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MARKETING Treasures

Ideas and Insights into Promoting Library & Information Services

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Marketing Resources on the World Wide Web

You knew it was just a matter of time before your editor would share the results of her surfing expeditions, looking for marketing sites on the World Wide Web. As a marketing consultant I am personally interested in the resources available at different sites, and how they are presented. Of course I identified hundreds of sites that were in some way related to marketing and promotion—everything from conferences to advertising specialty services to direct mail consultants. After spending hours surfing, reviewing, and placing bookmarks, I realized what I found to be interesting and useful, might be of value to **Marketing Treasures** readers.

So here is a summary of the sites that I found to be worth a bookmark. Two caveats should be noted. First, I did not include sites dedicated to the marketing of commercial services and products on the WEB—and believe me there's quite a few of them! Instead I concentrated on sites that provided information and resources that could help with your library marketing programs. Secondly, I do not present this as an exhaustively comprehensive listing. By the time I finish this article and this issue of **Marketing Treasures** reaches you, there will probably be a whole new crop of sites related to various marketing topics—it's the nature of the beast.

Enjoy surfing!

A handwritten signature in black ink that reads "Chris Olson".

Associations

Well, you have to start somewhere, so let's begin with association sites. The American Marketing Association (AMA) (<http://www.ama.org/hmpage.htm>) is visually boring considering that it is the primary organization representing marketing professionals. The contents are also unimaginative with the typical membership stuff—directories, organizational interest groups, and conference announcements. However, if you missed a conference you can review a synopsis with the Conference Perspective. The most recent conference was the AMA's 15th Annual Symposium for Healthcare Marketing. The synopsis gives enough detail to provide you with a real sense of what was covered, including awards with photos. Now you may not be interested in healthcare, but the AMA has other conferences on marketing topics that may be of interest, so keep this site in mind. Other than that, there's little in the way of marketing tips or insights, or even excerpts from its association newsletters—very disappointing. There is a section on available publications and access to the association library, the Marguerite Kent Library/Information Center. (<http://www.ama.org/library.htm>)

To add insult to injury, the AMA site doesn't even link to one of its own special interest group sites—and a mighty good one it is too! The Business-to-Business marketing EXCHANGE (<http://www.btob.wfu.edu/b2b/welcome.html>) is worth a bookmark. While the site has been designed for business-to-business scholars and practitioners, you'll

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Pearls of Wisdom

What's an "interactive medium"? One example is TOUCH-IT LIVING PAPER. This paper changes color on contact with a person's fingers! How does it work? LIVING PAPER is thermo-chromatic, which means it changes color with a change in temperature. It works within a temperature range of 75.2 to 89.6 degrees Fahrenheit. When you hold it in your hand, it is heated by your body temperature—and presto the paper changes color! (Try it! There's a sample sheet enclosed in this issue of **Marketing Treasures**.) The paper returns to its original color after it "cools off." Suitable for any type of printing, including offset, laser, inkjet, and photocopying, the paper is available in a variety of colors, including: Purple which changes to pink, orange-to-yellow, blue-to-white, green-to-yellow, teal-to-yellow, and gray-to-white. Some suggested uses for this unique media include: Flyers, direct mail inserts, bookmarks, and note paper—any paper product that requires interaction with the hands. The paper is a great way to draw attention to your promotion messages. Let your imagination run free. Think of all the slogans and themes you could use that are related to temperature — Our Information is Hot!, Come in Out of the Cold! Or you could launch a campaign that compares your services to the competition using the paper and the slogan "A Horse of a Different Color." For more information, call Touch-It, Inc. 801/394-4300.

If you are publishing a newsletter for your library, you may want to check out a handy brochure entitled, "101 Ways to Save Money on Newsletters" by Polly Pattison. The subtitle goes on to include "flyers, brochures, posters, catalogs, letterheads, annual reports, and practically anything you print!" One particularly helpful tip from this brochure suggests: "Develop a Stylebook. Once you've decided standards for style decisions such as use of titles and abbreviations, write them down and give a copy to everyone involved in writing the newsletter. This saves proofreading time." Any way to save time equals saved money! Use the other valuable 100 tips in this brochure to stay within your publication budget. The tips are conveniently arranged under the topics of: Management, Editorial, Design, Typography, Desktop Publishing, PrePress, Printing, and Mailing. The brochure is a brief 20 pages, easy to read, and full of helpful suggestions. For ordering information, call 800/264-6305.

There's a sample sheet of Touch-It Living paper enclosed in this issue of Marketing Treasures. Go ahead, hold it in your fingers. Watch the color change. If your hands are cold, you won't see any color change.

Try this personal-touch approach for keeping the lines of communication open between you and your customers or prospects: Cards and brochures to increase your business and promote goodwill. Harrison Publishing Co. offers a wide variety of high quality contact cards, postcards and brochures which bear a variety of messages such as: "At Your Service", "Thank You", "To Follow-up", "Good News", etc. These attractive cards can be imprinted with your personal message and logo, are affordably priced and easy to order, and have a customer satisfaction guarantee. Just think of the impact a personal message from your information center could have in this time of computerized answering machines, automated tellers, and electronic transactions! For more information, call 800/438-5829.

If you decide to use clip art images from a WEB site, you may find that your favorite word processing or page layout program won't accept the file format. That's when a graphics converter program becomes a handy piece of software to have. Conversion programs change graphic files into formats your computer, programs, and printer can use. For example, most graphics on the Internet are in the GIF format. A graphics converter program can change this format into EPS, TIFF, PICT, or other file format for you. A popular conversion program for the Macintosh is GraphicConverter. You can download it from the Jumbo shareware site (<http://www.jumbo.com/>) where you will find PC graphic conversion programs too. ■

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Back issues and samples are available. Contact our office for latest prices. Additional binders available at \$5.00 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: front page image is from Marketing Treasures clip art, v.7, n.6. Images on pages 4 & 5 are from this issue's clip art collection..

WWW Sites... *continued from page 1*

find plenty of information relevant to your own library marketing program—in fact, up until now I have never considered the marketing of library services to be in the business-to-business marketing category, but it makes sense for libraries operating in special environments and public/academic libraries offering services to small businesses. Your library is a business offering services and products to other businesses or business professionals. With that in mind, you'll benefit from the commentaries at this site. Under the News and Commentaries section, take a look at "Marketing in the Information Age: A 10-Point Survival Guide." There are 15 other articles for you to peruse here as well as a comprehensive and annotated marketing bibliography.

The Public Relations Society of America (PRSA) (<http://www.prsa.org/>) has a good site that's well designed and informative. Of special interest are highlights from issues of **Tactics**, the monthly PRSA newsletter. The December 1995 issue excerpts a short piece on corporate annual reports being put on the Internet (<http://www.prsa.org/dectrend.html>), and some tips on brainstorming. (<http://www.prsa.org/decprof.html>), while the September issue has an interesting article on annual reports. The PRSA Information Center has done a very good job of describing their services and products, with plenty of benefit statements and testimonials. (<http://www.prsa.org/overview.html>).

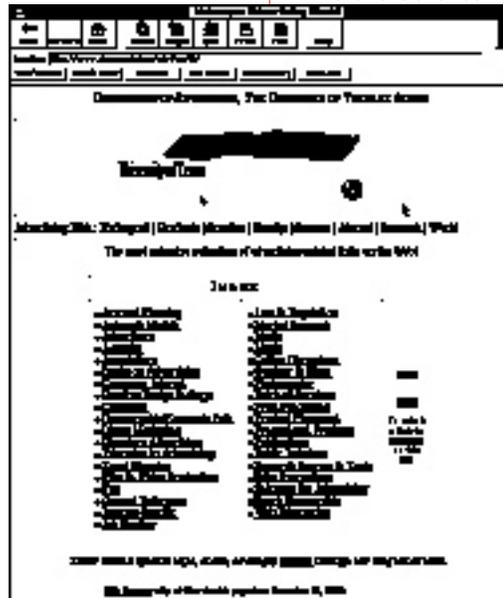
Academic Sites

While there are a number of business schools with WEB sites, the best two are located at the University of Texas at Austin, and the London Business School. Between these two sites you'll find marketing information that you can use immediately and links to other sites covering a broad range of marketing categories.

The WEB site of the University of Texas at Austin Department of Advertising (<http://www.utexas.edu/coc/adv/>) is well organized. The onsite sections include not only the academic functions of the school, but also online theses, papers and articles, and subject-indexed links to creative advertising resources.

While the papers and theses section is still under construction, the advertising resource links are well defined (<http://www.utexas.edu/>

[coc/adv/world](http://www.utexas.edu/coc/adv/world)). Here you will find all types of resources from event planning to print production to advertising games. The lists of links are so extensive that it would take you days to visit them all. This is definitely a site worth a bookmark!



Another excellent site is the Centre for Marketing of the London Business School. (http://www.lbs.lon.ac.uk/marketin/c_mkt_01.htm). Here you can find a list of Working Paper Titles on a broad range of advanced marketing topics—brand equity, erosion of repeat-purchase loyalty, market segmentation for competitive brands. With one click you can read the

abstract, another click takes you to the order form for downloading the Working Papers via the Internet. Hard copies are available for a fee.

Not to be overlooked is the site for Vanderbilt University and their Project 2000. Here you will find the ongoing work of their research on marketing in Computer-Mediated Environments (<http://www2000.ogsm.vanderbilt.edu/about.project.2000.cgi>). This site may come in handy as you begin marketing your library services on your organization's Intranet.

Ad Agencies and Marketing Consultants

Some WEB site owners have figured out that if they offer some free information people will be more likely to stop by their site. It's nice when these folks take the time to construct a site that's filled with worthwhile links. Such a site is the E-Marketing! Electronic Marketing Home Page maintained by Scott Hample in Atlanta (<http://www.america.net/~scotth/mktsite.htm>).

In addition to links to the Advertising Research Foundation and the Direct Marketing Association you will find two links which could prove to be invaluable resources when you're looking for advice and insights. The List of Marketing Lists (<http://nsns.com/MouseTracks/tloml.html>) and Marketing

continued on page 4

WWW Sites... *continued from page 3*

Lists on the Internet (<http://www.usa.net/wolfBayne/htmarcom/mktglist.html>) provide annotated lists to over 50 of the various listservs related to marketing. Between the two lists there is some overlap, but there are enough unique entries between them that you should get both.

The folks at Eason Communications in San Francisco have created a site that offers free marketing insights, albeit always with a reference back to their marketing and online publishing services (<http://www.servonet.com/creativemk>). Each of their sections offer short discussions of good and bad features of different marketing elements. For example, under sales materials you'll find short articles on "How To Spot a Bad Brochure" and "Your Logo Working?" Little pointers and tips that can help.

Publication Sites

While there are plenty of publishers with WEB sites, few give you more than a title, description, pricing, and ordering information. A refreshing change can be found at Marketing World (<http://www.marketing-world.com/>). This site claims to be the UK's only daily updated WWW site for marketing professionals. I don't know if it's the only one, but this site does offer valuable content under its Features selection. Currently there is a well-written and informative summary entitled "Relationship Marketing: A Beginners Guide" by Edwina Dunn and another article on "Service as the Product" by Brian Monger.

If you've been struggling with marketing jargon then the Glossary of Industry and Related Terms (<http://www.infi.net/powerhouse/glossary.html>) should come in handy. Compiled from several sources, this 8 page glossary includes advertising, art, business, and product terms.

Aspire Online (<http://aspire.buffnet.net/>) is a marketing publication targeting Upstate New York Region executives in company marketing departments. Published 10 times a year, this publication is contains useful tidbits and good articles on various marketing topics. The current issue cover story has experts discussing how to build the better Web site, and includes articles entitled "What's the Difference Between On-line and the Internet" and another article on the difference between copyrights

and trade marks. You can also search back issues, but I haven't been successful in getting any hits.

Art Sites

If you do a search for clip art on Yahoo!, you'll get several pages of WEB sites offering clip art images. One of the best is Pixelsight (<http://www.pixelsight.com/>). Not only is the artwork good, but there are plans to load an icon editing program on the site so you can alter the icons right there. At Pixelsight you'll find artwork for all types of online and offline uses, including ASCII art for programs without graphical interfaces. Just one word of caution, please respect the copyrights as stated by the artists.



From Pixelsight you can jump to Sandra's Clip Art Library (<http://www.cs.yale.edu/homes/sjl/clipart.html>). This is a premier clip art site with collections from other archives Sandra Loosemore, the site creator, has found. Much of the artwork is in the public domain, so you can copy and use it freely. (If you need a graphic file format converter, see Pearls of Wisdom.)

If it's cartoons you are looking for, take a look at Andrew Toos' work (<http://www.gorp.com/art/toos/too.htm>). Andrew's cartoon's actually made me chuckle—which is more than I can say for other cartoon sites I have visited.

Saving the Best for Last

If you add only one bookmark to your marketing resource list, make it /MouseTracks/ (<http://nsns.com/MouseTracks>). All marketing Web sites worth their salt have links back to this comprehensive site. I have already referenced MouseTracks for the list of marketing listservs. You'll also find links to conference listings, marketing course work syllabuses, a comprehensive listing of marketing service firms, and links to online publications which are oriented towards marketing or business. ■



We will note URLs when they are available for resources mentioned in future issues of Marketing Treasures.

Have a favorite WEB site for marketing resources? Write me a message at olson@access.digex.net or, if you use Netscape 2.0x, send the home page and URL to me in a message. Where is our home page? ...well, we're still working on it!

Worth Its 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.

Armadillo. The American Library Association (ALA) Midwinter conference is being held in January in San Antonio, TX. We thought this reading armadillo was appropriate. For our readers in locations where armadillos roam, this graphic will make a nice add to your library newsletter, announcements about the information highway, or a reading program.

Totebag. We left the front of the book bag blank so you can insert the name of your library. The graphic can also help you illustrate the one-stop-shopping concept of your library services.

Boots and Books. This graphic can be used in reports or articles about the ALA conference in Texas, as well as with other themes you might kick up, including a Reading Rodeo.

Electronic Mailbox. Use this image to promote the electronic accessibility of your information center. The graphic can also be used with electronic-based surveys or questionnaires requesting input from clients.

Get a Handle on Information. This illustration is well suited to all information services and centers. Use it in a promotion campaign, placing it on flyers, posters, bookmarks, request forms, table cards, and magnets.

Information Out of a Hat. This image can be used with the idea of pulling information together for library clients, but it can also be used to denote the wide array of clients who use your library's services.

Chart Your Course. This unique graphic lends itself to many themes centered around how the library helps folks reach their goals and destination. It's particularly handy for Internet references and in the summer it can be used to promote information on boating.

Web Sites of Interest. This seasonal heading can be used in your flyers and newsletters where you list WEB sites. A great way to visually tell clients that your staff accesses the latest information available on the World Wide Web. ■



We colored our reading armadillo and silk-screened it onto long-sleeved t-shirts (which we will sell at our ALA exhibit). If you would like to purchase a t-shirt, or have shirts customized for your library, just give us a call.

Promotion Gems

“Pull quotes are words pulled from the text and displayed as a quotation.”

Pull quotes are a popular way to highlight or emphasize text in written materials. Also referred to by some as “breakouts” or “blurbs,” pull quotes are composed of a few thoughts set apart from the rest of a published piece. They are usually used to attract the readers' attention and to pull them into the text. Examples can be found in all types of media ranging from newspapers and magazines to books with quotes in the margins.

By combining a few key thoughts with different typefaces or type sizes, and maybe emphasizing with boxing or shading, a pull quote can be created. However, the technique of pulling quotes can be overly distracting if not done with some planning and precision.

Some things to remember when you incorporate pull quotes into your materials: 1) The pull quote shouldn't tell too much; 2) The words should be quoted directly from the text; 3) The typeface should be bolder and larger than the rest of the text; 4) The pull quote should not be treated as a headline; 5) The length of 3 to 6 lines is usually ideal.

A creatively designed pull quote can make a text-intensive page look interesting by breaking up the text into blocks. Consider using pull quotes to brighten up a yearly report, research results or a special proposal. Testimonials make great pull quotes when they add a different perspective or insight into the topic.

Experiment with different typefaces and quotation marks for simple quote treatments, or you can enclose quotes in boxes or shaded circles. A simple and effective treatment is to place a line above and below the quote. If you have the production tools and time, the pull quote can actually be treated as an illustration, or combined with an illustration or photograph. Whatever treatment you decide upon, stay with it throughout the entire written piece. Don't mix pull quote treatment styles.

In a world of information overload, pull quotes add visual variety to a page and offer readable “sound bites.” Tricks that can get busy readers to stop and pay attention to your written materials. ■

Sparkling Reviews

Managing in a Time of Great Change. Peter F. Drucker. Truman Talley Books/Dutton, New York. 1995. ISBN 0-525-94053-7. \$24.95

Who's the best trend-spotter in management today? Peter Drucker tops many lists. For over 50 years, he has been working, writing, theorizing and prescribing for managers at all levels.

Drucker's latest book is a collection of essays on a variety of management, social and economic topics. He excels at tying the trends he identifies in the world at large to guides for management action. Some are extremely specific, as in "Managing the Family Business" or "Six Rules for Presidents;" others are much more general, such as "The Theory of Business."

Perhaps the most interesting articles for librarians are in the section on "The Information-Based Organization." Drucker redefines the kind of information which companies need to know. "Be Data Literate: Know What to Know" and "The Information Executives Need Today" offer the special librarian a blueprint for the future. Drucker contends that most executives do not understand their organizations' information needs. Librarians can take the lead in exploring what the company needs to know, instead of waiting for the executives to discover what their real needs are.

Drucker points out that companies have a great deal of information about their own operations and customers, but need to look at non-customers and at non-market information—the entire economic and demographic context in which a company operates. He recommends combining the traditionally separate data processing and accounting systems, to enable companies to generate new measures of business activity. He also makes a strong pitch for hiring outside information specialists who can help companies look at the big picture. Woody Horton's idea of the importance of information resources management to industry is bearing fruit in Drucker's assertion that, "In this society, knowledge is the primary resource for individuals and or the economy overall."

Drucker's writing is direct and upbeat, and doesn't resort to jargon or mind-numbing statistics. His prescriptions for the information profession make a lot of sense, and the whole book is a thoughtful read. ■

"Librarians can take the lead in exploring what the company needs to know, instead of waiting for the executives to discover what their real needs are."

Treasure Tips

Using Coupons in Library Promotions

One of the important tools of any marketing campaign is the reply coupon. Among other uses, coupons encourage individuals with an interest in a product or service to request additional information or order a sample. Coupons can reduce a large direct mail list to qualified leads, or coupons can build a mailing list from advertisements for future mailings. If you haven't used coupons in your library promotions, then it's time you incorporated this marketing device into your promotion mix.

Coupons can be used in a wide variety of promotion materials, from flyers and brochures, to display ads and inserts. Posters can have pads of coupons stapled to the poster bottom, or an envelope stapled to the bottom of the poster can hold coupons.

There are a few tricks to designing coupons that encourage response—and each type of coupon has its own trick. Reply coupons created to help folks request information need to be simple and direct. Be sure to repeat your headline or slogan on the coupon along with your offer for a free information kit, or whatever you are offering. Because these coupons, more than any other, may be faxed back to your library, make sure the design is clean, the type is clear, the spaces for names and addresses large enough for people to write, and that the paper is a light color without any background elements. Don't forget to ask for a phone number, so you can follow-up in case the address is incomplete. To make sure the coupon is faxable, fill it out and fax it to yourself. Can you read it? Did you put a dotted line around the coupon edge to encourage clipping? Don't forget to include your mailing address for folks without ready access to a fax.

Coupons that offer free samples or make money offers (discounts, rebates, credits) need to clearly state what people will be getting when they return the coupon. It's easy to overlook something, so let someone else review your final effort. Make sure the coupon clearly states the validity dates of the offer.

Coupons are useful marketing devices. Use them in your promotion campaign today! ■

