Referral Marketing Campaigns: 'Slashdotting' Digital Library Resources

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Referral Marketing: Slashdotting Digital Library Resources

Agenda

• Our Sustainability Problem?
• Marketing Missteps
• ‘Slashdot Effect’
• Word of Mouth Marketing, Online, Offline
• Word of Mouth in a Library Setting
Why Am I Here?

We Have Real Challenges

1. We built it and the crowds didn’t come?
   - Competition
   - Fickle demands / tastes / expectations
   - Invisibility due to poor location/positioning in online universe
Crowds are not coming…

- **Service Trends in ARL Libraries, 1991-2004**
  - A 34% drop in reference service transactions.
  - Book circulation per capita is falling.

- **Perceptions of Libraries and Information Resources (OCLC 2005)**
  - Libraries are synonymous with books.
  - 84% of the respondents began their search process by accessing a web search engine.
  - 1% that began with the library’s web site.
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Tell Someone

How do they find your resources?
http://www.opte.org/maps/

Location, location, location…how good’s our location in the online universe?
2. Accountability expectations

- More data, better data
- Declining or stagnant customer bases don’t bode well for continued library funding.
- Borrowing/circulation and library visitor volume, page views and resource downloads is the new currency.
- Libraries are competing for traffic, with a constantly growing list of competitors
My Core Argument…

• Marketing missteps are to blame for the declining role of libraries in people’s lives.
• Awareness gap between our offerings and the communities they serve.

• I argue that WOM or referral marketing is a strategy to span this gap.
Marketing Missteps?

- Strategy: marketing libraries as ‘places’.
- bring more people to the library.
- increase borrowing and visitor statistics.
- places of solitude, learning, leisure, business and assistance.
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Old Marketing Strategy

Tell Someone
New Marketing Strategy

Now with more content! Over 15,000 ebooks and 21,000 ejournals available.
New Databases

Recently added indexes, full text services and other research databases organized by date. Receive monthly updates of this list automatically. Click the RSS icon and copy the URL to your RSS reader: more information

UM Access restricted to UM Contains Full-Text.

- DynaMed 2007-02-14
- Royal Society of Chemistry (RSC) Digital Archive 2007-02-13
- Blackwell Backfiles 2007-02-13
- ScienceDirect Backfiles 2007-02-13
- Wiley Interscience Backfiles 2007-02-13
- Dialnet 2007-02-05
- Mergent Online 2007-02-05
- Essential Science Indicators 2006-12-19
- British Humanities Index 2006-12-19
- Public Documents Masterfile 2006-12-12

SCOPLIS 2006-12-12
Featured Database: America’s Historical Newspapers

Wednesday, January 3rd, 2007

This database, one of many primary source collections, contains full text, searchable scanned images of early American newspapers published between 1690 and 1876, including titles from all 50 present states.

In addition to full-text searching, you can view newspapers by Presidential Era, ranging from George Washington (1789-1797) through Ulysses S. Grant (1869-1877), or by Eras in American History, ranging from the Early Colonial Era to Reconstruction.

Connect to America’s Historical Newspapers. Access is limited to individuals who are part of Ohio University’s Athens campus.

Posted in Resources | No Comments »
Tell Someone

Place brochures and quick reference guides, in labs, offices...
Same Old, Same Old Doesn’t Work

• Digital library as a place is not working.

• Our resources need to be where people are online.

• In essence it is a product placement challenge.
We need to put our resources where our folks congregate online. We can’t do it alone.
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“Slashdotting”

- Slashdot (<http://slashdot.org/>) showed the world in 1997 how powerful electronically mediated conversations could be in terms of directing traffic to little known web sites.

- People find great web sites by sampling their content from other known web sites. BoingBoing, Digg, etc.
Your Rights Online: Web Censorship Proposed For Norway

Posted by kdawson on Monday February 12, @10:36PM
from the great-firewall dept.

Arsivis writes:

"A Norwegian Web filtering system (link in Norwegian), comparable to the Great Firewall of China, has been proposed to the Norwegian legislature. It would, if enacted, block all Web sites and servers that contain hate material (racial hate, pro-Nazi sites, hate towards the government, etc.), most kinds of pornography (not only child pornography), foreign gambling sites, and sites that share copyrighted or other material that it is not legal to share (such as most BitTorrent sites and services such as LimeWire). Reactions have been mixed; however they are mostly negative."

Read More... vro.slashdot.org 41 of 49 comments
MONDAY, FEBRUARY 12, 2007

William Gurstelle's trebuchet on TV

My friend and Make contributing editor Bill Gurstelle was on TV showing off one of his big trebuchets. Bill has written a number of great books about making trebuchets and things that fly and explode. [Link](http://www.makezine.com)
Marketing Strategy…

- Word of Mouth
- Referral
- Community, Grassroots
- Guerrilla
- Viral
- Buzz
- Stealth, Infiltration
- Relationship
- Tell-a-Friend
- Interpersonal
- Hearsay
- Hype
- Experiential
- Roach
- Testimonial
- Evangelist
- Influencer
- Gossip
- Shilling
- Slashdotting
What is WOMM?

WOMMA Definition:

Give people a reason to talk about your stuff and make it easier for that conversation to take place.
What is WOMM?

- Not new. Ideas and practices have been around for a long time.
- What is new is the reach today’s technology gives it.
- WOMMA and others have found that only 20% or less, of WOM happens, online.
- Face to face still matters.
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Sample Campaign

Tell Someone

2005

Sample Campaign

2005
5 Ts of WOMM

1. Talkers
2. Topics
3. Tools
4. Taking Part
5. Tracking
Why Consumers Talk: Motivations

1. Altruism (help others make consumption decisions)
2. Policing the market (reward firms that do good)
3. Cognitive Dissonance (we’re tight because we use the same stuff)
4. To connect and be social (start a conversation)
5. Scarcity (value of information)
6. Reciprocity (WOM as currency)
7. Self-expression (this is my bling)
8. Self-enhancement (reputation, power, status)
4 Rules of WOM

• Be interesting
• Make people happy, give them a remarkable experience.
• Earn trust and respect.
• Make it easy: message with integrity, help people share it.
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Make it easier for that conversation to take place

- Find places for the conversation to take place: blogs, websites…
- Blogs extend and accelerate the conversation.
- “Slashdot effect” especially via syndication.
Bloggers who exert a larger "sphere of influence" have a broad ripple effect.

Bloggers at the lower ranking levels also influence, but their ripples are smaller. Bloggers with smaller "influence ripples" tend to be higher in volume.

Note: links represent # of other blogs/sites referring to recipient.

Graphic by:
David Armano
http://darmano.typepad.com/logic_emotion/
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Ethics

1. Honesty of relationship
2. Honesty of opinion
3. Honesty of identity
WOMMA Ethical Blogger Contact Guidelines

1. I will always be truthful and will never knowingly relay false information. I will never ask someone else to deceive bloggers for me.

2. I will fully disclose who I am and who I work for (my identity and affiliations) from the very first encounter when communicating with bloggers or commenting on blogs.

3. I will never take action contrary to the boundaries set by bloggers. I will respect all community guidelines regarding posting messages and comments.

4. I will never ask bloggers to lie for me.

5. I will use extreme care when communicating with minors or blogs intended to be read by minors.

6. I will not manipulate advertising or affiliate programs to impact blogger income.

7. I will not use automated systems for posting comments or distributing information.

8. I understand that compensating bloggers may give the appearance of a conflict of interest, and I will therefore fully disclose any and all compensation or incentives.

9. I understand that if I send bloggers products for review, they are not obligated to comment on them. Bloggers can return products at their own discretion.

10. If bloggers write about products I send them, I will proactively ask them to disclose the products' source.
What is WOMM?

- You’ve always been doing it, just not strategically.
- WOMM is actionable, trackable and plannable.
How does a WOM marketing strategy play out in a library setting?
Difficulty of Marketing Library Stuff

• Difficult to communicate what libraries are about.
• World Wide Web is a “Digital Library”.
• iTunes is a digital library.
• YouTube is digital library.
• FlickR is a digital library.
• Differentiation from competitors is increasingly difficult.
What to WOMM?

• Highest usage?
• Lowest usage?
• Uniqueness?
• Non-text?
• New?
Establish Marketing Goals and Objectives

**Goals:** are broad general intentions; they are often intangible and cannot be easily measured.

**Objectives:** are the deliverables that will be used to meet a specific goal. They are precise, tangible and can be measured.
Examples

- **Goal #1:** Increase awareness of the library’s licensed online resources.

- **Objective #1:** Provide the editors of 10 academic department websites with an annotated and hyperlinked list of relevant information products, licensed by the library. Negotiate the posting of the list to the department’s website.

- **Objective #2:** Plan and deliver a ‘brown bag’ digital library orientation luncheon, for middle school teachers, on a pedagogical day, at the local middle school.

- **Objective #3:** Decrease interlibrary loan requests by 10% for materials available online.

- **Objective #4:** Acquire a “federated search engine” for the library’s digital holdings.
Examples

• **Goal #2:** Increase usage of the library’s licensed online resources.

• **Objective #1:** Increase the number of full-text articles downloaded by 10%.

• **Objective #2:** Identify the bottom 10%, measured by usage of the library’s ejournal collections. Arrange one-on-one meetings with 3 potential users for each product. Ask them to share with two friends or acquaintances who might also be interested in the products.

• **Objective #3:** Increase the number of course assignment based information literacy classes offered by 20%.
Examples

• **Goal #3:** Collect testimonials of best practices of library resource placement, outside the library.

• **Objective #1:** Prompt collaborators for written testimonials. Collect ten or more.

• **Objective #2:** Interview collaborators and record their testimony (audio?, audio/video?). Collect 3 or more.

• **Objective #3:** Prompt library staff to write up best practices for integrating library resources into external websites.
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**Identifying and Selecting Speakers**

- **Identify your target markets**
  - Library’s strongest user base
  - Library’s weakest user base
  - Least satisfied user group
  - Undergraduates in subject disciplines that use the library a lot
  - Graduate students
  - ESL students
  - Community groups
  - Specific departments in your organization: Teaching and learning, prospect research, policy analysts
Identifying and Selecting Speakers

• Challenge is to identify influential speakers to contact in each target group in the community.

• Ideally, the speakers will have both and online and offline audience.

• Some people will never be reachable and or responsive to product placement or referral requests.

• Ideally you seek people who can pass along your message without the need for more than an initial stimulus, and are able to replicate the message without loss of content.
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Selecting/Identifying Speakers

Celebrities:

- Stanley Milgram 6 degrees of separation
- Malcolm Gladwell
  - Mavens
  - Connectors
- Emanuel Rosen
  - Hubs
    - Expert
    - Social
- Keller and Berry
  - Influentials

Regular Folk:

- We trust the opinions of people like ourselves more than anyone else.
- Wisdom of Crowds (James Surowiecki)
- Amazon.com make everyone a reviewer.
- Pew Study found that 44 million folks had rated a product online…but more did so offline.
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Regular Folks

• Find out who is happy and motivated?
• Who do you talk to regularly?
• Who visits you the most?
• Who are your eager employees?
  – Do they blog?
What do you “Seed” them with?

Your job: Give people something to talk about.

- Message should be simple, portable.
- Give them exclusive information.
- Make it fun.
- Promote a benefit not a thing.
- Promote the rule not the exception.
- Testimonials (get permission to share them).
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What do you “Seed” them with?

- Find stories
  - Solutions to a problem
  - Opportunity
  - Secrets
  - Help others

- Don’t lie, libraries are hard to use.
- Effortless trials, yeah right!

Tell Someone
Who Seeds Them?

Have a valid place in the conversation.

- Bibliographers?
- Library instructors?
- Circulation staff?
- Ambassadors?
- Advisory committee members?
- eResources librarian?
Tell Someone

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Make it easier for that conversation to take place

- Find places for the conversation to take place: blogs, websites...
- Blogs extend and accelerate the conversation.
- Activate “Persistent Links” in your resources.
- Create topics, folksonomie tags
- Make it easy to subscribe to your site/blog (list of feed aggregator buttons)
Tell Someone

Make it easier for that conversation to take place

- Tell-a-friend-email forms
- Blurbs, give examples…
- HTML code
- Video Links, Camptasia
- Canned email messages
- Give out Vendor Swag
Examples – Newsletter content

Library Catalogue Now Looks More Like an Online Bookstore

Information about an item can now include: book cover images, film cover images, CD booklets, fiction profiles, author biographies, tables of contents, book reviews, excerpts, book summaries and first chapters.

Look for an “Additional Information” hyperlink on library catalogue record displays.”

Main Author: Williams, Anthony D.
Title: Wikinomics: how mass collaboration changes everything
Publisher: Penguin Group 2006
Example - Code

<h2>New Islamic art and architecture in ARTstor</h2>

Recently we announced the first fruits of our collaboration with Sheila Blair, Jonathan Bloom and Walter Denny through which we will make available up to 25,000 images from the personal image archives of these three distinguished Islamicists.

We are now pleased to announce that an additional 3,600 images have recently been released into the ARTstor Digital Library, bringing the total number of images from this collection now available to ARTstor users to more than 9,000. This latest release includes images of the Islamic architecture and decoration of Turkey, Morocco, Spain, Iran and other regions of the Islamic world.

Some additional information is available here.

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd"> <html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en"><head><title>News</title><meta http-equiv="Content-Type" content="text/html; charset=UTF-8" /><meta name="MSSmartTagsPreventParsing" content="true" /><meta name="generator" content="Blogger" /><link rel="alternate" type="application/atom+xml" title="News(Atom0.3)" href="http://people.senecac.on.ca/"/>
Keep Your Reading Up-to-Date with Email and RSS Subscriptions

You pre-select content you want to stay current with and it is ‘pushed’ to you, through email, or your “feed” aggregator.

Content delivery possibilities include: table of contents for each published journal issue or volume, citation retrievals from preset research queries and citation tracking (i.e. tracking articles that cite a specific article).

For more information see <http://tinyurl.com/2zgqrf>
WEDNESDAY, FEBRUARY 7

**Books that are Totally Legal to Read Online**

Many people at this school at any given time are reading books so old that their copyright has expired (or they never had a US copyright). What does that mean? It means it’s perfectly legal for you to read these books online and not buy the book.

So for example, you need to read *Pride and Prejudice* for class. Where can you read it?

- You can search for it at Netlibrary, a service Wesleyan subscribes to (which contains both ebooks out of copyright and some newer ones).

- You can try Project Gutenberg.

- Want to listen to it on your iPod? Try LibriVox, it's a group site where people volunteer to read parts of the book to create an audio version.
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Syllabus

Metropolitan Analysis Project
- Project Background Paper
- Industry Data for Canadian Census Metropolitan Areas (CMAs)
- Occupation Data for Canadian Census Metropolitan Areas (CMAs)
  - Labour Force Survey Estimates, by CMA by National Occupational Classification
  - Labour Force Survey Estimates, Canada, by National Occupational Classification
- Industry Data for United States Metropolitan Areas (MAS)
  - Full and Part-Time Employment by Industrial Sector, 1987 and 2000
- Occupation Data for United States Metropolitan Areas (MAS)
  - Nationwide, 2000; MSAs, 2000 (Part 1, 2)
  - Nationwide, 2004; MSAs, 2004 (Part 1, 2, 3)
For further information and additional tabulations, see the Occupational Employment Statistics Program at the U.S. Department of Labor, Bureau of Labor Statistics.
- Lexis-Nexis, Legal and News Database
- Canadian Newsstand

Lecture Notes

These notes and essays are provided for your convenience, but please do not regard them as substitutes for attendance. In our frantic techno-info-edutainment-saturated society, your most valuable possessions are your presence and your attention -- and that's precisely what I want from you. These essays are evolving documents, and I typically make revisions and post updated versions a few minutes before walking into class.

- Course Introduction
- How geographers approach the city
- A Short Historiography of Urban Geography
- Urban Origins and Historical Processes of Urbanization
- Renaissance Urbanization, Design, Planning
- The Industrial City in North America
- Theories of Urban System Development
- Model to Plan to Market: Socialist and Post-Socialist Urban Systems
- Urban System Development in the Global Periphery
- Canadian-U.S. Contrasts in Urban Development
- Globalization and World Cities
- How to Analyze a Metropolitan Economy
- The City as a Real-Estate Growth Machine
- Housing Markets and Neighborhood Change
- Social Area Analysis: New Urban Forms, New Urban Models [and a text only version]
- Race, Housing, and the Urban 'Underclass'
- Gentrification and Homelessness

Below are a few other notes and essays for topics that we did not have time to cover in class. These are provided in case you're interested; you will not be tested on this material.

- Immigration, Spatial Assimilation, and the 'Balkanization' Debate
Sanborn Maps

Deeanne Gist • March 24, 2006

How is it that I hadn’t heard of these? Am I the only one? Last week I had traveled to the locale of my WIP and asked if they had any maps of their town in 1894. The librarian moved to her computer, clicked on http://sanborn.umi.com, put in her username and password, selected the name of the city, state and year. Then … whammy! Up popped a detailed map of their town in 1894.

It showed the size, shape and construction of dwellings, commercial buildings, and factories. It gave the widths and names of streets, property boundaries, building use, and house and block numbers. It indicated the locations of water mains, fire alarm boxes and hydrants.

The librarian swiveled around in her chair and said, “You know, you can access these from home. All you need do is call your local library and ask them for their username and password.”
The following books are required or optional for the RAPT Computer Science II course; these at the campus bookstore, but you may want to get it at an on-line seller like Amazon.com or ecampus.com.

  - This book is the required book for the class.

  - This book is optional for the class. Some examples from the book will be used.

Multihead and Nvidia Drivers

Sunday, February 4, 2007

I recently updated the Nvidia drivers on my multihead Linux system and had a rude shock: the newest driver does not support my PCI-based Nvidia cards (two NV18's [GeForce MX 4000] and an NV17 [GeForce MX440]). After experimenting a bit, I realized that the Nvidia "Legacy" driver doesn't offer what I need either -- there seems to be no third driver, which is legacy but not declared legacy, that fully suits my needs.

(I also found it interesting that gnome-system-monitor tried to report the battery life in the wireless card on my wife's display -- though I don't think the keyboard is correct. The batteries are about a year old and they're reported to be at 100%).

It's always a nice surprise when unexpected new features work right out of the box!

Posted by chris in Computing at 11:29 | Comment (1) | Trackbacks (0)
Assessing ROI

- There is no sense in conducting marketing activities if you have no plans for assessment or are unable to measure results.

- You need to know what your return on investment was before you allocate resources to do it again.

- You need to know what actions were successful and which were not to ensure resources (staff time, funding, etc.) are not squandered needlessly and problems can be identified for resolution.
How do You Assess the ROI?

- Pick one and easy way to track WOM.
- Find out which talkers achieve results.
- Find out which topics work.

- # blog comments?
- References in assignments.
- Usage stats. Pre and post.
Referral Marketing: Slashdotting Digital Library Resources

Reward Your Speakers

• Thank talkers privately: F2F, email, cards.

• Thank talkers publicly: on your website, plaque on the library wall, blog backs, comments.
Dealing with the Negative

• Know what they’re saying.
• Show you are listening.
• Convert critics if you can.
• Don’t try to win.
• Final word counts most.
The Library of Tomorrow

Filed under: Commentary — Posted by Dwight @ 4:03 pm

It seems that the Metropolitan Library System (Oklahoma County) has rolled out a new eMedia section on their website. Patrons can now log into the site and download audio books. I haven’t perused the entire catalog, but it appears that there are a few books I might be interested in “reading” with headphones on.

In fact, I was kind of excited about downloading one and giving this new service a try. Load one onto my iPod and listen during my lunch breaks, or as I fall asleep at night. But alas, I got my hopes up too soon. The audio files come as WMA (Windows Media Audio) DRM-protected files which are incompatible with the iPod. OverDrive, the company managing this digital content, seems to put all of the blame on Apple:

OverDrive would love nothing more than to provide content for your iPod

It’s all Apple’s fault. Ummm, yeah... It couldn’t have anything to do with the fact that you’re putting these audio books on Microsoft’s proprietary copyrighted DRM file format could it? Ever heard of MP3?

And, what makes this all so hilarious is that the Microsoft Zune doesn’t even support these audio books.

The library suggests that I’ll be able to enjoy these titles “for [my] reading and listening pleasure anywhere, anytime.” Not so much, I guess. Of course, for at least some of the titles, I could go through the time-consuming process of burning these titles to a CD...ripping that CD back into iTunes...and then putting it onto my iPod. But, for all that effort, I might as well just actually read the damn thing.
Practical Problems

• Product placement, targeted to a library’s user groups, is inherently difficult in the online universe.

• There are too many options for placement, web sites rapidly heat up and cool in popularity.

• Staying on top of who is hot, and who is not, is extremely time consuming and may not even be sustainable.
Persistent URL Opportunities

- Full-text articles and citations from newspapers, magazines, or journals
- Periodical titles
- Full-text books
- Canned searches
- Databases
- Library Catalogue Records
Tell Someone

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PUURL Headaches

• We use links to share.
• Not all links are created equal.
  – Dynamic (session-specific)
  – Authentication (paid content)
  – Link lifespan (dead links)
We Need to Lean On Vendors to Make PURLs Easily Available

- At the top of each article, right above its title, you will see a string that looks like this: doi:10.1016/j.tcb.2006.07.007 (The DOI is a unique and, most importantly, persistent identifier for each article.)

- To create the persistent link, add this Digital Object Identifier (DOI) [without the “doi”] to the prefix http://dx.doi.org/. http://dx.doi.org/10.1016/j.tcb.2006.07.007, for example.

- Add “http://lcweb.senecac.on.ca:2048/login?url=” to the front of the hyper link.

- The example: http://lcweb.senecac.on.ca:2048/login?url=http://dx.doi.org/10.1016/j.tcb.2006.07.007 is a persistent link to the article above.
PUML Headaches

• The links are becoming easier to locate or build.

• Staff involved in WOM marketing need to provide instruction to targeted individuals and groups.
Recap…

• Awareness gap between our resource offerings and the communities they serve.

• Our resources need to be where people are online.

• **WOM or referral marketing is a strategy to span this product placement gap.**

• WOM will not help inferior products.

• There will be a mix of WOM home runs and foul balls.
Thanks

James Buczynski, MLIS
Electronic Resources Acquisitions Librarian

Tell Someone
416-491-5050x3159
James.buczynski@senecac.on.ca

PPT file and supporting documents are on the conference website.