



Marketing Resolutions
for a Successful New
Year 1

Pearls of Wisdom.....2

Protect Your Right
To Use Your Brand
Names3

Promotion Gems: Lead
with Benefits5

Worth Its Weight in Gold:
Clip Art.....5

Sparkling Reviews: The
Non-Designer's Design
Book6

Treasure Tips: Using
Graphics Effectively6

MARKETING *Treasures*

TM

Ideas and Insights into
Promoting Library &
Information Services

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Marketing Resolutions for a Successful New Year

Every January brings a new year, a clean calendar, and a fresh start. In 1995, **Marketing Treasures** hopes you'll resolve to make marketing a top priority as you prepare to face the information challenges of the 21st century. We suggest you make the following resolutions to support your marketing goals.

Resolution #1: Develop a marketing plan. Chances are this resolution (either implicitly or explicitly) has topped your list in previous years. But, like many librarians, you haven't carried through on your resolve. Why will you succeed in 1995? Because this year you'll write an abbreviated plan. No long pages, perhaps not even complete sentences. The plan you develop will be quicker and shorter. It might take the form of an outline, or even a series of lists. No matter what form it takes, getting your plan onto paper will make your marketing efforts far more effective.

If concern that a rough plan won't be good enough leads you to once again resolve to write a full scale plan, congratulations on your commitment. But consider writing the shorter plan first. Think of this miniplan as notes from which you will write a fuller final plan. These notes might well become the first step to writing a comprehensive plan. But if you yet again fail to carry out your more ambitious resolution, you'll have written a plan that will yield better marketing results for 1995.

"Think of this mini-plan as notes from which you will write a fuller final plan."

"Many marketers who forge ahead with no written plan make the mistake of only concerning themselves with promotion."

By setting your plan down on paper, you'll be able to distinguish the different elements and see how they relate to each other. You'll be able to assess whether you're devoting the proper amount of energy to your most important projects. And you'll save the time and energy that you now spend trying to hold together the pieces of your marketing efforts that are floating around in your head. By writing things down—even in list form—you'll see if you're neglecting anything. Many marketers who forge ahead with no written plan make the mistake of only concerning themselves with promotion. Remember the other aspects of marketing: product, price, placement and public relations. A list with just a few key items under each of these topics will add a whole new dimension to your marketing efforts. If you've failed to make good on this resolution in the past, but agree that a marketing plan is crucial to your library's well-being, let 1995 be the year you lower your sights in order to raise your chances for success.

Resolution #2: Eliminate negative customer interactions. Have you ever had a day when you satisfied every client you encountered? When difficult customers seemed pleased, even when you were unable to give them exactly what they wanted? This year, resolve that every day will be like that day. Ask your staff to join you in this resolution. Discuss it at a staff meeting early in the year. A key to staff participation: Remember that everyone is human, that

continued on page 4

Pearls of Wisdom

Reference books and medical journals can give you the facts about Alzheimer's, Parkinson's, or liver disorders, but when your questions concern you or someone you care about, a talk can be more helpful and reassuring than any scholarly article. That's why many people call hotline numbers such as those operated by the American Heart Association, the United Cerebral Palsy Association, and the Cystic Fibrosis Foundation. To help people cope with all kinds of disabilities, Disability Resources, publishers of **Disability Resources Monthly**, has written **Disability Information at your Fingertips: A Guide to Toll-Free Telephone Resources**. This booklet contains phone numbers of government agencies and nonprofit organizations, including high profile groups such as the Centers for Disease Control and the National AIDS Hotline, and lesser known groups like the Oxalosis & Hyperoxaluria Foundation. If your clients are looking for resources that can calm a worried relative, inform a caring friend, and keep a newly diagnosed patient from feeling alone, this is a book you'll be glad to have on hand. Call 516/585-0290.

Preparing a presentation? Call Visual Horizons while you're still in the planning stages and ask for their Powerful Presentations catalog. This catalog contains practically everything you need for your presentation (minus, of course, ideas and script). Visual Horizons supplies a large variety of standard slides, slide duplication services, and custom chart slides they'll produce from your rough sketch. They also sell laser pointers, carrying cases, audio and video tapes, portable screens, and binding systems. To get your catalog, call 716/424-5300 or fax 716-424-5313.

Ah, the sweet sound of success: The sound you want to hear every time you hand out your business card. Now you can, with Clegg Line ringing business card holders. Insert your business cards inside these clever and attractive card holders. When the holder is opened, a ringing sound is activated, and the printed message "Give me a ring," is reinforced by the ringing sound of a telephone. Designs include a cellular phone, tuxedo, pencil, ticket, and moving truck. To turn your business card into a promotional item and keep the sound of success ringing in your ears, call Dimension, distributors of the card holders: 703/521-4843.



What element of your report provides both the first impression and the finishing touch?

The report cover. The cover conveys a message from the minute you hand out the report until long after its been taken back to the reader's office.

One source we've discovered, House of Covers, offers a wide variety of covers, from vinyl binders and leatherette grain window report covers, to linen finish fanfold covers with a gold foil stamp. For a catalog, call 800/332-6837.

While not the text treatment of choice, there are times when justified text is appropriate. When working on promotion materials using justified text, allot time after editing to fine-tune hyphenation and the placement of smaller words. This helps avoid awkward spacing and unintentional white space within the text. When you face a particularly challenging space problem with no simple solution, consider changing the wording of the paragraph; not at the expense of clarity, of course, but sometimes a simple word substitution will eliminate visual problems.

Write to the SLA for a free copy of their excellent brochures "Edges" and "Power." These persuasive brochures extolling the bottom line value of librarians were mailed to business editors at the largest daily newspapers in the U.S. and Canada and to the CEOs at several hundred large U.S. companies. Make sure the top brass at your organization sees them, too. Write: Order Department, SLA, 1700 18th St., N.W., Washington, DC 20009. ■

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Back issues and samples are available. Contact our office for latest prices. Additional binders available at \$4.50 each. Promotional copies available for conferences & meetings. Call for details.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue rate.

Clip art used in this issue: Pages 1,3, and 5 from this issue's clip art sheet. Page 2 and 6 from Volume 1, Olson's Library Clip Art.



Protect Your Right To Use Your Brand Names

Do you sell any product or service to clients outside of the organizational setting? Might you someday do so? If your answer is yes, now's the time to begin the process of registering the name of that product or service.

Many librarians hesitate to register trademarks because they don't feel the need to protect their brand names against use by others. What they don't realize is that registering a trademark doesn't just protect the name from use by others, it also protects your right to use the name. This is often the more compelling reason for registration.

The first step to registering your trademark is meeting the minimal requirements for choosing a protectable name: It must not be confusingly similar to any federally registered trademark, and it must be capable of identifying a product or a service. The most distinctive names, and thus the most easily protected, are coined names, such as Xerox. Running a close second are suggestive names, such as Tide detergent. Both coined and suggestive names are easily protectable. Not so easy to register are descriptive words. If you wanted to name your detergent "Clean" you could not register that name unless long use made it distinctive for your product. And while descriptive names might eventually make it onto the register, generic names (like calling your detergent "Detergent") will never pass the test.

After choosing a distinctive name, you must file a written application with the Patent and Trademark Office. Filing your application only requires the competent filling out of a form and submission of accompany materials (including a filing fee). The real hurdle comes after the application has been filed, when a Trademark Examining Attorney reviews it. The attorney first assesses the mark for eligibility (have you named your database "database?"). If it is eligible, he conducts a search to make sure that your mark does not too closely resemble a registered mark. If the searcher discovers a mark that your mark resembles, he will refuse to register it and you will forfeit your filing fee. If it doesn't, your trademark is published in the Trademark Official Gazette. Twelve weeks later, if no one

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"And while descriptive names might eventually make it onto the register, generic names (like calling your detergent "Detergent") will never pass the test."

files an objection, your mark will be registered.

Most applicants don't wait for the Trademark Examining Attorney to conduct the search. Why waste the time and filing fee if the search disqualifies your application? Instead, conduct a search yourself by accessing Compu-Mark On-Line Trademark Searching, Dun's Electronic Yellow Pages, or TRADEMARKSCAN. A reasonable alternative to your own search is employing the services of a search company.

Once your mark is finally registered, there is a final bureaucratic hoop to jump through. Between the fifth and sixth year after registering your mark, you must file either an affidavit of use (if you used the mark continuously since registration) or an affidavit of nonuse (explaining why it was not used continuously). Beyond that, you must maintain a reasonable vigilance to protect your mark by actively looking for infringements and taking action against infringers. When you spot infringements, you must send a warning letter to infringers about their actions. This serves the dual purpose of getting them to stop using your name, and providing a paper trail should you have to prove that you are actively working to protect your trademark.

For further information, consult **How To Protect Your Business, Professional, And Brand** names by David A. Weinstein, published by John Wiley & Sons; and **How To Get Your Own Trademark** by Ted Nicholas, published by Enterprise • Dearborn.

If you have a brand name to trademark, start the process today. It might seem a long way to go to protect your right to use a name. But it can be a task that takes only a few hours, while saving you headaches and untold expenses. ■

Did You Notice?

If you looked at our last issue of **Marketing Treasures** and got a quizzical feeling, you weren't alone. The printer goofed and screened the red instead of the gray. That gave our red logo a drop shadow of pink—yuck! That's one reason why red is a difficult color to work with, it can't be lightened without creating pink. And pink and red don't work together! ■



Resolutions ...continued from page 1

everyone will now and then be less than wonderful to an irritating customer. Have a policy in place for such times. If a staff member is subtly curt or downright rude to a customer, let him explain the situation to a coworker who will call the customer back and make amends immediately. Your participation in this policy: no retribution. This will encourage staff to confess to unpleasant interactions so they can be set right. After all, you want to hear about bad interactions from staff, not customers.

Resolution #3: Market to upper management. Make sure they know and value the library's role in the organization. Send them reports, memos, and minutes of meetings. Make periodic presentations and reviews of the library's work. Pass on letters of thanks and praise that you receive. Regularly supply them with facts, figures, and anecdotes that reflect the library's value to the organization. For a further treatment of this subject, see "Selling to Upper Management: Prepared Presentations for a Crucial Target Market" in *Marketing Treasures* Vol. 6, No. 6.

Resolution # 4: Standardize your visual image on all library materials. Clients (and everyone working with them) should be able to know at a glance that they are reading, referring to, or using materials that originated in the library. Apply your logo in a standard manner to all library items to promote recognition. This includes memos, letterhead, report covers, floppy disk labels, envelopes, library guides, book reports, fax cover sheets, and scratch pads. Each use reinforces the library's image and reminds clients of the role the library plays in their work.

Resolution #5: Spread news of success. And define success broadly: from the completion of a project or the acquisition of new equipment to the deep and grateful praise of a customer who has won a contract due, in part, to your skillful research and analysis. Always share news of success. If you receive a simple "thank you" from a customer who received helpful treatment at the reference desk, share the news with staff members. If you've acquired a new database service, share the news through an article in your newsletter and an ad in the company bulletin. Write a letter celebrating this news to the member of upper management who approved the budget request or in any way made it possible for you to acquire this ser-

"Clients should be able to know at a glance that they are reading, referring to, or using materials that originated in the library."

"Gaining an awareness of every situation's marketing meaning is the first step to turning it to your advantage."

vice. If the news is a particularly complimentary congratulations for an important piece of work, send letters to upper management and potential customers bearing the message, "We'd like to congratulate Jill Analyst and Joe Researcher for their good work, and share with you news of their recent success in . . ." Other ways of spreading news of success include word of mouth, telephone calls, memos, online announcements, flyers, posters, and for a momentous achievement, a party to celebrate.

Resolution #6: Master at least one technological time saver. Remember that label maker you got in 1993? Hook it up and learn to use it in 1995. How about that datebook program your research staff swears by? This year, keep your life as well organized as theirs. Conquer this resolution early in the year when you have extra energy, so that as the year wears on and your energy wears down, you'll reap the benefits of these time-saving devices.

Resolution #7: Learn to see the marketing implications in everything you and your staff do. From the moment you unlock the door in the morning until the end of the day when you turn off the lights, every activity of every employee has some marketing meaning. The implications of customer service and staff presentation are obvious, but don't forget that the quality of your research has tremendous marketing value. Gaining an awareness of every situation's marketing meaning is the first step to turning it to your advantage. Encouraging staff members' awareness brings them closer to being active partners in your library's marketing efforts.

Resolution #8: Schedule regular marketing appointments with yourself. Whether you can squeeze in fifteen minutes every day, a half hour once a week, or two hours every month, your library will benefit from the time you devote to building your marketing strategies.

Marketing Treasures hopes that these resolutions support the marketing work you already do and serve as a springboard for the marketing efforts you plan. We wish a prosperous and successful 1995 for you and your library. ■

Promotion Gems

Lead with Benefits, Follow with Features

You've acquired a new online database that gives users access to the three thousand most important publications in a subject area. You write a headline for an in-house newsletter ad: "Put Three Thousand Engineering Journals At Your Fingertips." Then you remember the phrase "Lead with benefits, follow with features," and review your headline with this advertising principle in mind. Well, you think, it is a benefit to have three thousand journals at your fingertips. But you find yourself uncertain that this is what advertisers mean by a benefit.

You're not alone. The confusion of features with benefits is one of the most common advertising mistakes. Both should, of course, be mentioned in your ad. But the benefit should take the lead. Benefits make readers eager to learn about your service's features.

When information providers offer "three thousand journals at your fingertips," they know they are offering clients the chance to perform better at work, make fewer mistakes, and avoid repeating research that others have already performed. But even though clients, if they stopped to think about it, would understand these benefits, advertising writers must remember that they won't stop to think unless you give them an incentive to do so. The incentive is the benefit derived from using your service. For your new database, benefits include: "Work smarter!" "Avoid costly mistakes!" It is up to information service providers to make these connections for the client.

To translate features into benefits, write down your feature, and add the words "so that you can." What you say next will be a benefit. Three Thousand Journals at your Fingertips **so that you can** Save Time!... **so that you can** Save Money! Once the benefits are clear, a little rewording yields: "Save Hours of Research Time with Three Thousand Journals at your Fingertips!" Now the headline is a benefit statement for the reader instead of a feature statement about the online service.

Try scrutinizing advertising headlines for benefits. Changing feature headlines into benefit headlines might be all you need to safeguard

"To translate features into benefits, write down your feature, and add the words 'so that you can.' What you say next will be a benefit."



Worth It's Weight In Gold

Editor's Note: Marketing Treasures originally came with sheets of library clip art and this column provided ideas on how to use the graphics. The clip art images from Marketing Treasures are now available from www.LibraryClipArt.com.

This issue of **Marketing Treasures** includes your new Clip Art Sheet. The sheet presents original artwork in camera-ready form. These images are also available as EPS graphic files on 3.5" PC and MAC computer disks.

Celebrating Computer. Use this graphic for invitations good news announcements, and any correspondence announcing or making good on your New Year's resolutions.

The Scream. Use this graphic to show clients that you understand the existential anguish of the approaching deadline.

Video Lunch. Introducing a lunchtime video series? Make this graphic part of the series' logo for announcements, ads, invitations, and flyers.

Jigsaw Puzzle. This graphic is perfect for adorning brochures and annual reports that illustrate how the library fits into the organizational structure and how information fits into clients' futures.

Rock Solid Information. Use this graphic on presentation slides, newsletter ads, and as part of your logo. It works well running down the edge of a particularly authoritative bookmark. Remind clients that "Information is the bedrock of success."

Sprinting Rabbit. Like his colleague in Wonderland, this rabbit can't waste time. Show clients your commitment to speedy service with this graphic—an obvious choice for ads and documents related to your delivery service. It's also ideal for announcing rush service or just bragging about your speed at carrying out tasks in general.

Library Wreath. Celebrate wintertime with this library-friendly wreath. Use it on flyers announcing library gatherings. Let it highlight the winter edition of your newsletter or illustrate your next set of seasonal bookmarks.

8-Ball. Although a looming deadline is no game, this playful graphic might lighten its weight. ■

Sparkling Reviews

The Non-Designer's Design Book. Robin Williams, Peachpit Press, Berkeley, CA, 1994. 510/548-4393. ISBN:1-56609-159-4. \$14.95

If we were to buy only one book about design to aide desktop publishing design novices, we would buy **The Non-Designer's Design Book**. Why? Because the book teaches design basics clearly, presents a thorough picture without getting bogged down in detail, and is written at exactly the right level for most non-designers who have been forced by technology into the design world.

This book does not try to turn readers into designers. But it does acquaint them with the basic principles that will improve all the documents they produce. And at 144 pages, the bulk of which are filled with illustrations and white space, it is a quick read and a highly usable reference.

The Non-Designer's Design Book stresses four principles: proximity, alignment, repetition, and contrast. The first half of the book focuses on each of these principles in turn, arguing their fundamental importance by illustrating their effectiveness. The illustrations are clear, the lessons are simple, and your understand is so complete that you feel like you're being taught something you've always known.

The second half of the book focuses on typeface, the central principle of which is contrast. After convincing you that concord (harmony) is acceptable but boring, and conflict is to be avoided, author Williams demonstrates that contrast creates interest. She next acquaints you with the categories of type, and then illustrates the varieties of type contrasts: size, weight, structure, form, direction, and color.

If design is not your primary job in life but yet you're responsible for producing promotion and announcement materials for your library, we recommend that you get this book. You'll feel satisfaction in designing with principles clear in your mind, rather than the vague hope that your publication will look right. Your work with designers will benefit from your informed design sense, and your publications will be more attractive and easier to read. ■

"The illustrations are clear, the lessons are simple, and your understand is so complete that you feel like you're being taught something you've always known."

■
By the way...Volume 3 in our series of Olson's Library Clip Art is due for release January 1995. Libraries Through the Seasons has 280 different seasonal library images for Winter, Spring, Summer & Fall. Call our office for information.
■

Treasure Tips

Using Graphics Effectively

What does visual composition have to do with buying a car or choosing which detergent to use? According to most marketing professionals, everything. Consider which announcement draws your eye:

**Books
on
Cassette**



Although many people claim to lack a sense of aesthetic design, everyone is at some level affected by what we see in the world around us. The trick to successful advertising is knowing how graphics can attract attention, send a clear, bold message, and enhance the desirability of a product.

To ensure that you get your message across, start with these two simple rules of thumb:

- Graphics should attract attention and draw interest towards the central subject matter.

**Library
Mailbox**



In the first example, the subject is clearly the mailbox. In the second example, the image is dominated by the woman's profile.

- Graphics add impact to an idea by accentuating the overall tone and style of your piece.

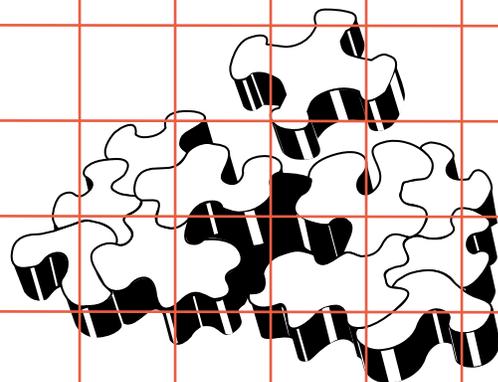
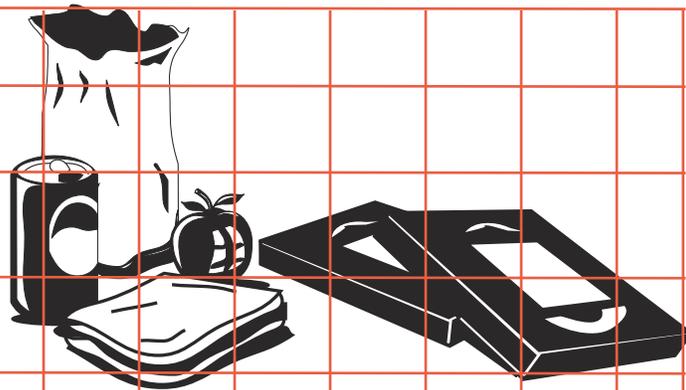
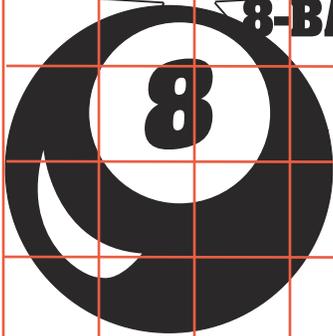
Business \$ News



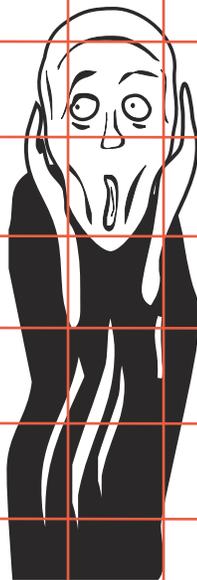
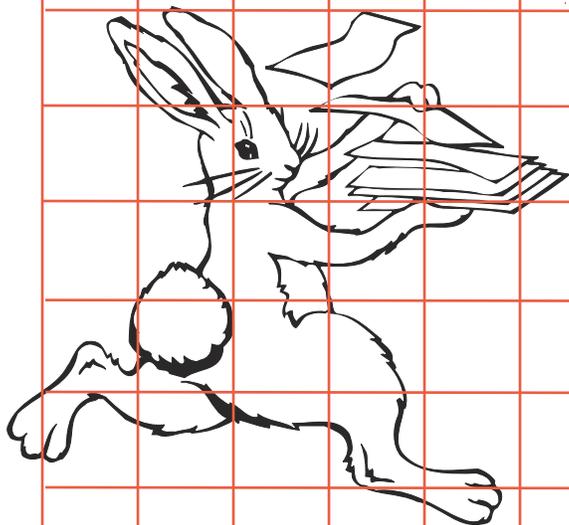
The graphic on the left is appropriate for any serious business publication. The one on the right works when a lighter tone is called for.

Whatever your message, graphics are one of the quickest and most effective ways to generate interest in a product or service. With help from a clip art catalog and a little imagination, you can pump up the volume and add spice to your newsletter, display, or logo. ■

**DON'T
GET
BEHIND
THE
8-BALL!**



A Perfect Fit



**Rock Solid
INFORMATION**

