



# Marketing mix

**Branding our way towards the African  
University Library in Service of Humanity**

Presented at the Library Technology  
Showcase on 18 September 2013

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# What is the Marketing mix ?

- ❖ The marketing mix is used to determine a product or brand's offering, and is often synonymous with the **four Ps**: *price, product, promotion, and place*; But in addition you can have other Ps such as Producer, etc

# What is the marketing mix

a combination of factors that can be controlled by a company to influence consumers to purchase/like/be attracted to its products. Branding is one of these factors that place a great influence of the market

# Marketing Concerns

Marketing is concerned with clients' reactions to the library in all its forms

# Imagine this:



# Imagine this



# Imagine this:

Of the selected images, who in your opinion is the company leader and why do you think so



# Who is believable? As a leader/CEO/students



# What brand does your event/look represent?

The truth is that any of these people can be your leader, medical doctor or dentist, CEO etc. But it is also human nature (the way we are socialised) however, to form perceptions and mental images about people, about products, hence these thoughts are incorporated into the technologies we use to create appealing packaging for information. It then also speaks of the interdependence of the aspects of creation. In this way, the information + the image (cover/image etc) = desired results



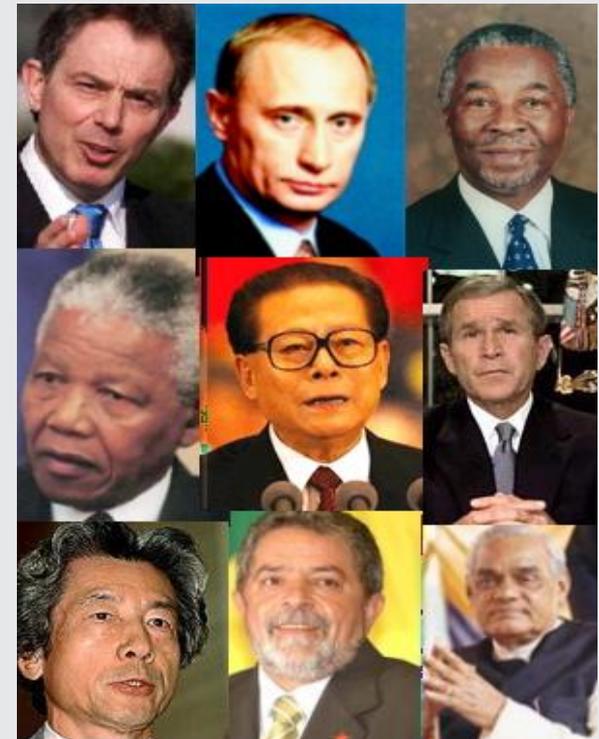
# Why do we brand ourselves

Some of the reasons include:

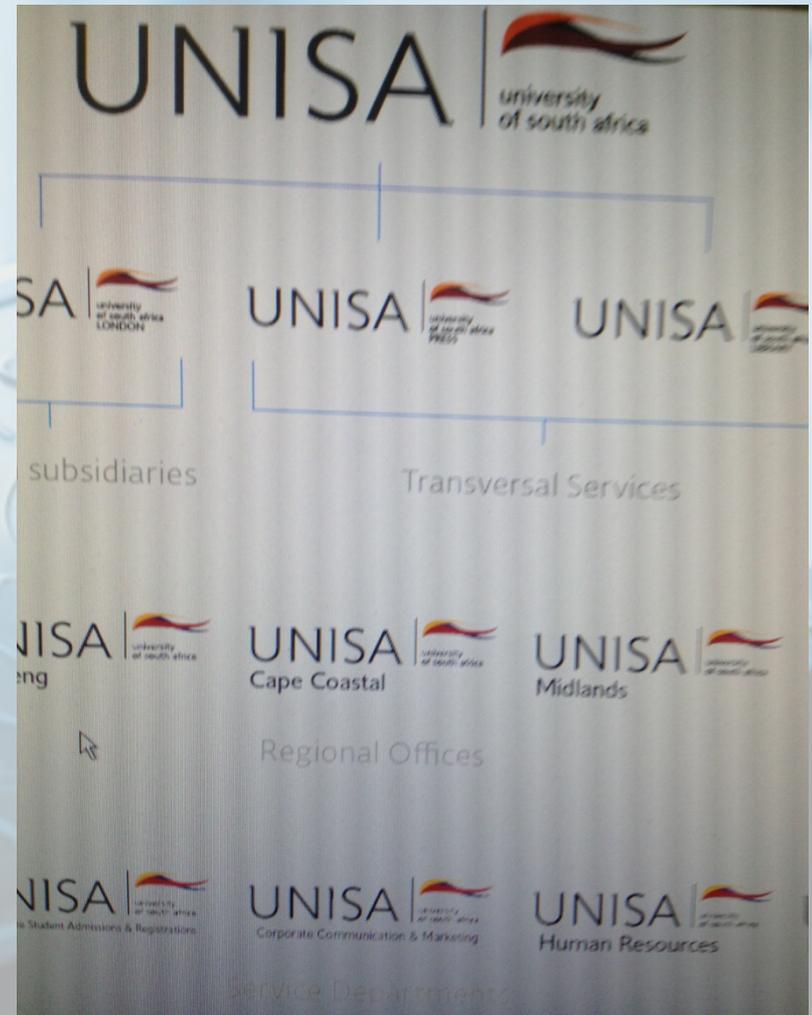
- To be distinctive/Identifiable
- To be competitive – we are not Wits or UJ Library (why does it matter?) Also, before you know anything about these institutions, you are met by their logo (with colours/fonts/CI issues)
- *What does it mean – someone sat down at a computer to design through Photoshop/ Microsoft office/corelldraw*
- *Awareness/sales/buy in/interest/believability*
- Security- hackers, ‘fly-by-night’ companies, mistaken ID – protection of CI etc.

# How we brand

We want you to choose 'us' (quality, track record, advertising etc+ 'why' = we are the best

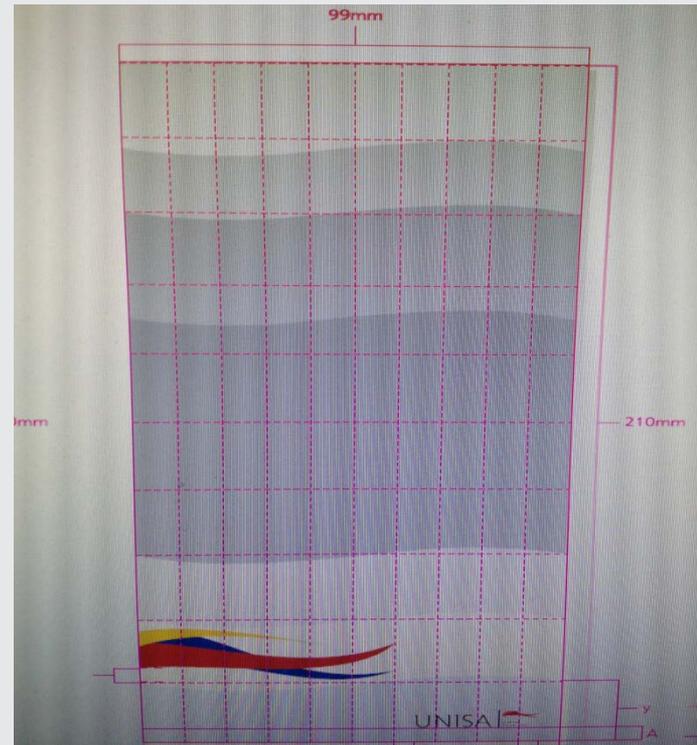
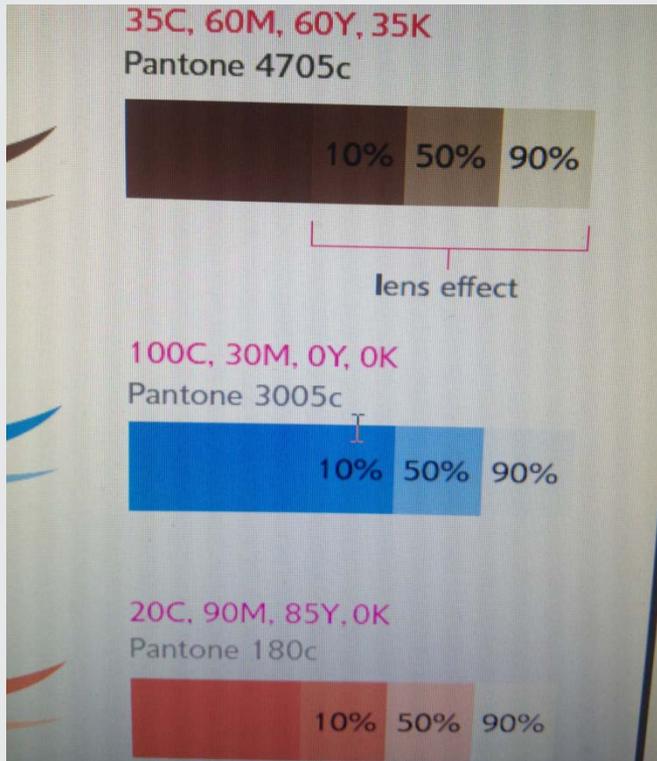


# How we distinguish ourselves

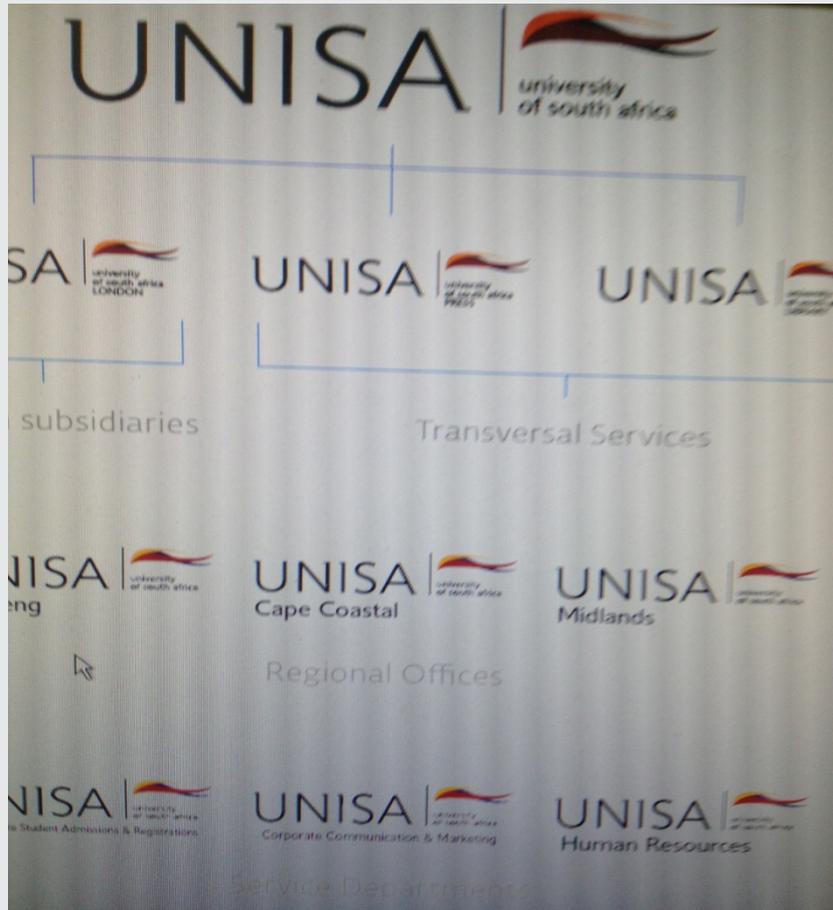


# How we brand ourselves

*Although an logo is created without any colour, when colour is added, it becomes a specific tool of branding for best results, to such a point that there are technologies that let you create new colours altogether just as gridding is an important technology for creating CI*



# *How do we place ourselves*



# More on your brand:

University of South Africa

Unisa Library: Your Information Partner presents

## THE LIBRARY TECHNOLOGY SHOWCASE

17 - 20 SEPTEMBER 2013



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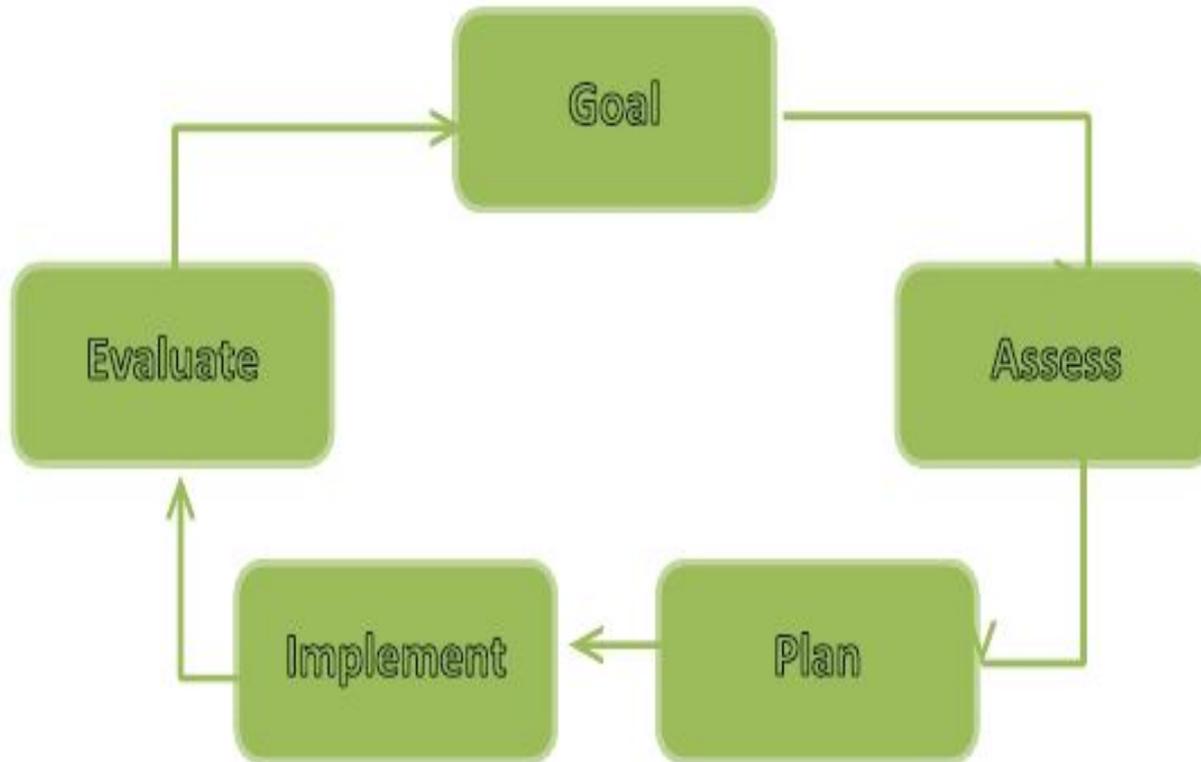
**VENUE:** UNISA LIBRARY RECEPTION AREA ON LEVEL 5,  
SAMUEL PAUW BUILDING,  
MUCKLENEUK CAMPUS

**EXPLORE. DISCOVER. INNOVATE**

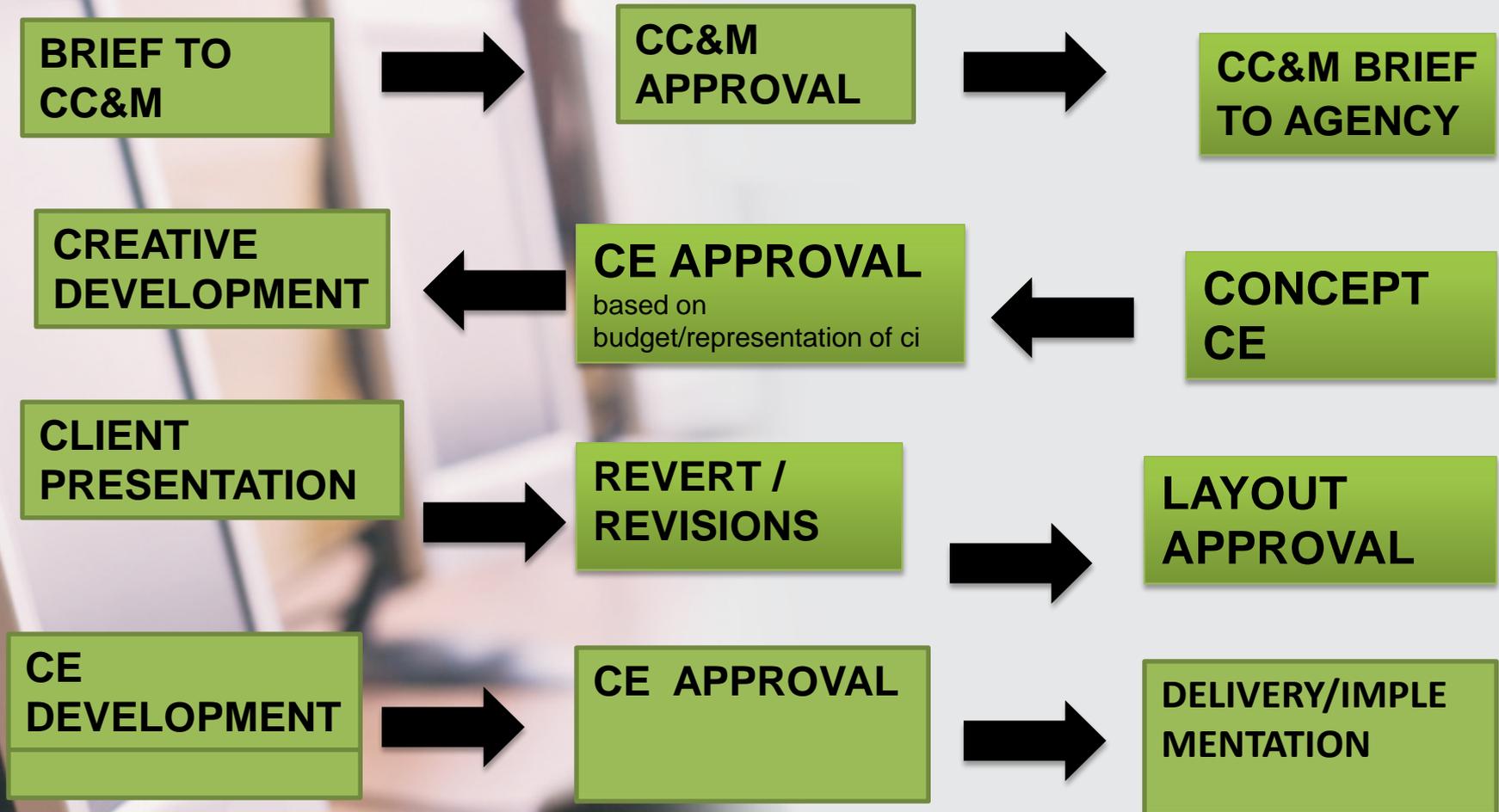
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# *So what can we do for you? The Marketing 'process'*



# The Marketing process



# Online Marketing

- **Search engine optimisation:**

This involves optimising websites to achieve high rankings on search engines for certain selected key phrases. This is achieved by making changes to the website structure and content so that information is easier to find by search engines such as Google.

- **Pay-per-click (PPC) advertising:**

This is an advertising system where the advertiser only pays for each click on their advert. This is mainly used with search engines where the advertising is keyword based. Advertisers target keywords for which they want their advert to appear.

# Online Marketing

## Display advertising on websites:

This includes for example banner ads (a graphic or animation displayed on a website for advertising purposes) and map adverts.

## E-mail marketing:

This is a form of direct marketing which utilizes email communication to convey a marketing message.

# Online Marketing

- **Affiliate marketing:**

An agreement between two sites in which one site – the affiliate, agrees to feature content or an advertisement designed to drive traffic to another site. In return the affiliate receives a percentage of sales generated by traffic it sends towards this site.

# Affiliate marketing





## Social media in the Library

Library facebook page

<https://www.facebook.com/UnisaLibrary>

Library twitter

<https://twitter.com/UnisaLibrary>

Library Pinterest

<http://www.pinterest.com/unisalibrary/pins/>

YouTube

<https://www.youtube.com/watch?v=rPDMg6ptU20>

UNISA





**Questions?**



# From the Unisa Library



**THANK YOU**