

Speaking Finance: Creating a Value-Oriented Marketing Plan for Your Library  
ROI Marketing Activity

**1. Choose and describe your target audience**

*Target Audience:*

*What you know about them:*

*What they want from the library:*

**2. Describe the services you offer this group, using their language**

*What is important to your target audience?*

*List buzzwords using their language:*

*Identify what format will work best:*

**3. Identify your competition and how you can overcome it**

**4. Develop promotional strategies that will reach your target audience**

*Target Audience:*

*Format:*

*Message:*

*Strategy:*

**5. Evaluate your marketing strategy**

*How do you know your marketing strategy worked?*

*What information do you need to improve your strategy for next time?*

**Start the process again!**