

Creating Groupies: Info- Pro Guerilla Marketing

Mary Ellen Bates
BatesInfo.com

SLA Annual Conference
June 14, 2011





Hosted by:



**Government Info Division
Pharma & Health Tech Division**



We have to earn our groupies



What do you do that's unique?

**What do you do that your organization
needs?**



Are you sure?

Features vs. benefits

Features:

Blah blah blah blah blah blah blah

"Here are the parts. Figure out how to put 'em together"

Benefits:

"We can make you rich, beautiful and sexy, and shrink your carbon footprint to zero"

Features vs. benefits

Cataloging

Building info access

ILL

Global prof network

Ref interview

**Client info needs
assessment**

Battling perceptions

Online searching

**In-depth research for content Google
can't find**

Search results

Information analysis

"Library school"

Graduate school



When you describe yourself...

Is this a WHY?



Or is this just a WHAT or HOW?

WHY, not HOW or WHAT

Are you talking about sources used?

full-text vs. abstracts?

or about what the *client does next*?

Finding nothing is info!

WHY, not HOW or WHAT

"We use premium databases"

"We bring insights from the outside"

"We provide research services"

"We deliver information when decisions need to be made"

WHY, not HOW or WHAT

"We are experts at organizing info"

"We make critical information findable"

"We offer comprehensive searches"

"We reduce risk through better understanding"

"So, what do you do?"

I'm a librarian / info pro / knowledge specialist

I help people find and use information

I provide information analysis

I enable my clients to work more strategically

Marketing vignettes

Tell a story

Can be anonymized

Describe your client's situation

**New Product Director considering
moving into the organic personal care
market**

Marketing vignettes

What does your client get from you?


I gave my client an overview of the market, with the key issues highlighted

What does your client do as a result?

My client decided to focus on organic baby care products, an area in which we have a clear advantage

Walk your talk

To be seen as strategic, we must be accountable for the impact we have on our org's bottom line.



Think BASF: “We don’t make the products you use. We make them better.”

“We don’t make the strategic decisions. We make them better.”

Value-adding mindset

Use every interaction to ~~market~~ teach

"Would you like a monthly update on that?"

"Did you know we have a search engine that's even better than Google?"

"What could I do that would make this easier for you to use?"

Speak their language

How do your clients describe your service to others?

"I call the info center when I need to understand the outside world."

Build C-suite champions

Support for special projects, teams

New exec hires, promotions

Where are those announced?

Press releases? LinkedIn?



Self-promotion is not evil.

Create a brag-ologue

**Keep a Word file of kudos, compliments,
comments**

**Have anecdotes for "marketing
moments"**

Practice public speaking... really!

Strut your stuff

Do, don't say

What are you indispensable in?

When do you lose track of the time?

Volunteer for SLA!

Strut your stuff

Show your passion

Develop enthusiasm

Take 100% responsibility

which is not 100% blame

What's the point?

There's only one *you*

How do you want to be known?

Own your public profile

Differentiate yourself in the job market



Be patient

Slow-marketing movement



It's all about the networks

You're *building* a 3D profile

Just be an info pro!

Share resources

Create podcasts

Encourage interaction

comments, polls, feedback, input

Is this you in the social media?

Fill in your profile!

Yes, with a photo

Include board and advisory work

Cross-link your online personas



But I don't...

have time

Social media put your brain in the cloud

This is branding



have access at work

Negotiate

There's an app for that

How to build Brand *You*

See yourself as a brand

Make yourself find-able

Add value with your profile

**Live-tweet a conference
with content, not lunch**

Blog highlights of a conference

Share your slide decks

Make your profile *sparkle*

Hooks to make you search-friendly

Summary, specializations, interests, etc.

Use words that work

Insights, competitive, expert, value-add

See Alignment Project results

Make your profile **sparkle**

**"Dress" for the job you want, not the
job you have**

Promote, don't defend

"The web doesn't have anything"

"The web isn't reliable"

"The web is full of scam artists"

We go deeper than Google, and bring you analysis you can use, not search results.



Wear your bumper sticker

Use your signature file!



Entice your readers

“Have you seen our Info Portal?”

“Click here for our latest e-newsletter”

How to create ~~groupies~~ followers, friends, links

Say something interesting

Give your insight, perspective

Include links, with context

Credit others

How to create groupies

Follow interesting people and retweet

Write to be retweetable

Pace yourself

2 tweets a day

1 blog post a day/week

1 status update a day



Kiss o' death

Uni-dimensional

All professional, all the time = boring



Posting in the heat of the moment...



It's personal.... kind of

Set your boundaries

Be genuine

MCI's Deadhead librarian

Be careful what you “like”

I am Sarcastic Because You are an Idiot

Avoid Twitterhea

Tips To Build Brand *You*

Be transparent

Be authentic

Be generous

Be accessible

Be accountable

Be nice

Mary Ellen can be reached at

+1 303.772.7095 or

mbates@BatesInfo.com

BatesInfo.com

Blog: Librarian of Fortune.com

**See *BatesInfo.com/ie-tips* for free monthly
e-newsletter**