LIASA Marketing Plan

Self-assessment	**Our Vision** Dynamic association of excellence for the Library and Information Services sector **Our Mission** The association that connects the LIS sector and promotes the development of South Africa through access to information **Our Goals** In fulfilling its vision and mission, some of the goals of the Association are to: • Promote the transformation of LIS into equitable and accessible services for all LIASA members of South Africa • Unite all members engaged or interested in library and information work • Act as an unified voice to market, to lobby for and to represent all facets of the LIS sector at local, provincial, national and international levels **Our audience** Our audience are all librarians in the LIS sector – Academic, Public, School, Library board/Trustees and stakeholders **What messages did you communicate and how effective was the communication in the past?** Put your audience first with "me" marketing CRAM messages • **Connect** the audience to things they care about • **Reward** them for taking action

	• **Actions** should be clearly defined • **Memorable** elements should be added –make it catchy, personal, different Engage your audience/ LIASA Members **Which communication channels were used and how often?** Past communication channels involved liasaonline, Facebook and Twitter **Connect via a variety of channels** • Reward them with prizes • Try to clearly define our actions • Memorable: involving members e.g. South African Library Week (SALW) and Librarians Day competition **Who is your competition?** LIASA is the only organisation focusing exclusively on representing persons engaged or interested in library and information services (LIS) in South Africa; it is a professional body that can enter into contractual and other relationships. The Association strives to unite, develop and empower all people in the library and information field into an organisation that will provide dynamic leadership and that will transform, develop and support library and information services for all the people in South Africa.
Setting measurable goals	**What do you want to achieve with LIASA?** **Goals: what do you want to achieve and where do you want LIASA to be?** • To enhance LIASA visibility & increase membership **Objectives: start with an action word** • Involve members in a creative way • Encourage members to share ideas • Act as one voice to market, lobby **Strategies: think about your audience and how you want to reach them** **LIASA Marketing Strategy = Teamwork** • Shared responsibility • Involvement of all EXCO, REPCO, Branch, IG (all members) • Support for the LIASA initiatives, campaigns, programmes **Tactics: which tools will you use to implement the strategies e.g. blog, website, e-newsletter etc.?** • Promote via Facebook, Twitter, LIASAonline and etc.

	LIASA use the following communication channels and promotions to reach current and new members and to promote activities **Online** • LIASA Website • LIASA Listserv (e-mail) • Webinars • Branch Newsletters • Social Media (Facebook, Twitter) **Campaigns** Membership renewals & drives Competitions Programmes & Events **Offline:** Promotional materials (Bookmarks, bags, flyers, pens, t-shirts, etc.) Radio & TV interviews Newspaper Adverts & Op-Eds Stakeholder partnerships Both Online & Offline • LIASA in Touch magazine • South African Journal of Library and Information Science (SAJLIS) **STAKEHOLDER RELATIONS** LIASA is involved in the various strategic stakeholder relations & sector engagement (through outreach projects, training and development or in leadership positions) **NATIONAL** NLSA NCLIS DAC Goethe Institute SABDC (Book Fair) SAQA ETDP SETA PANSALB

	ANFASA **AFRICA & INTERNATIONAL** IFLA Africa SCECSAL ZIMLA AFLIA INELI ACAFI IYALI
Unique value	**What is your area of expertise?** Our focus is on representing the interest of and seek to promote the welfare and development of library and information workers and agencies. **Where are you located?** We operate nationally **When or why will LIASA members need you?** To learn and further improve their skills and services **Why is LIASA important?** Because libraries need to maintain their relevance, update their images, so that people will value their services; promote and provide education and training of LIS workers in cooperation with other institutions etc.
Tools	**What tools are you going to use?** **Online** - Website√ - Social Media√ - Email outreach√ - Newsletters√ - Blogs - Webinars **Offline** - Brochures√

	- Events√ - Community outreach events√ - LIASA in Touch Magazine - Local advertising - General promotional materials - Radio - Television - Partnership with Stakeholders
Budget, Timeline, Resources	**Budget and expenses: Treasurer** **Assign roles, e.g. Roles for social media: PRO, Convenors for Social Media, Advocacy and Marketing** There are four flagship programmes that celebrate the association, its members, the profession and create awareness amongst the public of this country. **These four projects are:** • South African Library Week • May Seminar • South African Librarians' Day, and • LIASA Annual Conference **Marketing Calender** _table below_

Marketing Calender

When	What
January	
February	
March	SALW
April	
May	May Seminar
June	
July	SA Librarians Day
August	
September	
October	LIASA Conference
November	
December	

Tracking results	**How are you going to track results?** **Review your results** E.g. Total Facebook page likes increased by 23% from September 2016 to May 2017. There was quite a significant number of people engaged in Oct, Jan, April and May. **How will you measure success?** Go back to your initial self-assessment – have your initiatives improved your branch or IG membership? **Did you reach your goals?** E.g. LIASA wants to improve its membership by 20% by October 2018
Conclusion	**In conclusion** Involve your Committee members Be familiar with LIASA and its strategic plan Integrate the latest marketing trends Support the LIASA initiatives