



PROMOTION TO YOUR PRIMARY AUDIENCE

You have identified the primary audience for your marketing efforts, and defined the characteristics of that group. Now you can choose a service name, design a logo, write a tagline, describe the service, and brainstorm some promotional efforts that will appeal to that audience.

A service name may be descriptive or evocative. A descriptive name is exactly that—straightforward and clear about what the service provides. An evocative name (Google is an example) doesn't have direct associations or meanings attached to it. Whether descriptive or evocative, it is important that the service name be memorable and relevant to the primary audience. The logo is the visual representation of the service name.

A tagline is a sentence or phrase stating what the brand delivers to the target audiences. "Your personal guide to a world of information" is the tagline used by Seattle Public Library's Live Help service. Taglines should be short, memorable, and have broad appeal.

The service description effectively summarizes the service and what it offers to customers. It gives staff an easy, clear way to talk about the service. Library staff have the closest connections with current users and can be effective promoters of new services. Staff not directly involved with the service can encourage users to try it and can contribute creative ideas for marketing, based on their knowledge of user needs and interests.

Promotional efforts can range from radio and television spots to direct mail marketing, to billboards, bus placards, and brochures distributed through schools.

For the primary target audience that you identified in the previous exercise, create one or more service names and taglines. Write a clear, simple service description, then brainstorm the promotional efforts that would be most effective for the target audience.

SERVICE NAME
TAGLINE
SERVICE DESCRIPTION
PROMOTIONAL EFFORTS