



CATCH 'EM BY THE TAIL

A 60-minute Webinar

1. What do you notice about the “long tail” in the image shown above? _____

2. Why do you think it’s important to “catch ‘em by the tail”? _____

3. What are some of the “categories” in **your community’s long tail**? _____

4. Which ones might you want to take a closer look at? _____

5. When thinking about “long tail marketing,” it’s important to recognize how your library is

_____ compared to the competition.

My Library:

The Competition:

• strengths _____ / _____

• limitations _____ / _____

6. Are there possibilities for _____?

7. What are future _____?

8. In *Marketing That Matters*, the authors note eight principles for reaching multicultural audiences. Keep these principles in mind as you contemplate your long tail marketing, as they also apply to other niche markets:

- Check your _____ at the door.
- Understand the _____ of your audience.
- _____ before you request.
- Develop _____ relationships.
- Build _____ ownership.
- _____
- _____
- Anticipate _____

Based on what we've discussed, **list two niche markets** you **may** be able to serve:

1. _____

2. _____

What might you offer them? **How do you know** that's what they would want?

1. _____

2. _____

How will you market your offering to them?

1. _____

2. _____

3. _____

What is one idea I will use from today's session to make sure I catch 'em by the tail? _____

By when? _____ **What is my first step?** _____
