

---

### Overview

This standard is about engaging with customers to promote resources and services in order to ensure that customers are aware of their accessibility, value and potential benefit. It applies to promotion within an organisation and its premises, and to the development of promotion and outreach activities that are delivered externally to community groups and/or in external facilities.

This standard is applicable to people in management and practitioner and operational roles who have responsibility for the promotion of services and for promotional strategies.

### Performance criteria

*You must be able to:*

- P1 identify the range of customer groups for which specific services have potential benefit
- P2 identify current users and non-users of your organisation's services so that the reasons for non-use can be ascertained
- P3 develop a promotion and marketing strategy and vision both for your services as a whole and/or for specific services or customer groups
- P4 secure resources for service promotion and ensure that the necessary skills are acquired
- P5 use the skills available in your organisation to support promotional activity
- P6 design, develop and deliver specific promotional activities, e.g. newsletters, promotional visits, displays and exhibitions, talks and workshops etc.
- P7 select and obtain, or design and produce promotional materials and items for displays and exhibitions
- P8 share information with colleagues on your experience in promoting services and seek their advice and experience
- P9 use cross selling techniques to promote additional services to customers of other services that you provide
- P10 maintain accurate data on service use and trends in service use by specific customer groups
- P11 assess the impact of promotional activity on service use
- P12 identify specific instances where use of a service has produced a specific impact so that examples are available to use in promotion
- P13 learn from promotional activity in order to improve practice

### Knowledge and understanding

*You need to know and understand:*

- |    |   |
|----|---|
| K1 | the principles and practices of promotional activity  |
| K2 | how specific services benefit their users   |
| K3 | the main factors that influence your existing customers to use specific services  |
| K4 | the range of techniques that can be applied to promotion  |
| K5 | how to carry out specific promotional techniques eg. how to run a storytelling circle, set up an exhibition, produce a newsletter       |
| K6 | how legislation such as health and safety, copyright, intellectual property, and security requirements impact on promotional activities |
| K7 | how to give balanced information to your customers on the role and value of your services   |
| K8 | how to encourage customers to ask for information on additional services  |

# LSIILARF3v2

## Promote resources and services

---

### Additional Information

#### Behaviours

1. You regard every interaction with the customer as an opportunity to promote the range of services your organisation provides
2. You consider customer needs and your organisation's reputation and brand in all aspects of service delivery
3. You strive to ensure that services reach the widest relevant user base
4. You recognise that customers are individuals who will need different approaches to promotion
5. You are innovative in thinking of new ways to promote your organisation's services
6. You promote services ethically and with accurate claims for their value

#### Links to other NOS

This standard has links with the NOS in Marketing, developed by the Marketing and Sales Standards Setting Body.  
See <http://www.msssb.org/> for other relevant standards.

# LSILARF3v2

## Promote resources and services

---

<b>Developed by</b>	Learning and Skills Improvement Service
<b>Version number</b>	1
<b>Date approved</b>	April 2008
<b>Indicative review date</b>	April 2010
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Lifelong Learning UK
<b>Original URN</b>	LAISF3
<b>Relevant occupations</b>	Information and Communication Technology; Arts, Media and Publishing; Public Services; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Local Area Archives; Microfilm and Microfiche Technician; Media and communication; Publishing and information services; Language, literature and culture; Education and training; Teaching and lecturing; Direct learning support; Teaching Professionals; Public Service Professionals; Government and Related Organisations; Records; Communications; Communications; General; Public Service and Other Associate Professionals
<b>Suite</b>	Information and Library Services, Archive Services and Records Management
<b>Key words</b>	promotion, information, library, archive