

Harnessing Marketing Strategies for Archival Services

Presented by:

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OUR MISSION:

To redefine how knowledge is shared

WE ARE THE BRANDS YOU KNOW AND TRUST:

Sydney • Presto • Argus

ArchivEra • Eloquent • CuadraSTAR



Margot Note

Margot Note is an author, archivist, and records manager helping individuals and organizations harness their history.

As the principal of Margot Note Consulting LLC, she facilitates the understanding of the importance of unique collections, suggesting ways to manage them and use them to tell stories to connect with people.

Utilizing Marketing

- Promotes services
- Emphasizes organizational importance





Modern Marketing

- Not solely commercial
- Supports customer-focused service delivery
- Links between producers and consumers
- Connects with colleagues
- User-centric services

Strategic Communication

- Crafts compelling narratives
- Communicates relevance of services





Tales of Transformation

- Origin Story: Share background and early influences
- Key Accomplishment: Highlight an impactful project
- Challenge Overcome: Explain how the archives tackled obstacles

Tales of Transformation

- **Leadership:** Demonstrate collaboration skills
- **Setback:** Explain an unexpected learning process
- **Innovation:** Show an instance of driving change
- **Aspirations:** Discuss the goals and steps toward achievement





Content Creation

- Cornerstone for archivists
- Diving into archives for rich heritage
- Leverages emotive impact
- Fosters a connection with collections

Assessment and Strategy

- What strengths and weaknesses characterize the archives?
- What strategies can capitalize on opportunities and mitigate threats?





Core Offerings

- What are the primary benefits offered by the archives?
- What are users seeking, and how does the archives satisfy needs?
- What benefits accrue when users utilize the archives?

User Satisfaction

- What tangible items do users perceive when receiving services?
- What archival personnel do users contact for services?
- What technology is employed, and how do archival services function?





Quality Assurance

- What steps are being taken to ensure quality in delivering services?
- What must users do or know to have the best experience?

Resources and Marketing Plan

- What resources are needed to deliver archival services?
- What are the goals and objectives of the marketing plan?





Audiences and Strategy

- Who are the target audiences for the archives?
- How can they be segmented and prioritized?
- What are the key messages that the archives wants to communicate?
- What are the best channels and tools to reach colleagues?
- How will they be integrated and coordinated?

Managed Communication

- What are the resources available for marketing?
- How will marketing be implemented, monitored, and evaluated?
- What are the potential challenges that could affect marketing?



Communication Tools

- Different content: blog posts, videos, infographics
- Workshops
- Lunch-and-learns
- Webinars

Matching Messages

- Tailors to audience needs and preferences
- Aligns tools with message nature and expectations
- Assesses urgency





Consistent Messaging

- Matches tools with type (e.g., memos, letters, videos)
- Uses appropriate channels for engagement
- Maintains consistent messaging

Showing Results

- Highlights impact
- Case studies
- Cost savings
- Quantifying achievements





Adaptation and Feedback

- Adapts to stay relevant
- Seeks feedback
- Fosters open communication
- Tailors services to evolving needs

Creating a Community

- Well-crafted questions
- Identify audience
- Unique value proposition
- Tactics to reach users





Fostering Appreciation

- Celebrates achievements
- Milestones
- Anniversaries
- Strengthens communal identity
- Increases support

Elevating Roles

- Strategic communication
- Content creation
- Continuous improvement
- Enhances visibility





Empowering Archivists

- Embraces marketing techniques
- Describes and amplifies impact
- Enhances value of archival services
- Contributes to culture of responsible information management

AVAILABLE NOW

Preserve, Promote, Persevere

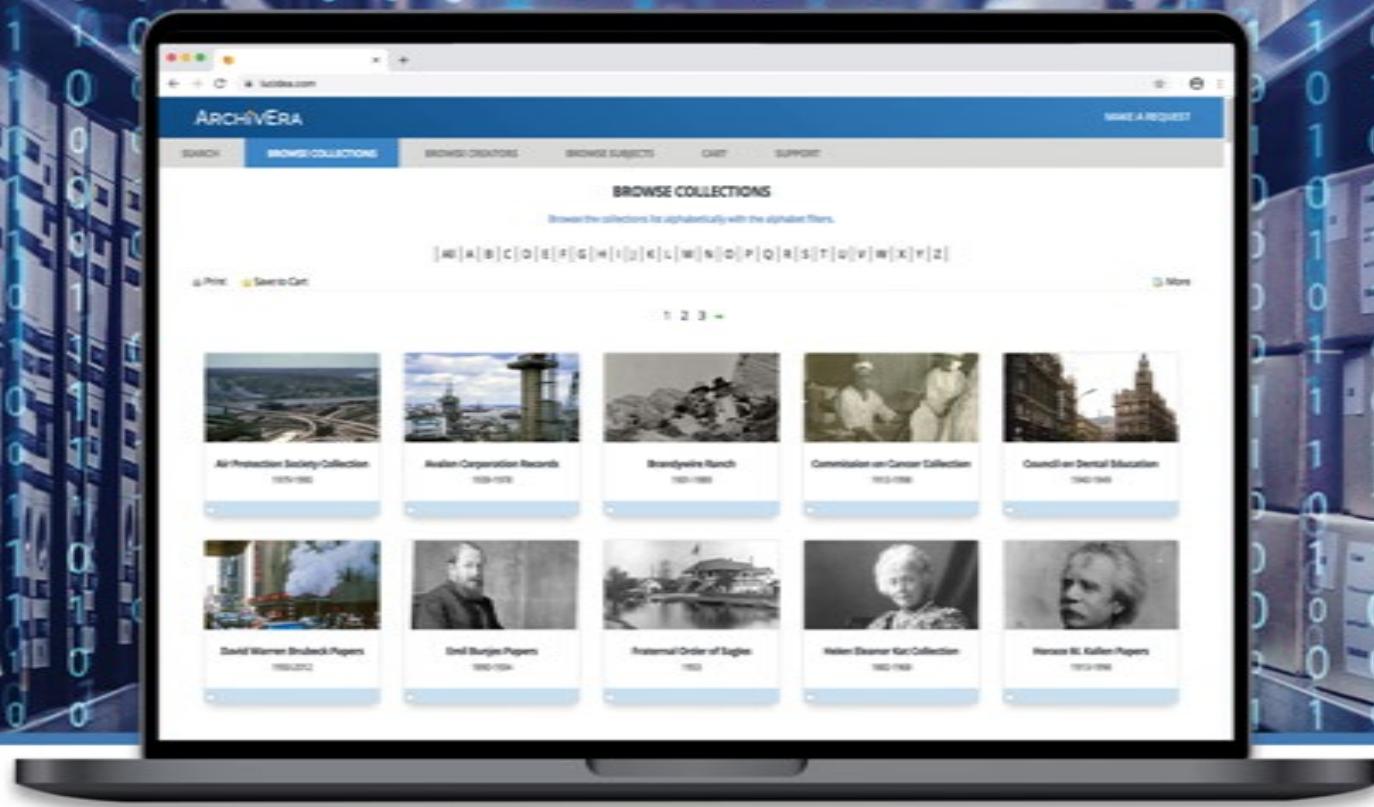
The Archivists' Guide to Internal Advocacy

by Margot Note

download your free copy at:

<https://lucidea.com/preserve-promote-persevere/>





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Thank You!

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