



## Building Connections and Marketing Your Services

Presented by:  
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Rockford Public Library



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# Agenda

- Marketing 101: A Crash Course: 1:00 – 1:20 p.m.
  - The 4 P's
  - Market Segmentation
  - SWOTs and more!
- Working Your Best Angles – Promotion that Delivers: 1:20 – 1:40 p.m.
  - Advertising and PR/Working with the Media
  - Using your spaces, both virtual and physical
  - Messaging Vehicles (web, print, e-mail, social media)
- Writing Your Plan: 1:40 – 1:45 p.m.



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# Marketing 101



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# Marketing 101

- The 4 P's are referred to as the marketing mix.
  - PRODUCT
  - PRICE
  - PLACE (Distribution)
  - PROMOTION (Advertising and PR)



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# Market Segmentation

- The 4 P's can vary depending on the market segmentation you are targeting.
- What is market segmentation?
  - Dividing your population into homogenous groups.
  - Groups must be measurable, accessible, respond differently to your marketing mix, durable and sustainable.