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Library Marketing and Graphic Design

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Summary:

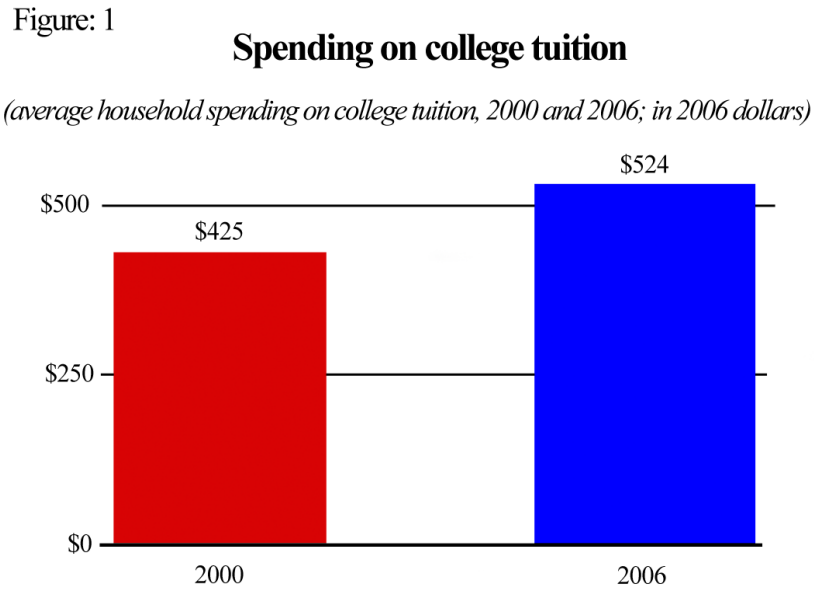
Research has shown that the target audience for advertising University Libraries is college students under the age of twenty five. It has also shown that using transit advertising and guerilla marketing are effective ways of marketing The University Libraries to college students. This is because of socio economic and demographic data which has been collected.

Target Audience:

In order to properly market a library the target audience must be identified. A Target audience is defined as, "a group of consumers that an advertiser has deemed to be most important in terms of buying the advertiser's product or service, or whom the advertiser wishes to influence" (Surmanek, 290). Research has shown that college students under the age of twenty five should be the target audience of a college or university library for the following reasons; the cost of tuition is rising and they are looking for ways to cut costs.

Furthermore, data shows that the cost of college tuition is rising and will continue to rise over the next few years. Research has shown that at only a small amount of Americans attend college and those who do pay a considerably large price; "In 2006, the average household spent $1,058 on education, including $524 spent on college tuition (see figure 1). With public colleges costing thousands of dollars a year, and private colleges costing tens of thousands, this figure is artificially low because of few households have educational expenses. During the average quarter of 2006 just 5% of household spent on college tuition, and those who did spent $2,740 per quarter. Between 2000 and 2006, average household spending on college tuition increased by 23%, after adjusting

Figure: 1



Russell, Cheryl. Best customers: demographics of consumer demand. 5th ed. Ithaca, N.Y.: New Strategist Publications, 2008. Print.

for inflation" (Russell, 68). None the less, the average person under the age of 25 spends 949.65 on college tuition and 207.42 on books and supplies for college (*Household*, 482).

Moreover, the "average household spending on college books and supplies fell 2 percent between 2000 and 2006, after adjusting for inflation. Behind the small drop in spending on this item is the attempt by students and parents to cut costs as tuition sores. The decline in spending on books and supplies may accelerate in the future as student search for less expensive books via the Internet" (Russell, 72).

Marketing Strategy:

This data has shown that college students under the age of 25 are looking for ways to reduce the cost of their education. The University Libraries offers a plethora of resources such as; books, computers, graphics, and films. A less known fact is that The University Libraries also has; special collections, government documents, computer labs, media resource centers, and other assets which are readily available to all students and library members. Using these resources will significantly reduce the amount of money the average college student will have to spend on their education. Thus it is important to market these resources to the average college student under the age of 25. This is because it is of the upmost importance that The University Libraries communicates to its target audience that it has resources with are relevant in the twenty first century. It would be advantageous to use transit and guerilla marketing strategies to inform this demographic of these resources.

Transit Marketing:

Furthermore because The University Libraries are so spread out it would be beneficial to advertise them through transit advertising. Moreover, transit advertising "is a form of out of home advertising that appears on transportation vehicles such as buses, taxis, subways, commune or trains, rapid transit, and ferries" (Surmanek, 301). This form of advertising would alert the public to all the resources which The University Libraries has to offer.

Guerilla Marketing:

It would also be advantageous to use forms of guerilla marketing. Guerilla marketing is; "marketing that is unconventional, nontraditional, not by the book, extremely flexible, and usually at a low cost. The terms stems from a gorilla: a member of an irregular, usually indigenous, military or paramilitary unit, which opportunity in small bands in occupied territory to harass and undermine the enemy by using tactics such as a surprise rates" (Surmanek,130). Moreover, “most library organizations and groups publish some sort of newsletter” (Member resource).

Using guerilla marketing to market The University Libraries would put a new twist on this ‘traditional’ marketing strategy. Some examples would include; creating a Facebook account, designing unique eye-catching informational pieces such as brochures and posters, and hosting events such as student of the month. Using guerilla marketing would be advantageous because of its low cost and because The University Libraries has a well defined target audience on which it can focus its marketing efforts.

Conclusion:

It is clear that The University Libraries has much to offer to the public. The only problem is that they have been down played because of the recent wave of communication based technology which the public has readily accepted. If The University Libraries upgrades it marketing strategies it is clear that the public would realize that The University Libraries are an incredible resource which cannot be replaced. Through the use of transit marketing and guerilla marketing The University Libraries will be able to communicate what they have to offer to the public. If The University Libraries follows these guidelines it is apparent that they will continue to grow, thrive, and prosper.

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