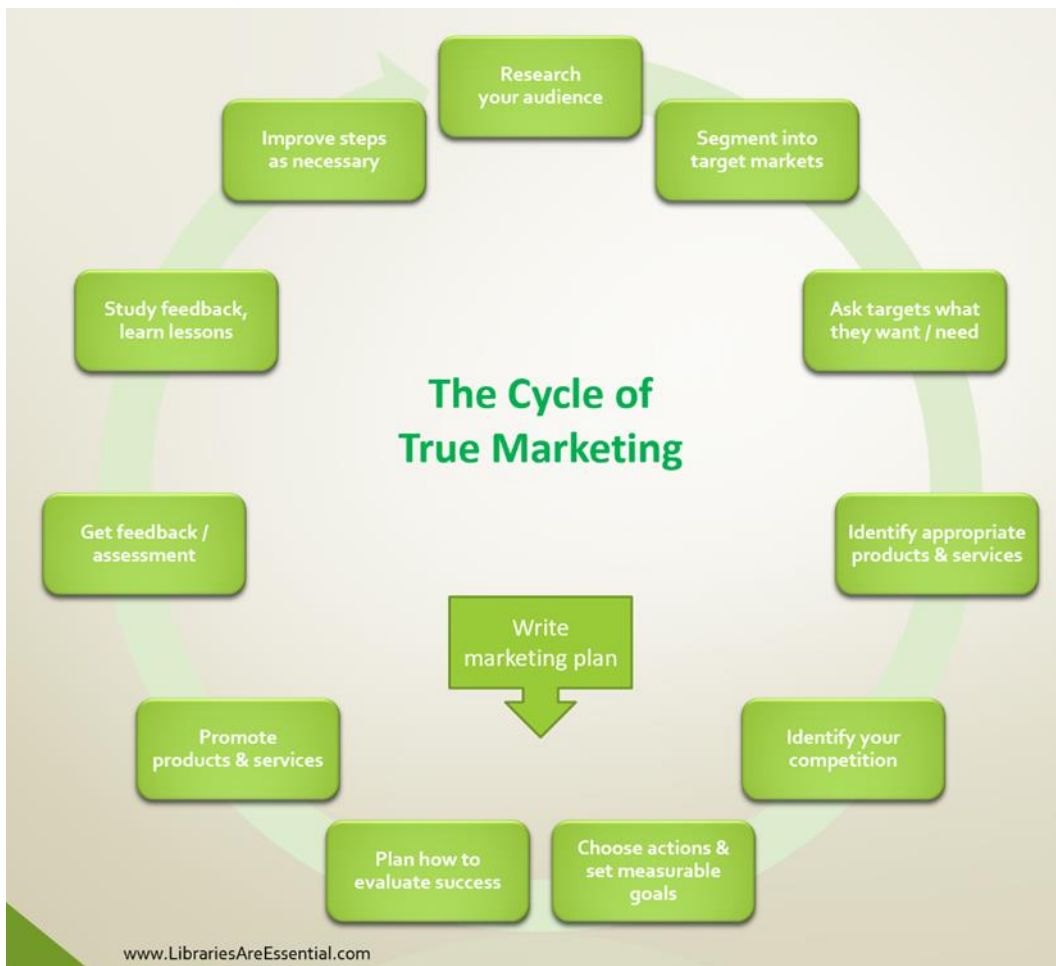
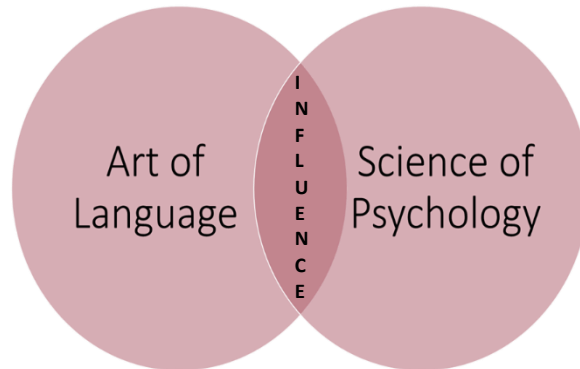


The Art and Science of Marketing Communications

*PLAN Webinar taught by
Kathy Dempsey, Founder & Consultant at Libraries Are Essential
Kathy@LibrariesAreEssential.com*



The Science and Psychology of Marketing and Sales

Read *Why We Buy: The Science of Shopping*, 2009, by Paco Underhill

Read "Marketing Psychology: 10 Revealing Principles of Human Behavior" on HubSpot:
<https://blog.hubspot.com/marketing/psychology-marketers-revealing-principles-human-behavior>

Read *Psychology & Marketing*, a journal from Wiley.
<https://onlinelibrary.wiley.com/journal/15206793>

Think (& Talk) Like Your Target Audience

- Use segmentation to help messages get noticed and absorbed.
- Know your target audience and align your message with them.
- Place messages where, and when, people are most likely to read and remember them.
- Make people feel important, exclusive. (Maslow's Hierarchy)
- Focus on benefits, not products. (WIIFM?)
- Use powerful words, without library lingo.
- Personalize; use names when possible. Make it all about them.
- Write in the second person: Use "you," not "I."
- Adjectives & adverbs!
- Be articulate and enthusiastic. Use a friendly tone.
- Make it all about *them*.

1st Writing Exercise

1. Ponder this question: "Why do we still need libraries when everything is online?"

2. Choose your target audience. _____

3. Write down your response. What would you (or do you usually) say?

TIP: You may want to write your "Hulk" or your defensive response first, then your real one.

6 Guidelines for Articulating Your Value

1. Align the message with the target audience.
2. Use powerful words, without library lingo.
3. Discuss what people *need to know*, not what you want to tell them.
4. Focus on benefits, not products. (WIIFM?)
5. Be articulate, brief, clear, decisive, & enthusiastic. (A, B, C, D, E)
6. Prepare and practice so you can speak with confidence.

2nd Writing Exercise

1. Same question: "Why do we still need libraries when everything is online?"
2. Same target audience. _____
3. With your new info on effective writing, create your new & improved statement here: