



Learning Resource Center Promotion

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Marketing Information Services

- **Marketing Plan**
 - mission definition
 - current position (SWOT, PEST analyses)
 - describe target market
 - describe your services
 - work out marketing and promotional strategies
 - identify the competition
 - monitor results
 - review strategies

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Mission Definition

- LRC mission


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SWOT analyses

- Strengths
- Weaknesses
- Opportunities
- Threats

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PEST analyses

- Political factors
- Economic factors
- Social factors
- Technological factors

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Target Market

- your audience
- identify your clients
- attract clients who have power
- conduct needs assessment regularly

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Marketing/Promotional Strategies

- **Product/Service**
customer needs and wants
- **Price**
cost to the user
- **Promotion**
communication
- **Place**
convenience

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Services Marketing

- Intangibility
- Inseparability of production and consumption
- Perishability
- Heterogeneity

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Services

- Inventory the current services
- Identify your most valuable services
- Provide them visibly and well
- Know exactly what LRC does for its customers
- Identify new services you wish to provide (staff, expertise, costs)

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LRC Services

- Training courses
- Information retrieval
- Photocopying
- Printing/Scanning
- E-mail
- Alert service
- Translation
- Organizing teleconsultations

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Pricing

- **Pricing**
 - Summarize specific pricing or pricing strategies
 - Compare to similar products
- **Policies**
 - Summarize policy relevant to understanding key pricing issues

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Promotion Strategies

- Communication
- Packaging
- Public relations
- Advertising

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Communication Strategies (1)

- Contact people who don't use LRC
- Lead other parts of your institution to LRC
- Lead LRC to other parts of your institution

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Communication Strategies (2)

- your name (logo)
- your publications (brochures, newsletters)
- e-mail
- Web-site
- PowerPoint presentations

- Take photos of all activities
- Training Programs - to use services

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Packaging

- **Printouts of all materials**
 - enough copies
 - distribute in other departments / institutions
 - visitors take with them to read later
- **Printed forms** (information request, teleconsultation request, registration)
- **Attached memos**
- **Customized Message**
- **Info Packages**

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Public Relations

- Conferences
- Partnership activities
- Local activities
- Contacts with other similar institutions
- LRC events
- **Buy chocolate to your accountants!**

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Advertising

- Institutional publications
- Local mass media
- National / international publications
- Mailing lists/ Discussion groups

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Other Promotion Strategies

- ***Time-conserving strategy***
- ***Third-party marketing***
 - Co-marketing arrangements with other companies
- ***Regular publicity message***
 - schedule, channels

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Competition

- Provide an overview of product competitors, their strengths and weaknesses
- Position each competitor's product against new product

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Positioning

- **Positioning of product or service**
 - Statement that distinctly defines the product in its market and against its competition over time
- **Consumer promise**
 - Statement summarizing the benefit of the product or service to the consumer

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Distribution

- Distribution strategy
- Channels of distribution
- Distribution by channel

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Monitoring Results

- Measures of success/ failure
- Revising the plan (annually)

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