



ALLA Carte Conference  
Thursday 27<sup>th</sup> September, 2007

# THE MYSTERIES OF MARKETING

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**PTB CONSULTING**  
IDEAS TO IMPLEMENTATION

# AGENDA

1. Marketing principles and concepts
2. Practical application to libraries
3. Questions

# CRITICAL QUESTIONS

- ✦ What type of work do we want to do more of?
- ✦ What will we say no to?
- ✦ Who do we want to work with?
- ✦ If we're successful (and happy) in 24 months we'll be:

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# THE 3 LEVELS OF SUCCESS



Source: Mike Jones (Act4) and Richard Oakes (Addleshaw Goddard)

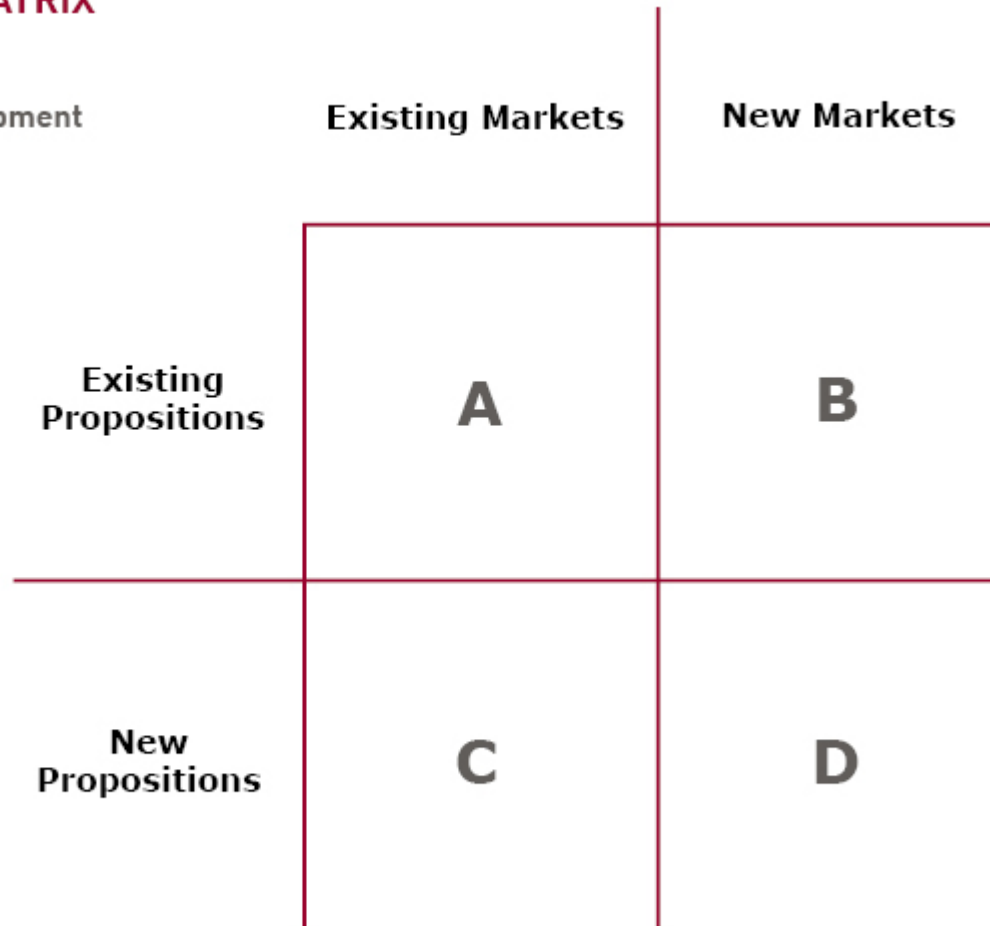


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# SHAPE OF YOUR BUSINESS

## ANSOFF'S MATRIX

Application:  
Strategy Development



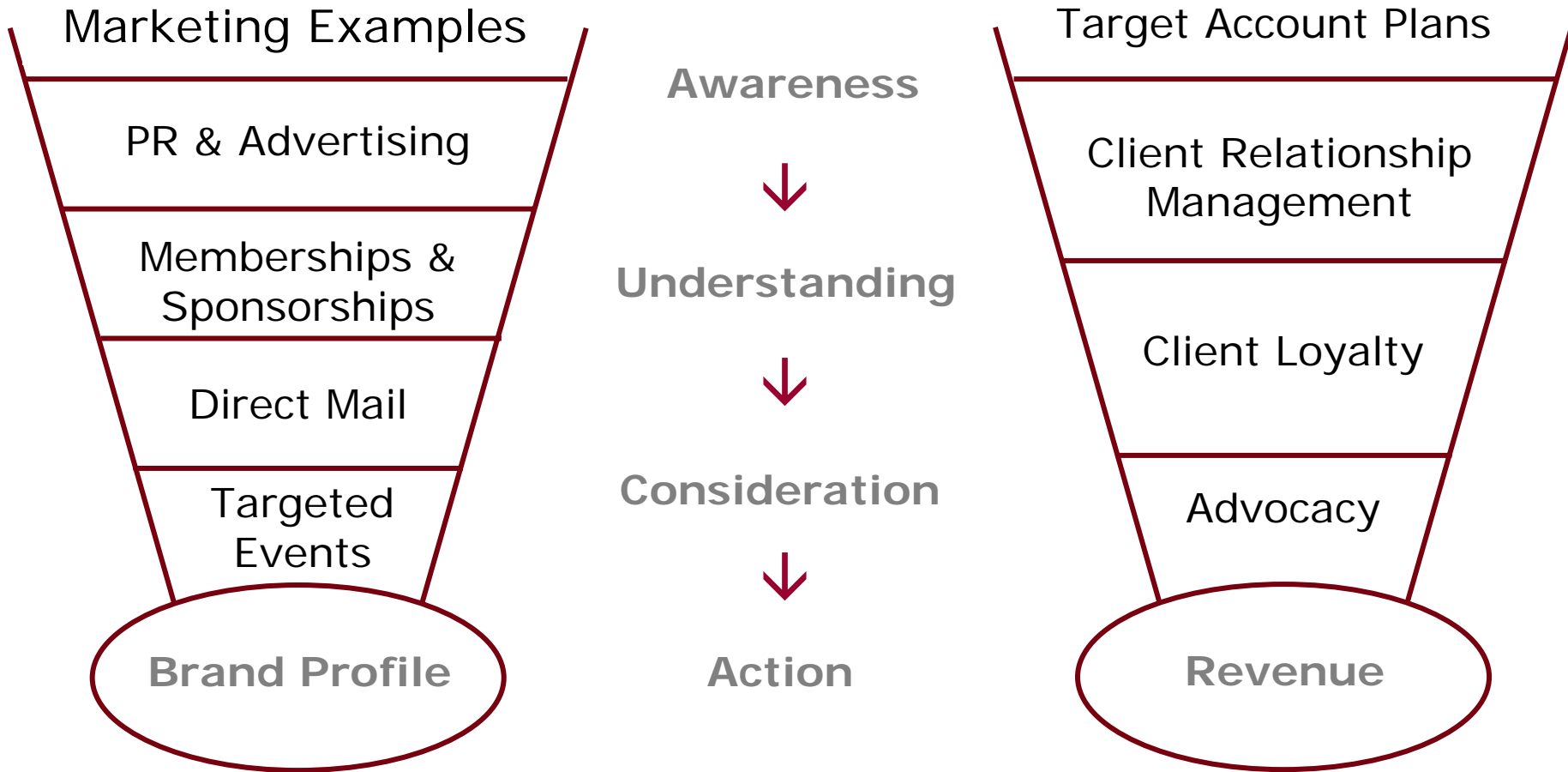
Source: I. Ansoff, 'Strategies for Diversification'



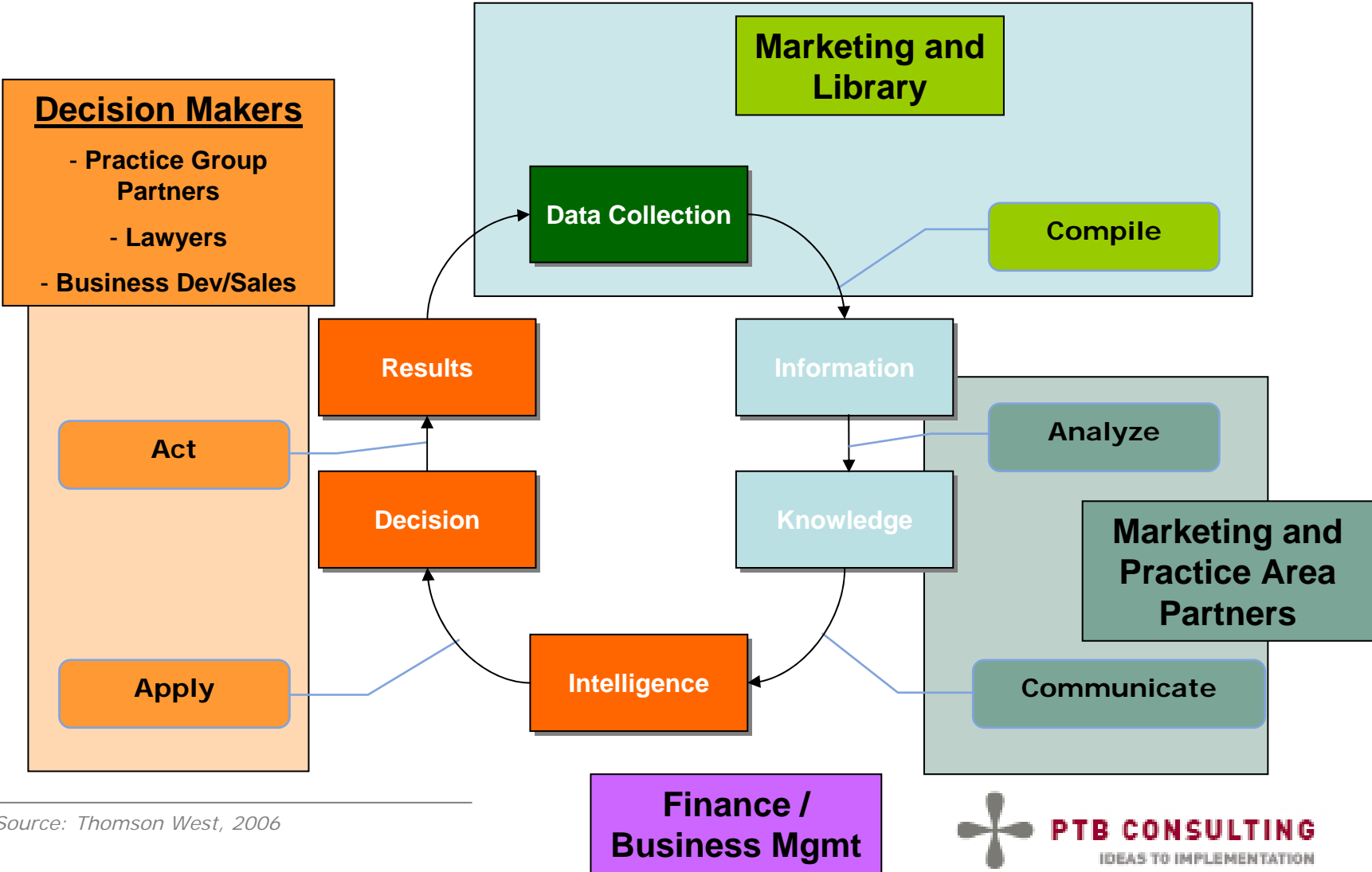
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# MARKETING AND BUSINESS DEVELOPMENT

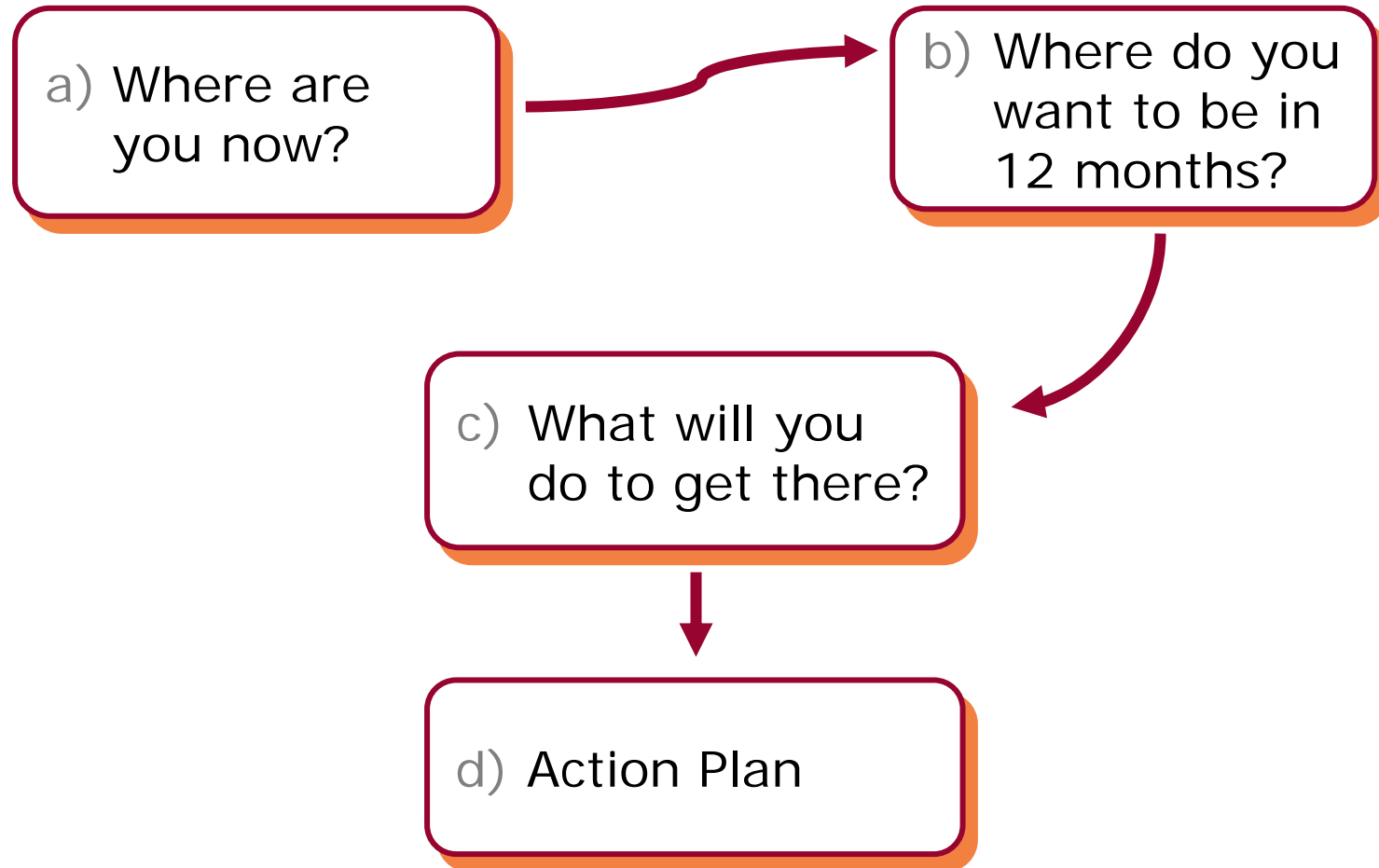


# COLLABORATIVE STRATEGY



Source: Thomson West, 2006

# YOUR PLAN



# HOW HEALTHY IS THE LIBRARY 'BRAND'?

## IMAGE:

- ✦ Do you know how the library is perceived by users (internal and external)?
- ✦ What do they expect?
- ✦ What would delight them?
- ✦ Any gaps to address?

Relevance; likeability; awareness;  
connection/engagement; endorsement



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# HOW HEALTHY IS THE LIBRARY 'BRAND'?

## SERVICE / PRODUCTS:

- ✦ What supports the Firm's current practice?
- ✦ What supports the Firm's future practice?
- ✦ Where can you add the greatest value to the business?
- ✦ What will you champion?

Hygiene & Health factors;  
Data/information/knowledge/wisdom;  
R&D; competitive intelligence



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# HOW HEALTHY IS THE LIBRARY 'BRAND'?

## CLIENTS:

- ✦ How strong is your 'franchise' with internal clients (Partners, Lawyers & functional departments)
- ✦ How do can you add value to the firm's external clients.

Rapport; high users; lapsed users;  
client management; value add



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# HOW HEALTHY IS THE LIBRARY 'BRAND'?

## COLLABORATIONS:

- ✦ How closely do you work with Marketing / Business Development, IT, Finance, HR, Precedents.
- ✦ How do you engage & contribute with external communities?
- ✦ Who will help you with innovations?

Changing behaviour; activating new ideas; innovations



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# HOW HEALTHY IS THE LIBRARY 'BRAND'?

## INFLUENCE:

- ✦ Where do you need to maintain goodwill?
- ✦ Where do you need to build goodwill for your future?
- ✦ What will improve your level of influence?



# DEVELOP SERVICE AND COMMUNICATION

## SOME SUGGESTIONS

### 'Hard copy' options

- + Orientation
- + On-site assistance (visual)
- + Regular updates (on paper)
- + Provide relevant statistics
- + Relevant merchandise
- + Seminars (authors)
- + CRM
- + Feedback sessions
- + Bookclub sessions

### E-marketing options

- + Intranet
- + Face Book
- + Blogs
- + You Tube
- + E-flashes
- + RSS feeds
- + E-think tanks
- + E-games



# WHAT WE'VE COVERED

1. There's no mystery to marketing  
*(but changing behaviours is difficult)*
2. Know the Firm's Plan and Yours  
*(your ABCD)*
3. You can apply the same concepts to the library  
function



# ABOUT PTB CONSULTING

## WE HAVE HELPED FIRMS WITH:

- ✦ Marketing and Business Development
- ✦ Marketing Mentor, Support and Outsource Services
- ✦ Client Feedback Programs
- ✦ Client Analysis and Key account Management
- ✦ Proposal and Presentations
- ✦ Business Development Coaching for Partners
- ✦ Graduate Recruitment Programs
- ✦ Tailored BD Workshops – from Networking Skills to 'Lunch & Learn' Sessions

# CONTACT US

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