross-cultural
 - Marketing
 - Public relations
 - Digital literacy
 - Corporate/organizational communication
- **Effective communication**
 - Communicate relentlessly
 - Simplify and be direct
 - Listen and encourage input
 - Illustrate with stories
 - Affirm with action





PROFESSIONAL IMAGE

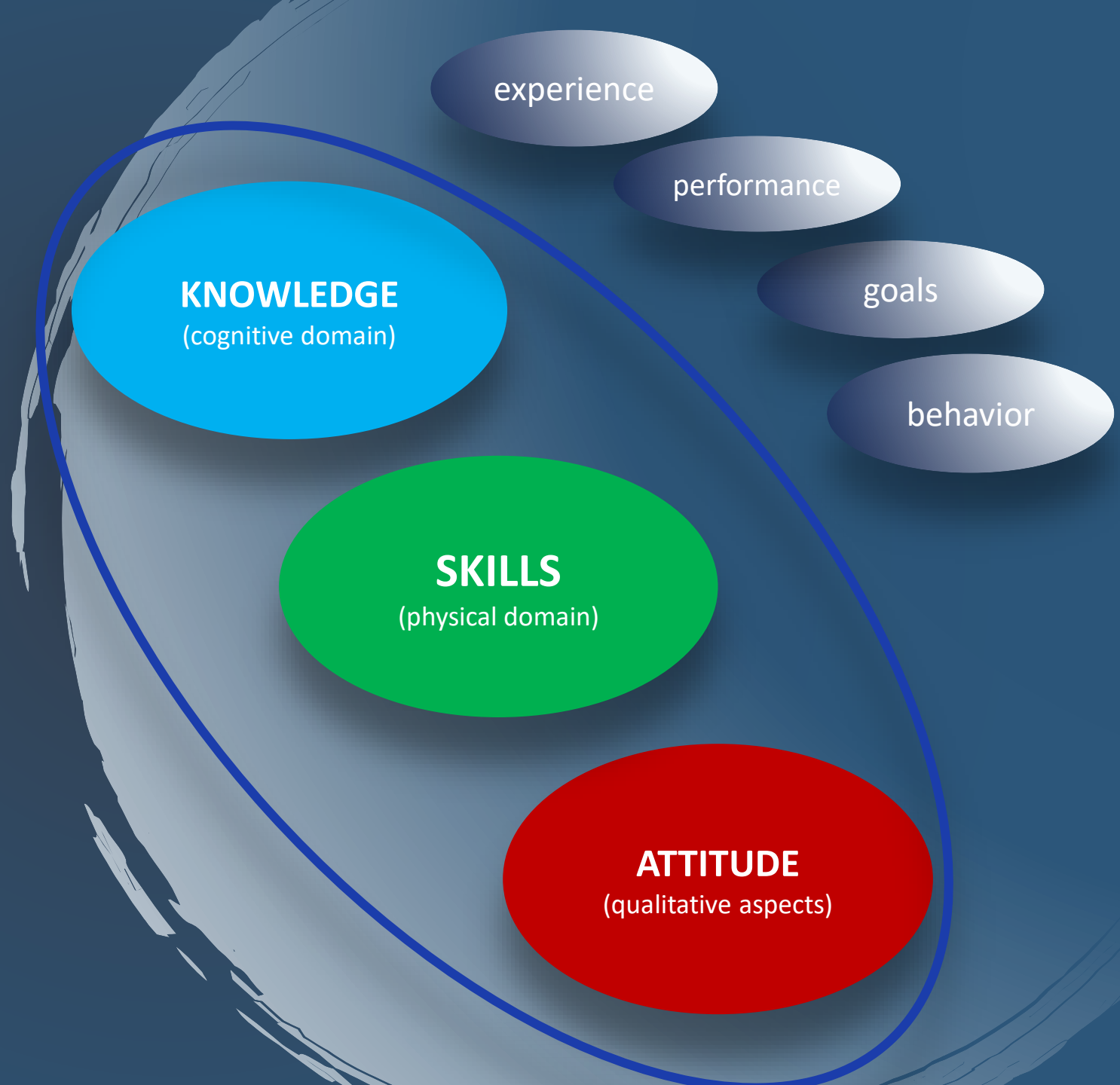
YOUR APPEARANCE, CONDUCT, OR PERFORMANCE
– IN PERSON & ONLINE

- **Your image matters**
- **Personal brand—inside and outside work**
- **Sharpen your social skills**
- **get a mentor**
- **Build your brand**
 - What makes you unique?
 - What is your strength?
 - What is your weakness?
- **Nurture your network, be flexible, and adopt positive attitude**

COMPETENCE

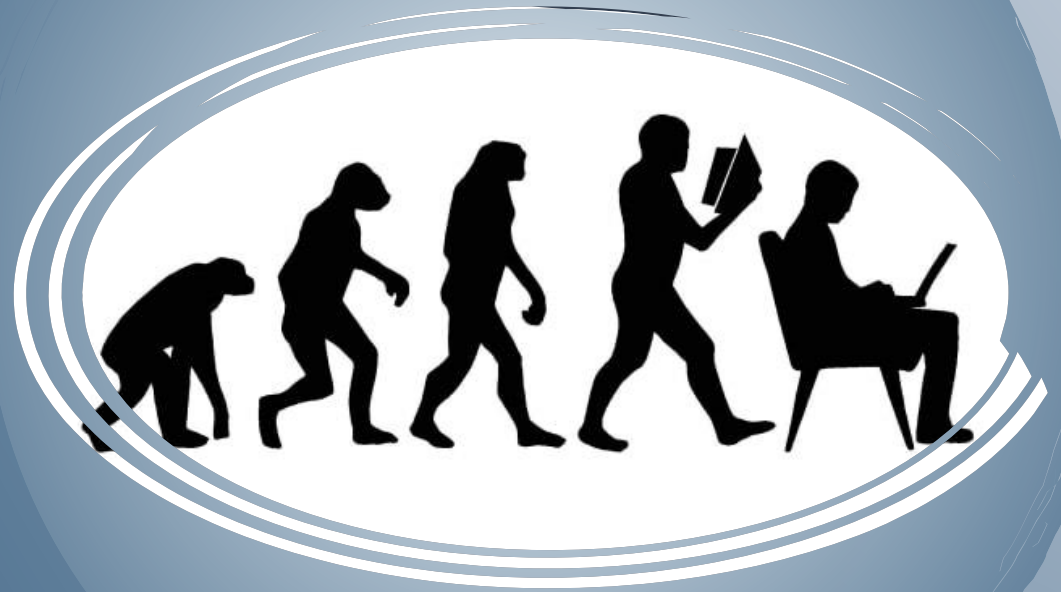
THE SET OF DEMONSTRABLE CHARACTERISTICS
AND SKILLS THAT ENABLE AND IMPROVE THE
EFFICIENCY OR PERFORMANCE OF A JOB.

(WIKIPEDIA.COM)



LAMARCKIAN THEORY & PANDEMIC

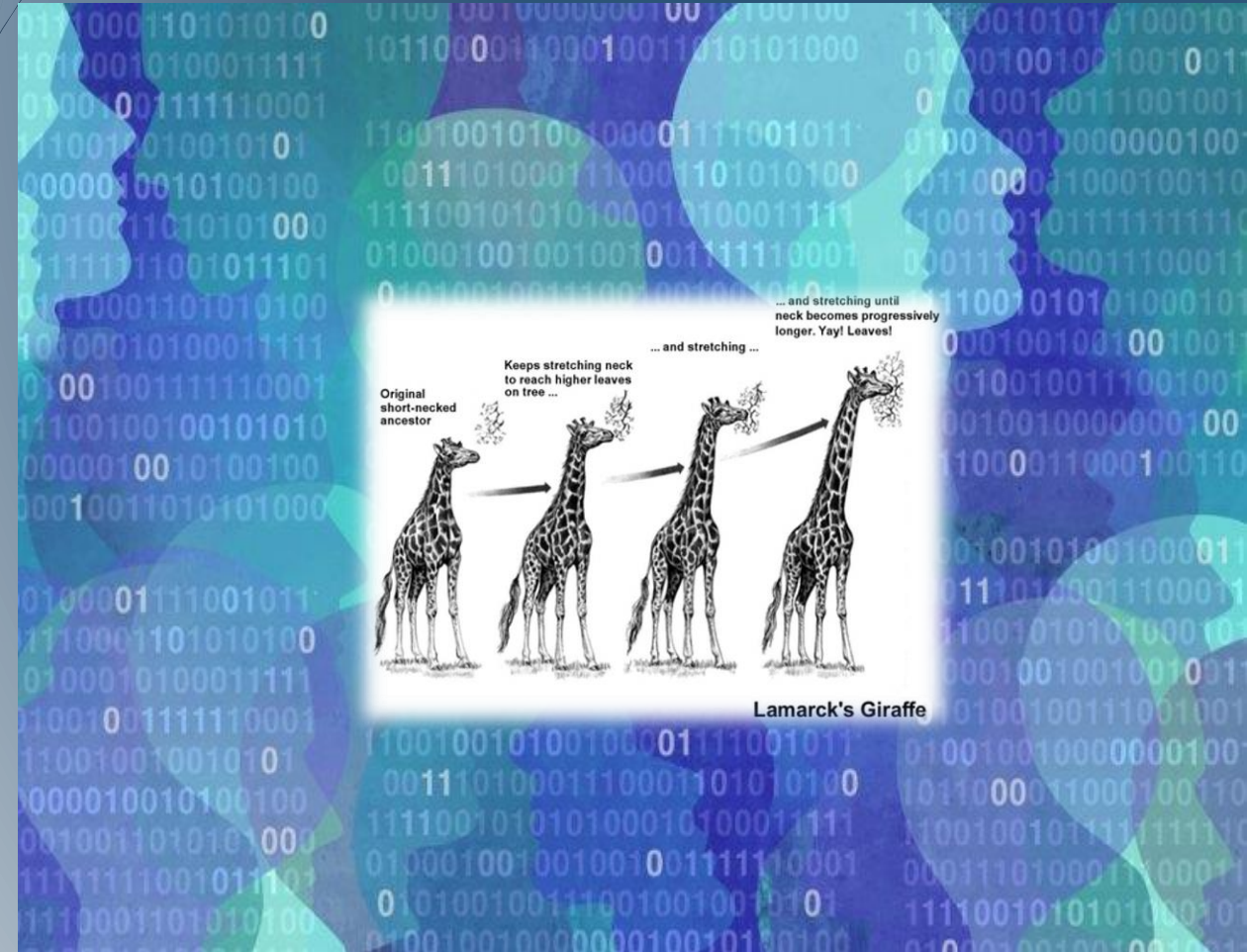
PENGARUH LAMARCKIAN DALAM ADOPSI TEKNOLOGI
DI MASA PANDEMI



LAMARCKIAN AND PANDEMIC

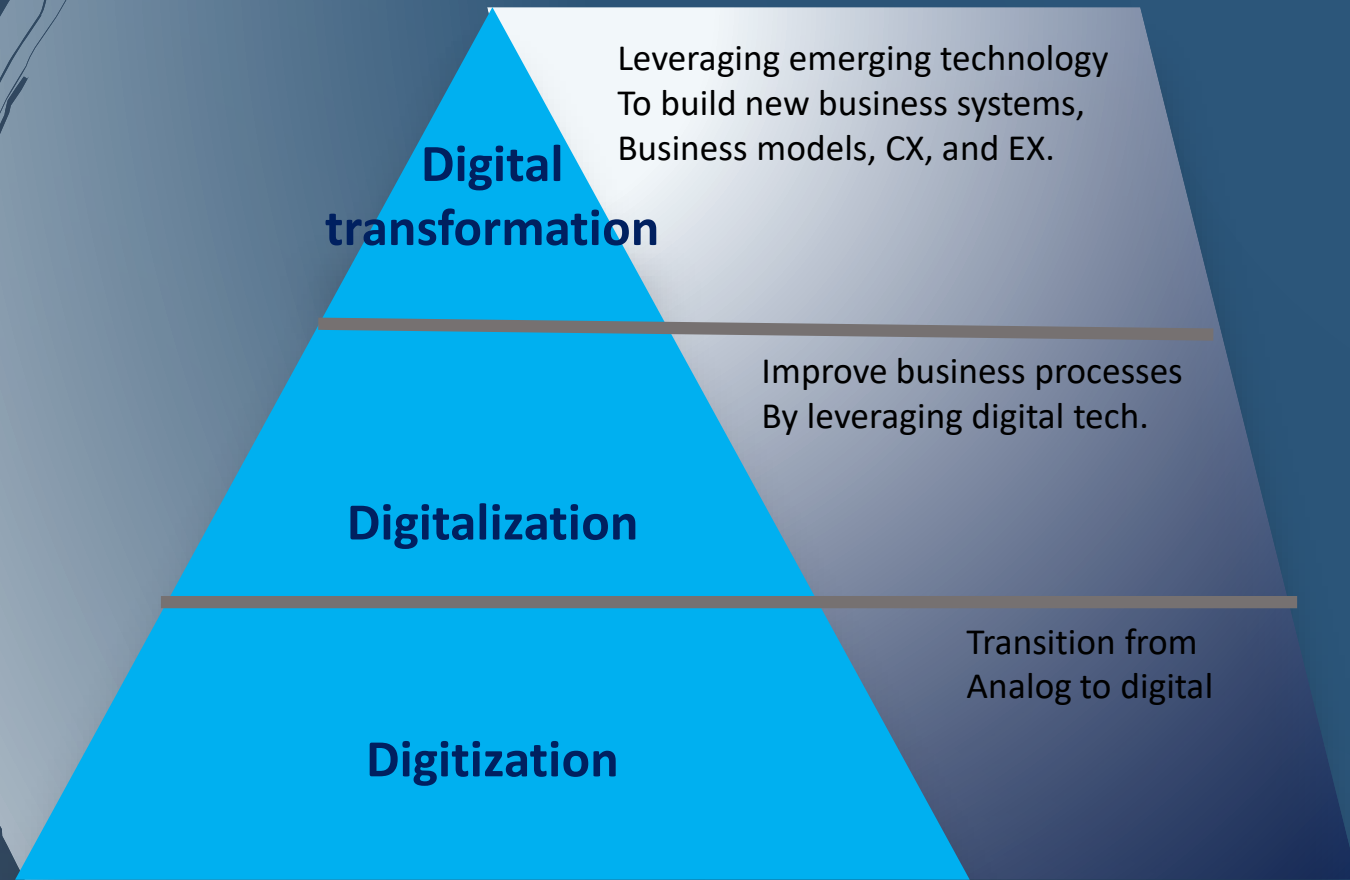
WE ARE FORCED TO CHANGE THE WAY WE DO

A theory of evolution based on the principle that physical changes in organisms during their lifetime could be transmitted to their offspring.



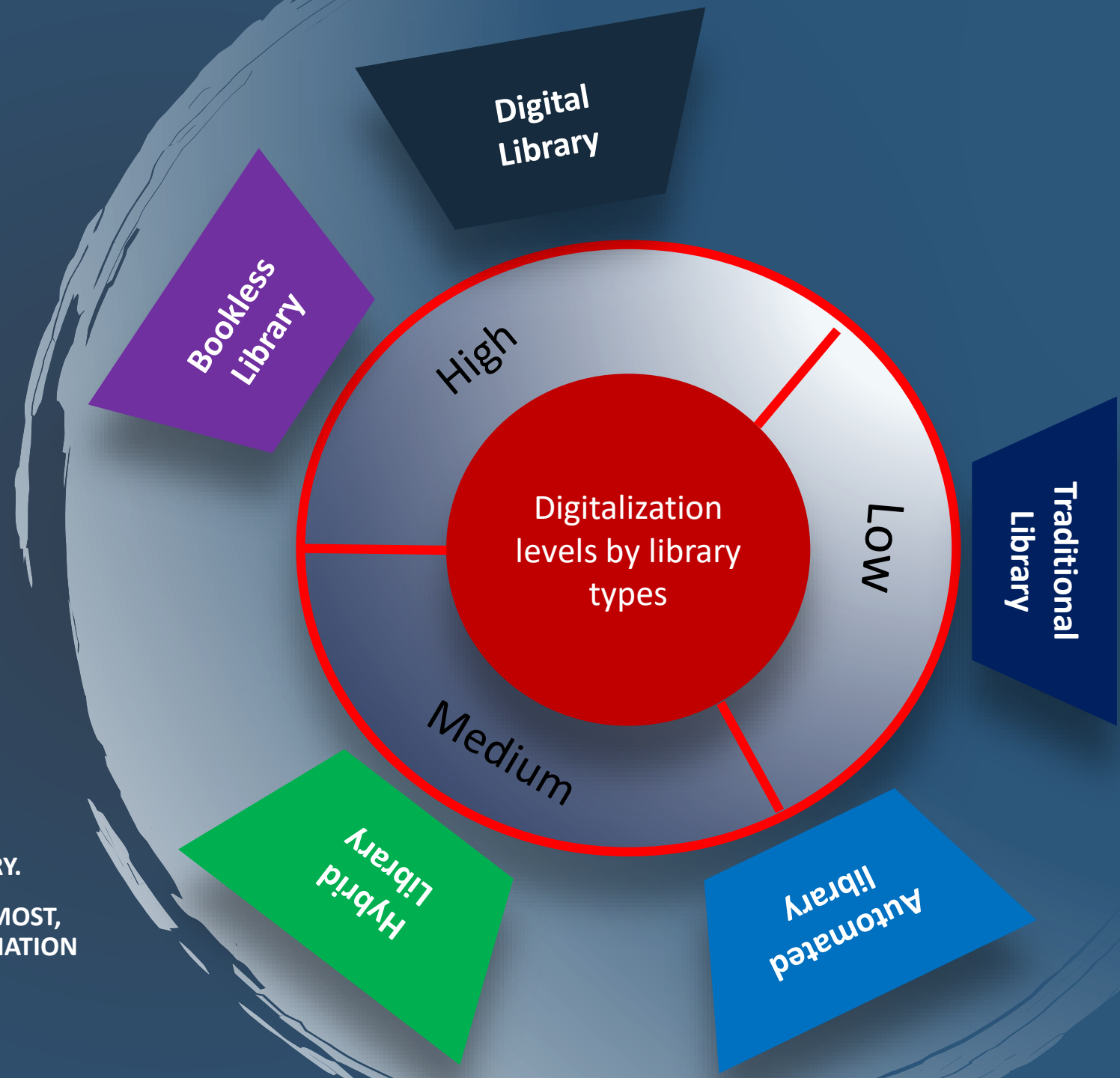
MODELS OF DIGITALIZATION

DIGITAL TRANSFORMATION,
DIGITALIZATION, AND DIGITIZATION –
THREE DIFFERENT MODELS



LIBRARY DIGITALIZATION LEVELS

LEVELS OF DIGITALIZATION DEPEND ON THE TYPES OF A LIBRARY.
HIGH-TECH LIBRARIES WILL NEED DIGITAL TRANSFORMATION MOST,
TRADITIONAL LIBRARIES NEED LOW-TECH DIGITAL TRANSFORMATION



DIGITAL LIBRARY MARKETING

IN TIME OF NEXT NORMAL

A LIBRARY WITHOUT LIBRARIANS?

WHAT A LIBRARIAN ARE YOU?

WHAT LIBRARY IS IT?

Develop your brand as a librarian & Develop your library brand

1. Find out who you are now and in the future?
2. What is your unique value?
3. Define your audience
4. Optimize your website and social profile
5. Develop your content strategy
6. Build the community

WHICH MEDIA TO USE?

ALL POSSIBLE MEDIA



DIFFERENT TYPES OF **digital media**



PAID MEDIA

- some form of advertising that has been paid for
- allows the targeting of audiences who might not be aware of the company
- helps to reach a broader audience



OWNED MEDIA

- media the brand manages itself
- includes Facebook, websites, podcasts
- also platforms that loyal followers of the brand will return to for routine content



EARNED MEDIA

- describes when others are talking about your brand without being paid
- customers tagging you on social media or posting about your product



MARKETING AREAS

AREAS OF MARKETING TO BE FULFILLED



BRANDING
Spread of Information

ADVERTISING
ROI & Tracking impact

DISTRIBUTION
ROI & Distribution of
information

MARKET RESEARCH
ROI & Feedback from
consumers

ONLINE MARKETING
Search engine
optimization & Banner
add

ADAPTING TO THE NEW NORMAL



DIGITAL SHIFT OPENS NEW DOORS

- (1) INCREASE THE OUTREACH USERS
- (2) POTENTIAL TO INCREASE “LIBRARY BENEFIT”
- (3) ABILITY TO TRACK AND ANALYZE BUSINESS DATA AND IMPROVE PRODUCTIVITY
- (4) BETTER WORK-LIFE BALANCE (HYBRID WORK STRUCTURE)

DIGITAL MARKETING SOLUTION

YOUR BRAND, WEBSITE/SOCIAL
MEDIA, CONTENT, GOING VIRAL



MARKETING YOUR LIBRARIES

1. FIGURE OUT WHAT YOUR LIBRARY IS ABOUT
2. WHO AND WHERE YOUR AUDIENCE
3. SELECT THE MEDIA
4. DEVELOP CONTENT FOR EACH MEDIA
5. DESIGN THE MEDIA APPROPRIATE AND RELEVANT TO AUDIENCE



glad to be here with you

Thank you

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