

# Developing a Student-Centered Marketing Strategy

## Utah State University - Merrill Cazier Library

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### Inspiration: The Howl

- During final exams in December, a group of students held a group howl in the library
- The noise aggravated patrons and generated negative publicity for the library
- By January, the story had made national news
- It was featured in Student newspapers all over the nation and picked up by the Associated Press

### Goals

- Attract as many participants as possible for our first LibQUAL+® survey
- Create a marketing campaign for LibQUAL+®
- Generate positive buzz for the Merrill-Cazier library

### The Marketing Strategy

Don't just HOWL at the moon...  
tell us what you think

**uThink**  
& enter to win an iPod

Complete an online  
survey about the quality of  
Merrill-Cazier Library services, and enter to win  
iPod™ products and great Aggie gear. Link to survey  
from <http://library.usu.edu>, March 19 to April 9

We grabbed students' attention by playing on the howl controversy  
Our theme became: "Don't Howl at the Moon...Tell Us What You Think!"

### Results

The playful tone of our campaign helped to reverse some of the bad publicity received from the howl

Almost 20% of USU's population participated in our first LibQUAL+® survey

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