

SLA Winter Virtual Conference 2012

Marketing Essentials for Information Professionals

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Sean Smith

sean.smith@infodesk.com
www.infodesk.com

infodesk
Smarter Technology • Better Intelligence

- VP of Marketing for InfoDesk
- PR Chair for PHT Division
- More than 15 years of information marketing experience
- Formerly with QUOSA, Elsevier Business Intelligence, Thompson Publishing Group
- Masters in Journalism, Marketing and an undergrad in fine art



About Me

First, forget what you've heard...

- Marketing is neither evil nor deceptive
- It is simply the process that helps connect people with valuable products and/or services (that they want/need)

What is Marketing?

There are many types of marketing

- Business to consumer (B2C)
- Business to Business (B2B)
- Peer to Peer (P2P)

Types of Marketing

Unlike B2B, info pros have distinct marketing advantages:

- Peer-to-Peer (instant credibility)
- Little/no competition
- No permission required
- No sales cycle
- Seen as adding value
- Can leverage "influencers"***

Advantages of P2P Marketing

Often people come to me for help with:

- Educate users/raise awareness/profile
- Drive usage generally/specifically
- Launch a new service
- Promote training
- Demonstrate value/show ROI
- Sustain or garner more resources
- Get promoted/find a new job

Finite Marketing Challenges

How to market effectively:

1. Content/Information
2. Information Services
3. Demonstrate value and show ROI (market yourself)



Threefold Marketing Challenge

Step 1 – Define your goals

- What are you trying to accomplish?
- What would a home run look like?
- How would you measure that?
- How do you reverse engineer that kind of success?
- Where do you start?
- Who will do the work?

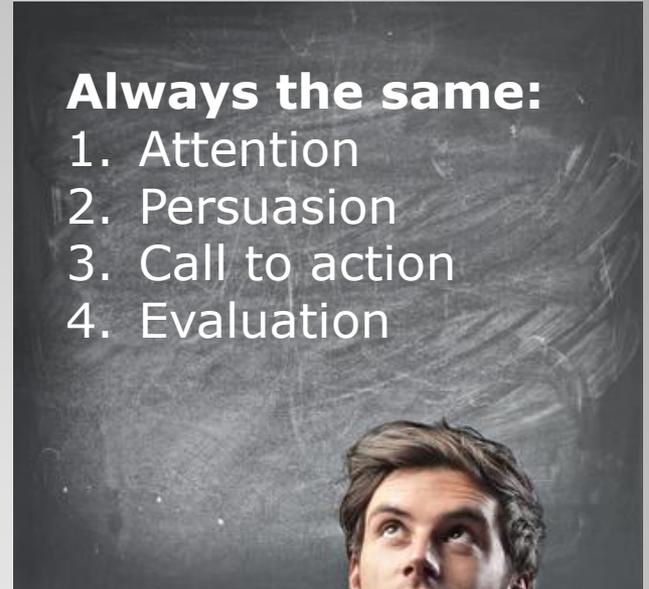
Envision Success

Sean's Guiding Principles:

- Everyone is distracted, no one has "enough" time (**save time**)
- Everyone wants someone to come along and make their life easier (**be helpful**)
- Everyone wants to be understood (**personalize it**)
- Good work never goes out of style!

Always the same:

1. Attention
2. Persuasion
3. Call to action
4. Evaluation



Keep in Mind...

What is the *real value* of business information?

- Current Awareness
- Exclusivity
- Expertise
- Timeliness
- Insight & Analysis
- Frequency
- Decision Making?

Challenge 1: Marketing Content

The Story of TIME Magazine

When Henry Luce started TIME Magazine, he and his partner simply gathered the newspapers from around the country and rewrote the most important and interesting news stories of the week. It sounds simple now, but no one else had done it before them.

Challenge 1: Marketing Content

Create Measurable **Value** from Your Information Assets:

- Leverage your information assets to create greater “peace of mind” by becoming your own company-specific TIME magazine. Write your own “insurance policy.”
- Conduct an information audit (email, in person, survey) to find out the top information resources and top areas of interest.
- Get help from a couple veteran colleagues to identify the top 5-10 stories of the week that relate most directly to your business.
- Summarize the facts and link to a source.
- Publish the NEWS in an email, briefing, alert, newsletters or post it on a company portal or intranet.

Challenge 1: Marketing Content

<http://bit.ly/VBs4tJ>

**FREE
18-Page
Guide**

The New Rules of Custom Newsletters and Custom Executive Briefings

Create amazing (not meh) News Alerts, Briefings and Newsletters for your organization.

Our InfoDesk Editorial Services White Paper will teach you how publishing your own custom news alerts, executive briefings and corporate newsletters can help you:

- Educate, inform and amaze your information users
- Get more from ALL your information resources including free and premium content sources
- Actually drive information usage and show measurable results

Learn how other information professionals are leveraging the latest custom content creation tools to shine within their organizations and improve global awareness, including:

- Corporate communications
- Marketing and competitive intelligence
- Media monitoring
- Regulatory and government affairs
- And more!

Download your complimentary 18-page White Paper now!

Complete to Download

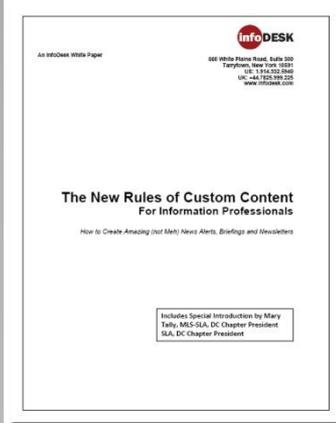
First Name *

Last Name *

Email (we will keep your email completely private) *

Company

Get your White Paper Now



Marketing Content Resources

Watch the video recording of "Collecting, Storing and Maximizing Information Resources at:

<http://bit.ly/WNCamx>

Download the scientific information audit at

<http://bit.ly/11Q9fno>



User Interview Guide, Sci Lit Eval Margaret Basket, QUOSA/Elsevier PHT Webinar, November 14, 2012
Sean Smith, Infodesk

Resources- Databases/Aggregators

What is your job? In general, what key kinds of information do you need to do your job (rank by order of importance)?

Do you have specific job tasks that require regular review of OR submitting reports of scientific journal articles? (top 3).

Why do you use journal articles/congress abstracts and specific regulatory requirements for monitoring/reviewing the scientific literature.

RE: Resource list/table below:

- Are you familiar with this resource? Do you use this resource? Y/N (if no, stop after 1a)
 - If you don't use this resource, where else do you get this type of information? (if it's further down on the list, continue. If not, make a note)
- How frequently do you use this resource? 1= rarely and 5 = all the time
- What type of content do you use it for? (journal articles, abstracts, conference abstracts, other) - check all that apply
- How do you use this resource? A) as a search platform, b) to access content, c) both, d) other (explain)
- Does this resource have adequate coverage? Y/N/ Uncertain
- Is it the right resource for (Company Name)/you? Y/N/ Uncertain
- Is this resource in the right format for you? Is it available when and where you need it? Do you need access via mobile device?
- How satisfied are you with this resource? 1 = not satisfied, 5 = very satisfied
- Do you feel that you have 1) adequate awareness of and 2) sufficient training to use this resource?
- Are there any resources that might be more helpful? (list alternatives w/ short descriptions)
- Do you see overlap in the literature resources that (Company Name) provides?

Name (adapt as required for your organization)	Use Y/N	Freq (1-5)	To find?	Srch/Content/Both	Adequate coverage (Y/N)	Satisfied (1-5)
PubMed a free database accessing primarily the MEDLINE database of references and abstracts on life sciences and biomedical topics.						
OvidSP (One interface to search to search three file: MEDLINE (NLM- free) Biois Previews (TR), Embase (ELS) coming in 2012) Medline collection of journals collected and indexed & abstracted by NLM; Biois Previews life sciences literature and biomedical sciences literature, and congress abstracts. Embase has more EU coverage, has a better drug indexing.						
SciencesDirect (ELS) broader than Embase :						

1

Marketing Content Resources

Marketing Information Services

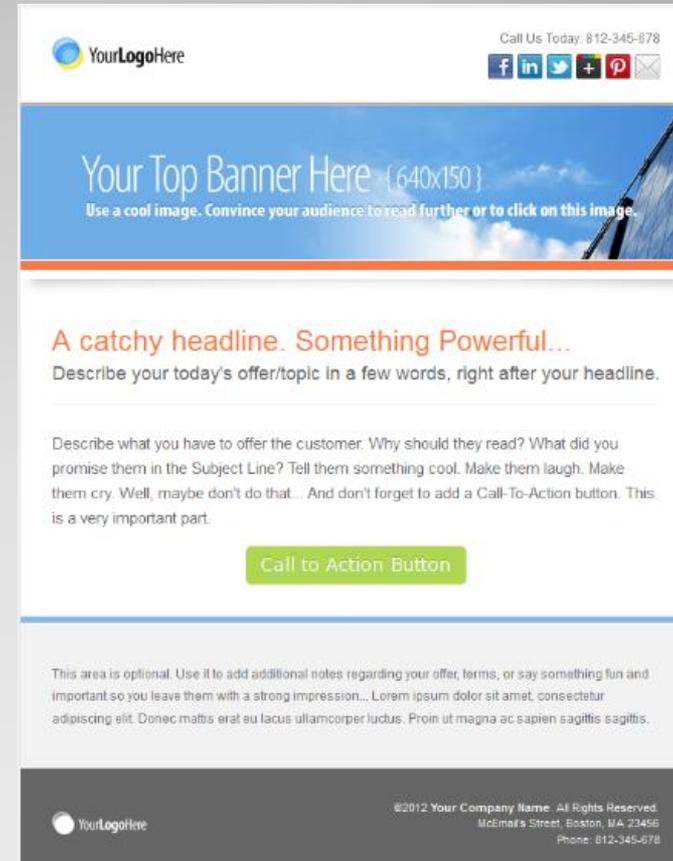
- Push Vs. Pull Marketing
- Branding
- Personalization
- Calls to action
- Influencers
- Launching a new product/service
- Awareness campaigns
- Email marketing

Challenge 2: Marketing Information Services

The Importance of Branding

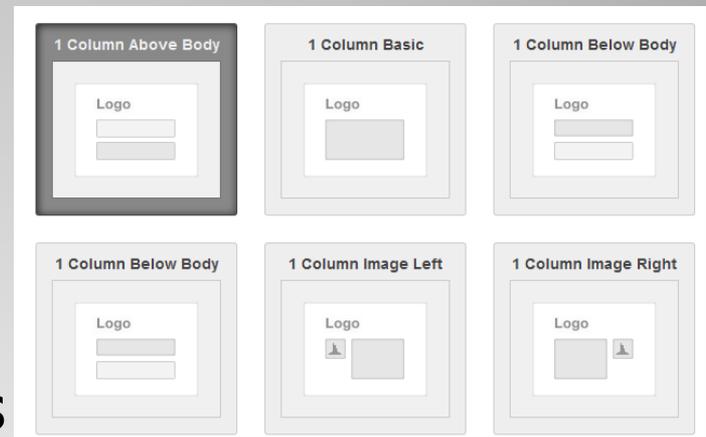
- Not Nike or Coca-Cola
- Brand Strategy
- Simple
- Recognizable
- Friendly/accessible
- Oncology Notes
- Top picks
- Breaking news

Branding



Make it Personal

- Sign your name
- Use names of your staff
- Dear Susan or Dear Colleague?
- Photo of you or your team
- Avoid jargon and acronyms
- Plain English
- Keep it short



Personalization

Make it easy

- Learn more
- Call me or email me at...
- Just reply "yes" "accept" and I will take care of the rest
- No thanks
- Landing pages
- Sign up forms
- Online registrations
- Survey Monkey
- Mail Chimp



Calls to Action

Who can help you

- CEO
- VPs
- Department Heads
- Admins
- Leaders
- IT



Influencers

Always lead with the new

- New!!!
- New and Improved
- Rename and relaunch
- Features (does what)
- Benefits (saves time)
- Less is more!
- Don't boil the ocean
- Just enough to take the action

Hi {{ firstname }},

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

[LINK TO A LANDING PAGE ON YOUR SITE](#) (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

Product Launch

What are trying to do?

- Similar to launches
- Define objectives
- What is success
- How will you measure it
- Keep it simple: “The fastest easiest way to...”)

Hi {{ firstname }},

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Awareness Campaigns

Email Marketing Made Simple

- Many libraries do not have their own opt-in email lists;
- At some corporate and academic libraries, use of the organization's email list is either restricted or librarians are simply reluctant to use it to promote library services; and
- Librarians are laboring under a common misconception that email marketing is far too difficult or time consuming for them to handle.
- Get this article for FREE, just email me at sean.smith@infodesk.com and request email marketing article.

Email Marketing for Librarians— Made Simple

By Sean Smith

[This article was originally published in The Informed Librarian Online,](#)

Recently I made a shocking discovery. In an era in which most of us are on a contact list basis by email and other electronic communications, many libraries serve their constituents.

In fact, when I ask librarians how frequently they email their users, they are often Tagalog. Some of them have explained to me (patiently, of course) that it is a "sensitive topic."

It turns out that there are three main aspects to this trend:

- 1) many libraries do not have their own opt-in email lists;
- 2) at some corporate and academic libraries, use of the organization's email list is either restricted or librarians are simply reluctant to use it to promote library services; and
- 3) librarians are laboring under a common misconception that email marketing is far too difficult or time consuming for them to handle.

Email Marketing

Email Marketing Made Simple

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- Get this article for FREE, just email me at <http://bit.ly/TYnKz6>

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Marketing Information Services Resources

Sample Email Template (HubSpot)

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Marketing Information Services Resources

Email Marketing Article

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In fact, when I ask librarians how frequently they email their users, the responses are often surprising. Some have explained to me (patiently, of course) that it is a "sensitive topic."

It turns out that there are three main aspects to this trend:

- 1) many libraries do not have their own opt-in email lists;
- 2) at some corporate and academic libraries, use of the organization's email lists by librarians are simply reluctant to use it to promote library services;
- 3) librarians are laboring under a common misconception that email marketing is a time consuming for them to handle.

<http://bit.ly/TYnKz6>

Marketing Yourself

- Inside/Outside
- Keep your job
- Get a raise/promotion
- Find a new job
- Network!

**Challenge 3: Demonstrate value
and show ROI (market yourself)**

How to Demonstrate Value

- Tackle new projects
- Raise your profile
- Stay on their radar
- Make sure they know your name(s)
- Make allies
- Measure results
- Benchmark
- Show ROI

Challenge 3: Demonstrate value and show ROI (market yourself)

How to measure ROI on Information Services

- Tracking
- Show growth
- Calculate savings
- Time = money



Challenge 3: Demonstrate value and show ROI (market yourself)

Lost Productivity Calculations

Meet Wendell, an average STM worker* he spends several hours looking for information that will help him do his job.

- **Email:** Everyday Wendell receives more than a dozen regular emails, each with 5-10 or more articles. Most of which do not relate directly to Wendell's company or job. Some of the information is nice to know, most he couldn't care less about. It takes a minute or two to discern that for each email, plus another few minutes for each article that does relate. 12 emails per day, 2 minutes per email. All told, 20-30 minutes per day sifting through and mostly deleting emails. Average time spent sifting through email: 2 hours per week.
- **News:** Wendell is dedicated reader of a few daily news publications. Not only do they tell him what is happening in the world at large, sometimes there are stories that relate to his industry, business or job—directly or indirectly. Time permitting, Wendell likes to spend about 10-30 minutes per day with his favorite publications. Average time spent reading the news: 1 hour per week.
- **Trade Press:** Trade news is Wendell's prime source for industry news and competitive intelligence. There are several key publications that he scans religiously and few other daily briefs that he tries to digest every day/week. All in all, Wendell estimates he spends an average 1.5 hours per week reading the trade press.
- **Web Sites:** Wendell is regular visitor to a number of Web sites, including relevant associations, vendors, competitors, regulatory agencies, etc. While he doesn't visit all of these sites every day, or even every week, he has them bookmarked and touches base regularly. Average time spent perusing bookmarked Web sites averages 8-10 minutes per day, about 45 minutes per week .
- **Search:** Beyond regularly visited Web sites, Wendell can spend a considerable amount of time searching the Web for information related to the industry, business, products, consumers, competitors. Whether he's tracking down a specific article or researching an important issue, searching the Web is normal part of every day for Wendell. Unfortunately, his query skills are not very advanced and if the results are he wants do not appear on the first page or two, he usually gives up. Average time spent on search 1.5 hours per week.
- **Company Resources:** Luckily, Wendell's company and department provide him with some resources that can help point him in the right direction when he avails himself of them. These include information resources, including access to research, databases, aggregated news and industry information and variety of business related alerts. Regardless of the quality or comprehensiveness of these resources, this is often the last place Wendell looks. At best he spends 15 minutes a week taking advantage of company resources.

Calculating ROI

Do the math:

- Using company info resources: .25 hours
- Searching the Web: 1.5 hours
- Visiting bookmarked Web sites: .75 hours
- Reading trade press: 1.5 hours
- reading the news: 1 hour
- Sifting through email: 2 hours
- That's 7 hours per week, almost a full work day (20% of the work week) is spent looking for CI
- Modest average pay rate of \$50/hr. is \$350 per week, \$1,400 per month, \$16,800 per year
- Times the number of information consuming employees: 5,000 = \$84 million per year
- Even cut in half that is still \$42 million

Calculating ROI

Marketing Yourself Outside

- SLA
- Publish
- Speak (talk to me)
- Network
- LinkedIn
- Google
- Keep learning!!!

Challenge 3: Demonstrate value and show ROI (market yourself)

You can do this

- If I can do it, so can you
- Marketing is just many tiny steps
- Keep trying new things
- First three people to friend me on LinkedIn me will get free half-hour phone consultation on any marketing related question... (Hint: search Sean Smith InfoDesk)

Conclusion

Please submit questions online
and I will try to answer
them...

Make them difficult!

Q&A