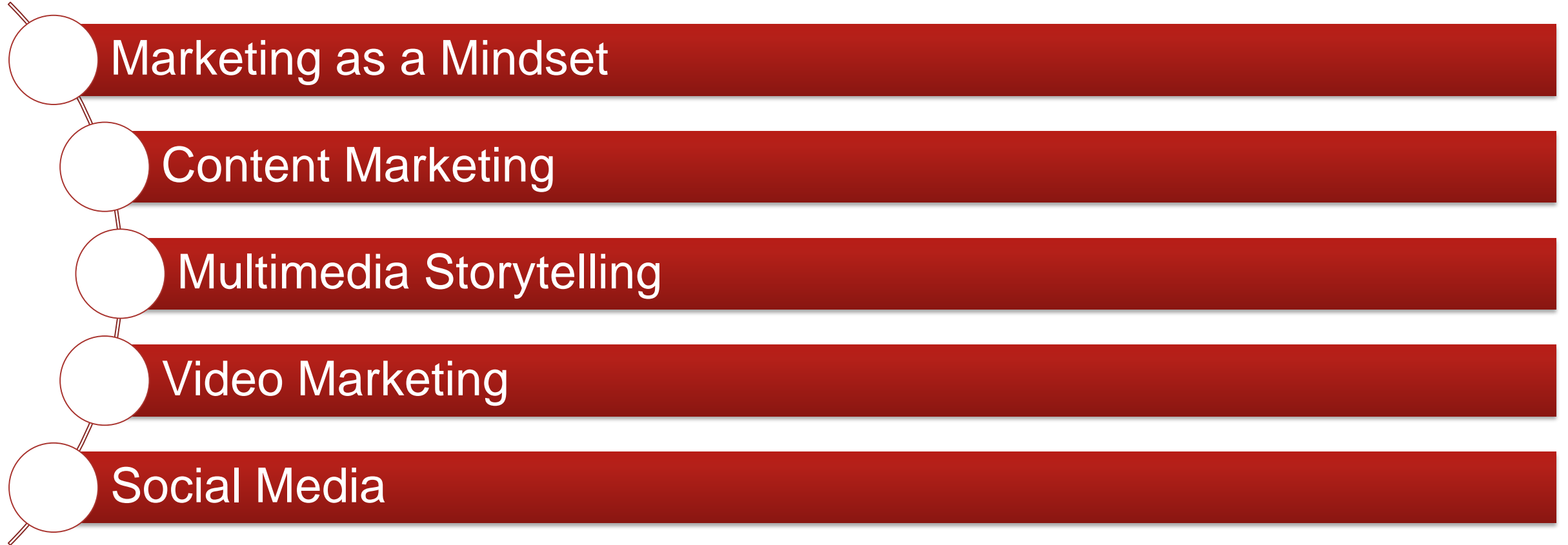
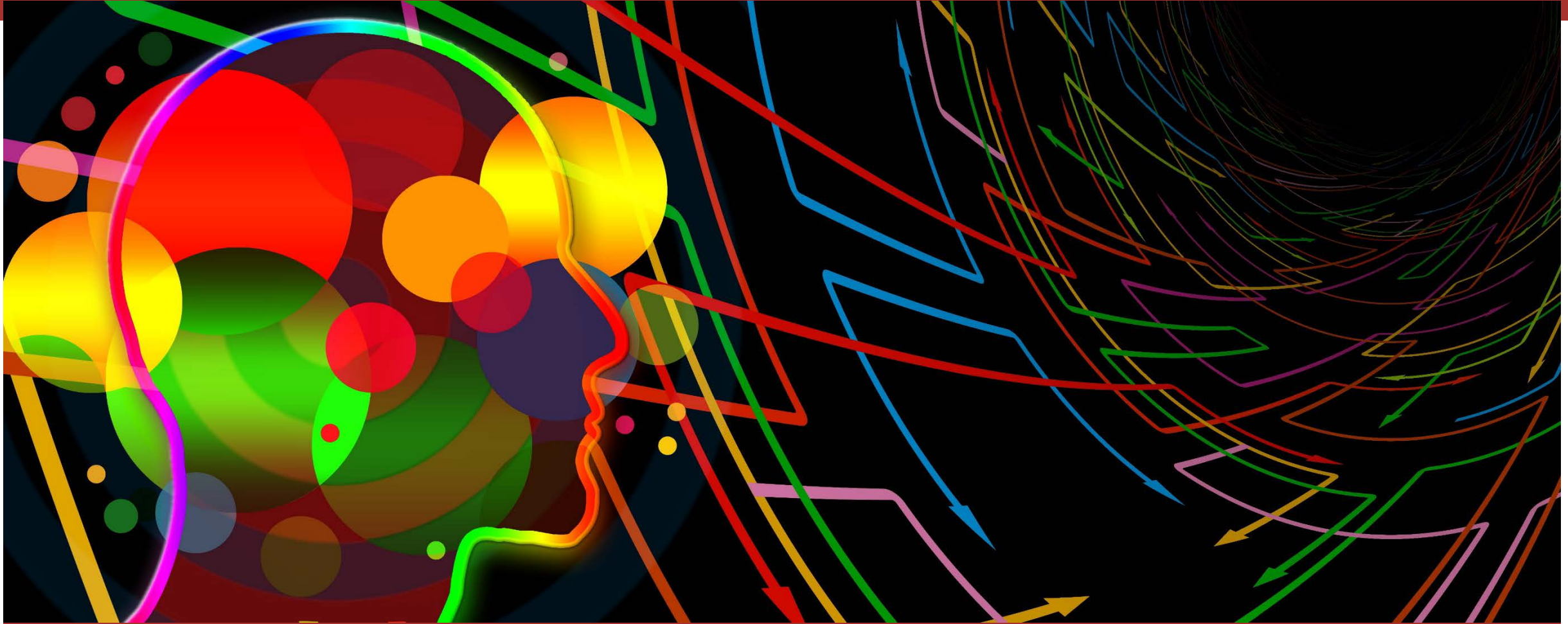


# Marketing Content and Collections

Library Science Talk, 3 September 2018, Deborah Kyburz

# Agenda



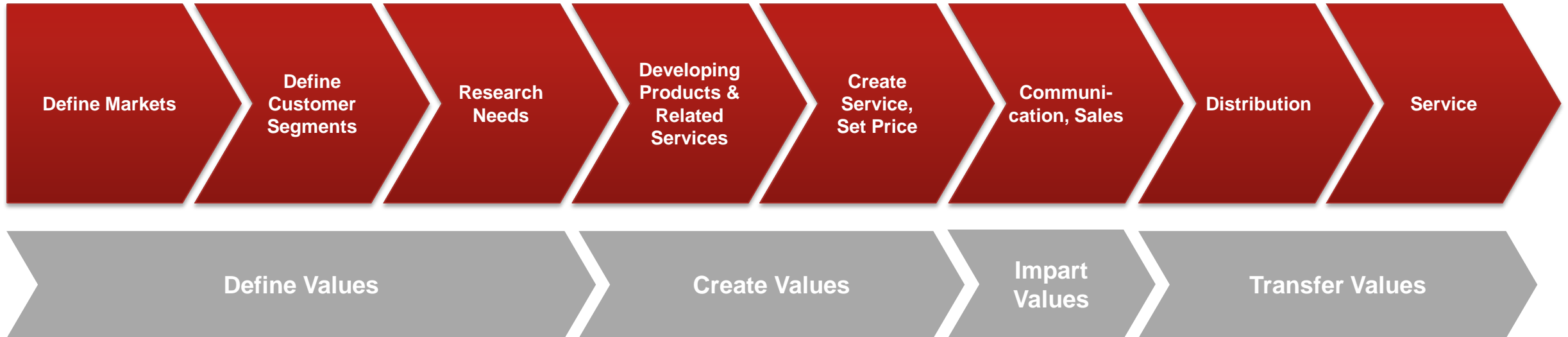


# Marketing as a Mindset

# Consistent Customer Orientation

„Marketing is an **entrepreneurial mindset**. It becomes concrete in the analysis, planning, implementation and control of **all internal and external corporate activities** that aim to achieve market-oriented corporate goals by aligning corporate performance with customer benefit in the sense of **consistent customer orientation**.“ (Bruhn 2012, p. 14)

# Where does Marketing happen?



**Ideally: everywhere!**



# Content Marketing

# Content Marketing

„Content marketing is a strategic marketing approach focused on **creating and distributing valuable, relevant, and consistent content** to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer **action.**” (<https://contentmarketinginstitute.com/what-is-content-marketing/>)

# Content Strategy

...defines how to use content to meet business goals and satisfy customers' needs

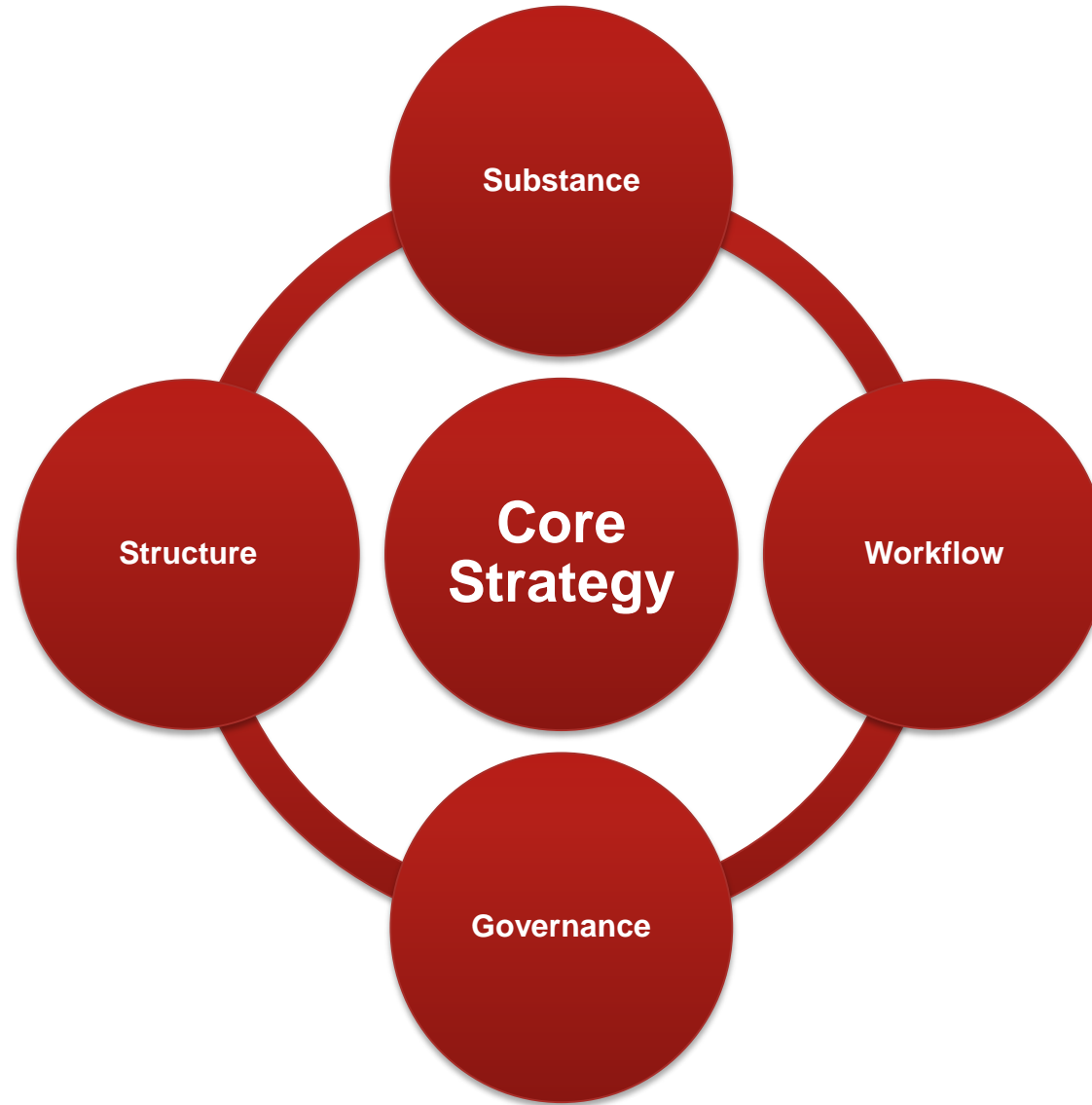
...guides decisions about content throughout its lifecycle

...sets benchmarks against which to measure the success of your content

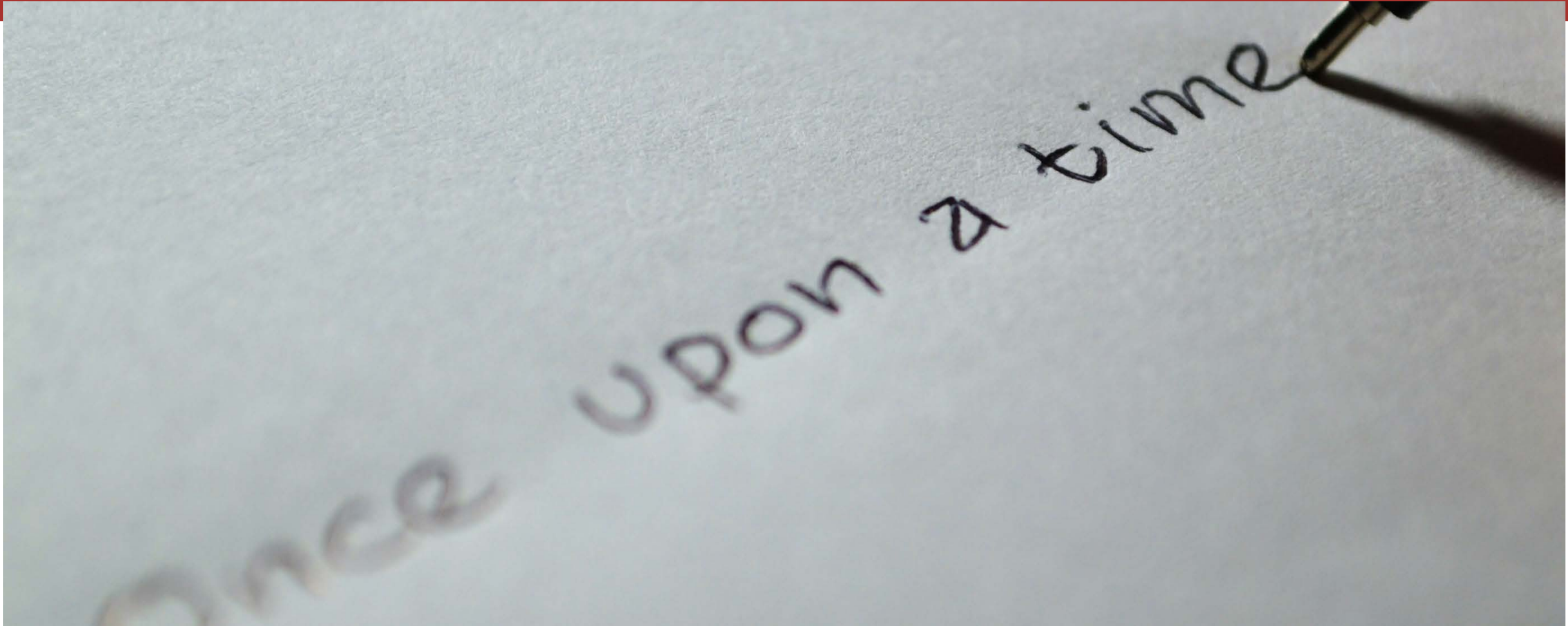
**«Content strategy guides your plans for the creation, delivery and governance of content.»** (Halvorson/Rach 2012, p. 28)



# Content Strategy



(Halvorson/Rach 2012, p. 29f.)



## Multimedia Storytelling

# How does Storytelling work?

Abstract /  
complex topic

Write a story  
about /  
around topic

Create  
images &  
emotions in  
your reader

# Storytelling as an Instrument for Content Marketing

## Science

- analytical
- complicated
- „dry facts“
- specialist terms

## Stories

- protagonist / people
- actions
- feelings
- structure

# Why use Storytelling as a Method?

address people's  
problems / issues

curiosity,  
sympathy

show specific  
advantage/benefit  
for reader

focus on what's  
important

heroes (librarians,  
researchers,  
employees, ...)

make institution  
more human

change of  
perspective

uniqueness

# Storytelling makes Content come alive

## Listing of Facts

ETH Library has designed and published a platform by the name Explora where they tell stories on topics such as 'Scientific Plant Illustrations' or 'Calculating without Electricity'.

# Storytelling makes Content come alive

## Listing of Facts

ETH Library has designed and published a platform by the name Explora where they tell stories on topics such as 'Scientific Plant Illustrations' or 'Calculating without Electricity'.

## Telling a Story

ETH Library owns countless fantastic digitized collections and makes them freely available to the public. However, we noticed that many people don't even know our collections. Therefore, we designed and published a platform where we tell stories. The stories tell you more about various topics such as 'Scientific Plant Illustrations' or 'Calculating without Electricity' That's how we want to draw people's attention to ETH Library.

# Explora – A World of Experience by ETH Library

Aims and Ideas

content  
marketing  
platform

intensify  
relationship  
with  
customers

promote  
collections  
and services

offer added  
value



# Explora – A World of Experience by ETH Library



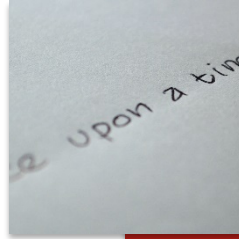
# Explora – A World of Experience by ETH Library

## Lessons Learned



### Resources

- time
- people
- money



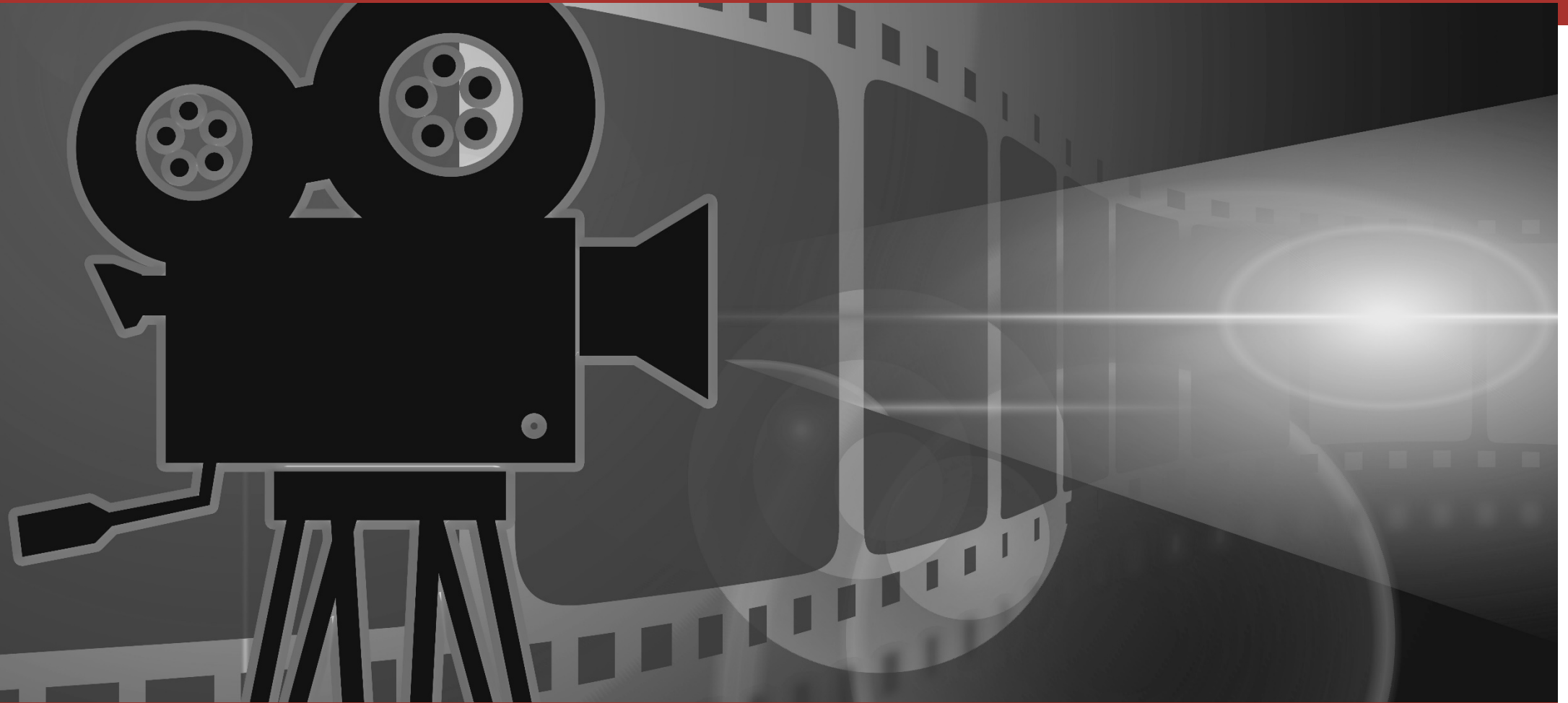
### Stories

- science vs. target groups
- length of stories



### Communication

- specific communities
- sustainability
  - only 4 stories per year
- newsletter, Instagram



# Video Marketing

# Video Marketing

„Video Marketing is a process of **communicating** with your prospects and customers **via series of moving images**. You make them aware about your products and services by **various types of videos**.”

(<http://www.asolopreneur.com/why-video-marketing-how-to-get-started-video-marketing-blogging-youtube-channel-videos-tips-facts/>)

# Why Video?

Think about it. **People remember...**



**20%**

20% of what they hear



**30%**

30% of what they see



**70%**

An amazing 70% of what they see & hear!

(<http://siveict.co.za/2014/06/03/video-marketing-science-for-small-businesses/>)

# Video is (still) on the Rise!



82% of Twitter users watch video



YouTube has >1 Billion users (almost 1/3 of total internet users)



45% of people watch > 1h of Facebook / YouTube videos a week



> 500 million hours are watched on YouTube daily



87% of online marketers use video content

# ETH Library's Video Marketing Strategy: Goals

increase  
public  
awareness

generate  
leads

promote  
services and  
support

# ETH Library's Video Marketing Strategy: Video Types

increase public awareness

- Image videos
- Event documentations

generate leads

- Tutorials
- Live streams

promote services & support

- Screencasts/Tutorials
- Animations



# Video Marketing at ETH Library

## Planning

- Campaigns
- Single videos

## Production

- In-house
- ETH Zurich's Multimedia Services
- External graphic designer

## Distribution

- Editorial plan
- Regular uploads on all social media channels (not only YouTube)

# ETH Library's Videos: Some examples

increase public awareness

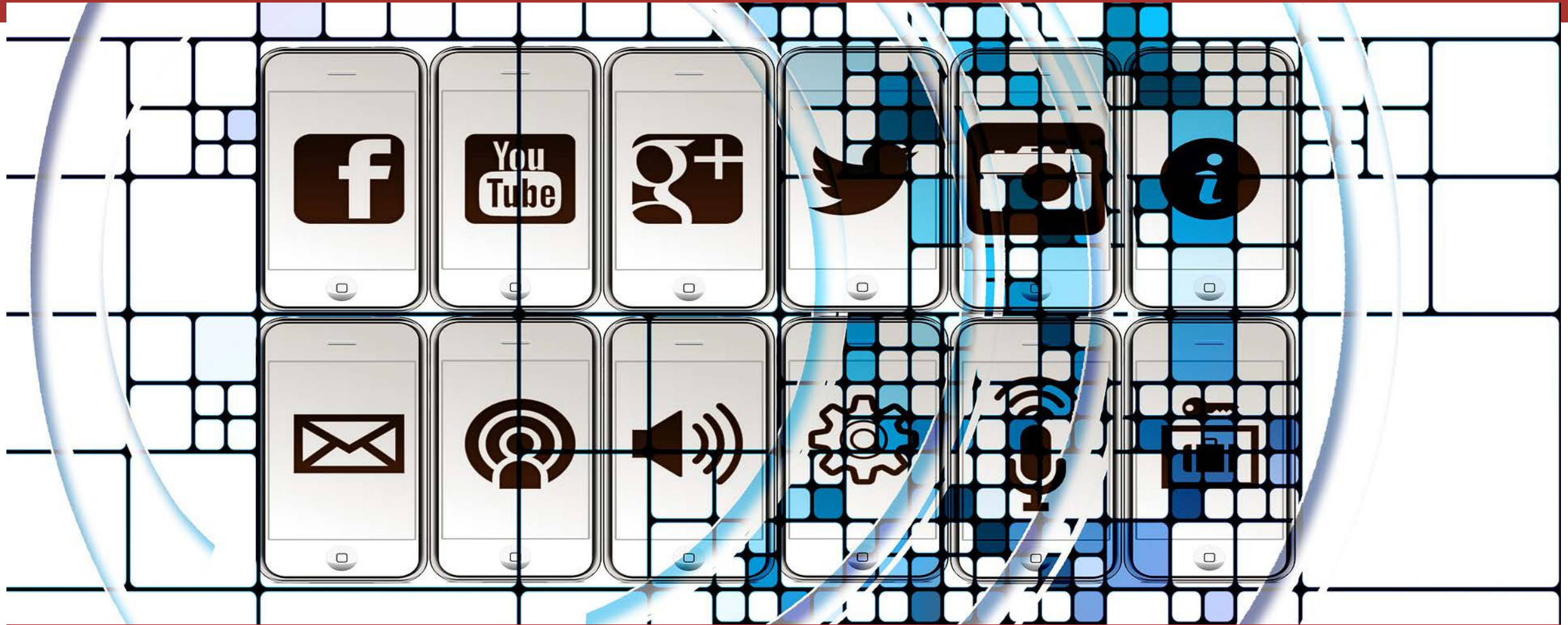
- Treasure Troves
- We're at your service: <https://youtu.be/bQ0lYnovefM>
- Crowdsourcing im Bildarchiv: <https://youtu.be/-ymkogOqHwo>
- Wikipedia und Wissenschaft?! <https://youtu.be/DEkCsmKWRPU>

generate leads

- Research Collection: [https://youtu.be/mu850\\_m39co](https://youtu.be/mu850_m39co)
- Open Access at ETH Zurich: <https://youtu.be/KyzGn2NaYK4>

promote services & support

- Feedback: [https://youtu.be/jFdOJYE\\_L\\_I](https://youtu.be/jFdOJYE_L_I)
- Search Portal: <https://youtu.be/bwF7tNRxSDg>



# Social Media

# Corporate Blog



## What is a blog?

- Regular new content
- Stories: views of the author
- Engagement



## Aims

- Image / popularity
- Trust
- Leads
- Competence
- Topics
- ...



## Content

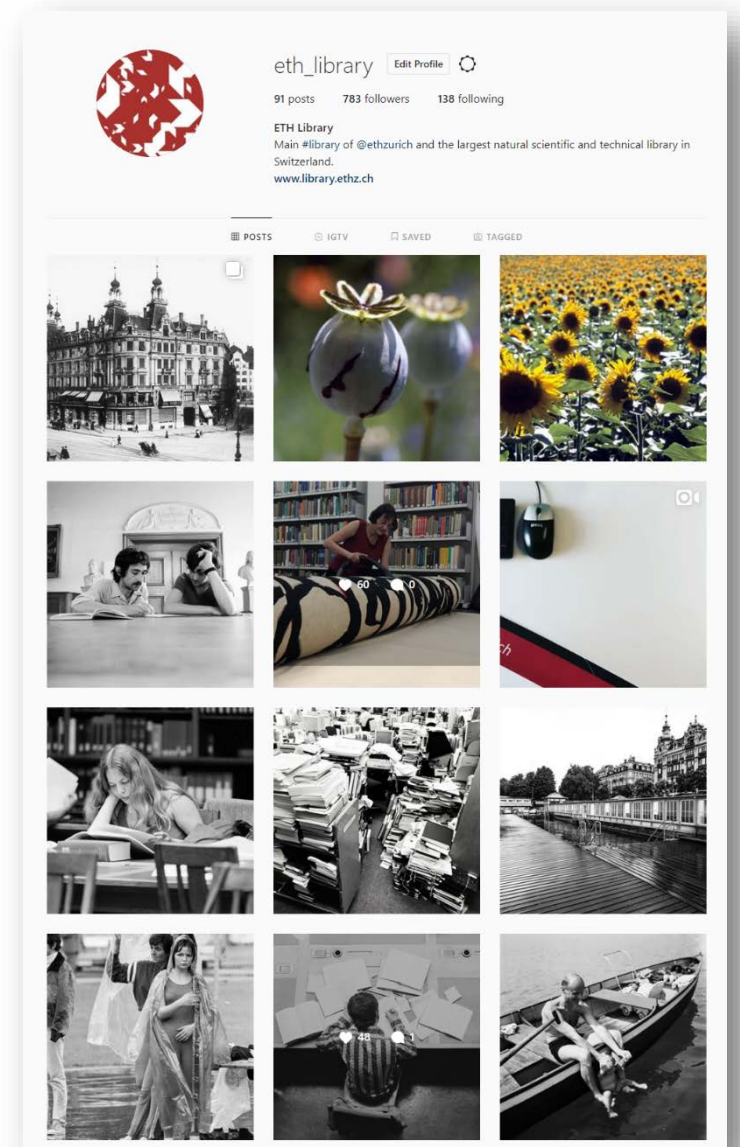
- Added value!
- Information
- Problem solving
- Motivation
- Entertainment

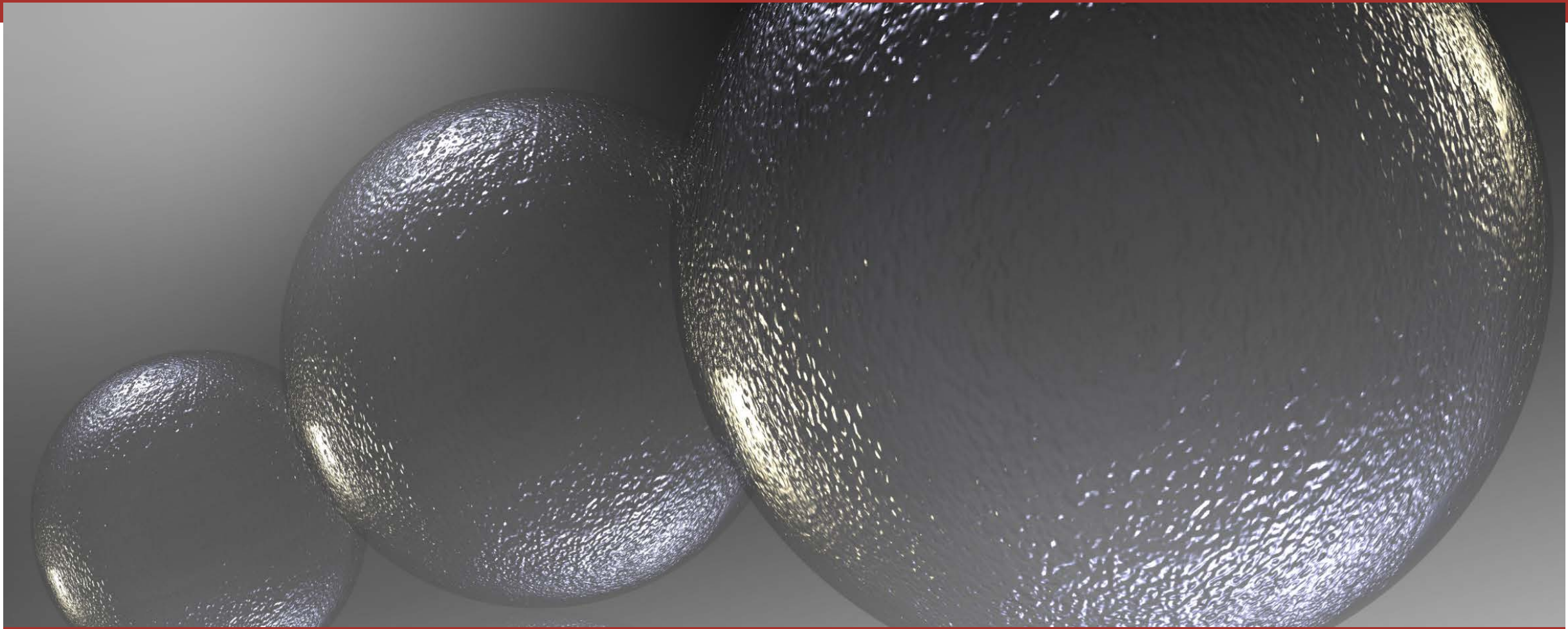
# Instagram

Audience: 18-35 years old

Advantage: focus on images

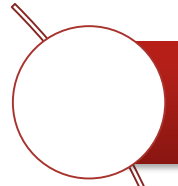
Often different content than is used on Facebook or Twitter is necessary!



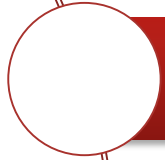


# Take Aways

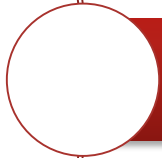
# Take Aways



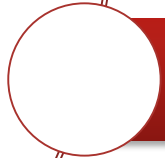
**Marketing** is a mindset & should be present in your whole organization -> customer obsession!



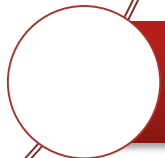
**Content marketing** is not about your services & products, but about your content and the topics you communicate



Have a **content strategy** first and ask yourself: who is your audience?



Content marketing is a lot of work: **plan** your activities wisely, don't do it all at once



**Storytelling** as a method is a great way to promote your content & collections (text, images, video, ...)

# Literature

- Bruhn, Manfred (2012): **Marketing: Grundlagen für Studium und Praxis.** Springer.
- Fuchs, Werner T. (2017): **Crashkurs Storytelling. Grundlagen und Umsetzung.** Haufe-Lexware.
- Halvorson, Kristina; Rach, Melissa (2012): **Content strategy for the web.** New Riders.
- Mayer-Grenu, Andrea (2017): **Wenn Gefühl auf Forschung trifft: Storytelling in der Wissenschaftskommunikation.**  
<https://zukunfthoch4.euroacad.eu/storytelling/> (28.08.2018).



# Questions?

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ETH Library

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