

DEVELOPING

**STRATEGIC
MARKETING
PLANS**

THAT REALLY WORK

a toolkit for public libraries

Terry Kendrick

Developing Strategic Marketing Plans That Really Works A Toolkit For Public Libraries

Michael Bemis



Developing Strategic Marketing Plans That Really Works A Toolkit For Public Libraries:

Developing Strategic Marketing Plans that Really Work Terry Kendrick, 2006 Public libraries are increasingly aware of the need for good marketing. Underlying this is a need for competence in marketing planning. Many government and other reports stress the need to get public libraries back into the lives of their users and potential users and this requires significant marketing effort. However, it quickly becomes apparent to public librarians that marketing is far more than simply creating a set of leaflets for their marketing communications. What they need is a simple practical guide to the whole marketing planning process from goals to implementation of marketing strategies and communications. And along the way they need to troubleshoot the barriers that such activities meet. This highly practical and down to earth book with free downloadable templates and forms on the web will demystify the marketing planning process and set it in the context of modern public library services. Through a series of easy to implement process steps and ideas the reader will see not just what is possible but what is likely to work quickly and deliver real impact on performance indicators in a public library context. The book is structured as follows: strategic marketing planning for public libraries; an introduction; ambition as the basis for marketing planning; making sense of the market for your public library services; creating segment specific value propositions for users and non users; priorities; making sound choices; clear objectives and winning strategies; attention grabbing marketing communications; implementation and quick progress; Readership: The text is fully international in scope and is written for all those practitioners who recognize the importance of marketing in shaping and positively influencing the direction of public library services.

The Library Marketing Toolkit Ned Potter, 2012-06-23 This Toolkit provides you with everything you need to successfully market any library. As libraries continue to fight for their survival amid growing expectations, competition from online sources and wavering public perceptions, effective marketing is increasingly becoming a critical tool to ensure the continued support of users, stakeholders and society as a whole. This unique practical guide offers expert coverage of every element of library marketing and branding for all sectors including archives and academic public and special libraries, providing innovative and easy to implement techniques and ideas. The book is packed with case studies highlighting best practice and offering expert advice from thought leaders including David Lee King and Alison Circle US, Terry Kendrick and Rosemary Stamp UK, Alison Wallbuton New Zealand and Rebecca Jones Canada, plus institutions at the cutting edge of library marketing including the British Library, New York Public Library, the National Archive, Cambridge University, JISC, the National Library of Singapore and the State Library of New South Wales. The key topics covered in the text are: Seven key concepts for marketing libraries; Strategic marketing; The library brand; Marketing and the library building; An introduction to marketing online; Marketing with social media; Marketing with new technologies; Marketing and people; Internal marketing; Library advocacy as marketing; Marketing Special Collections and archives; Readership: The book is supplemented by a companion website and is essential reading for anyone involved in promoting their library or information.

service whether at an academic public or special library or in archives or records management It s also a useful guide for LIS students internationally who need to understand the practice of library marketing Digital Library Programs for Libraries and Archives Aaron D. Purcell,2016-08-26 Planning and managing a self contained digitization project is one thing but how do you transition to a digital library program Or better yet how do you start a program from scratch In this book Purcell a well respected expert in both archives and digital libraries combines theory and best practices with practical application showing how to approach digital projects as an ongoing effort He not only guides librarians and archivists in transitioning from project level initiatives to a sustainable program but also provides clear step by step instructions for building a digital library program from the bottom up even for organizations with limited staff Approachable and easy to follow this book traces the historical growth of digital libraries and the importance of those digital foundations summarizes current technological challenges that affect the planning of digital libraries and how librarians and archivists are adapting to the changing information landscape uses examples to lay out the core priorities of leading successful digital programs covers the essentials of getting started from vision and mission building to identifying resources and partnerships emphasizes the importance of digitizing original unique materials found in library and archives collections and suggests approaches to the selection process addresses metadata and key technical standards discusses management and daily operations including assessment enhancement sustainability and long term preservation planning provides guidance for marketing promotion and outreach plus how to take into account such considerations as access points intended audiences and educational and instructional components and includes exercises designed to help readers define their own digital projects and create a real world digital program plan Equally valuable for LIS students just learning about the digital landscape information professionals taking their first steps to create digital content and organizations who already have well established digital credentials Purcell s book outlines methods applicable and scalable to many different types and sizes of libraries and archives

Fundamentals of Collection Development and Management, Fourth Edition Peggy Johnson,2018-07-23 Technical Services Quarterly declared that the third edition must now be considered the essential textbook for collection development and management the first place to go for reliable and informative advice For the fourth edition expert instructor and librarian Johnson has revised and freshened this resource to ensure its timeliness and continued excellence Each chapter offers complete coverage of one aspect of collection development and management including numerous suggestions for further reading and narrative case studies exploring the issues Thorough consideration is given to traditional management topics such as organization of the collection weeding staffing and policymaking cooperative collection development and management licenses negotiation contracts maintaining productive relationships with vendors and publishers and other important purchasing and budgeting topics important issues such as the ways that changes in information delivery and access technologies continue to reshape the discipline the evolving needs and expectations of library users and new roles for

subject specialists all illustrated using updated examples and data and marketing liaison activities and outreach As a comprehensive introduction for LIS students a primer for experienced librarians with new collection development and management responsibilities and a handy reference resource for practitioners as they go about their day to day work the value and usefulness of this book remain unequalled

Fundamentals of Collection Development and Management

Peggy Johnson, 2014-03-21 In this sweeping revision of a text that has become an authoritative standard expert instructor and librarian Peggy Johnson addresses the art of controlling and updating library collections whether located locally or accessed remotely

Marketing Services and Resources in Information Organizations

Zhixian George Yi, 2017-09-20 With the rapid development of information and communication technology and increasingly intense competition with other organizations information organizations face a pressing need to market their unique services and resources and reach their user bases in the digital age Marketing Services and Resources in Information Organizations explores a variety of important and useful topics in information organisations based on the author's marketing courses and his empirical studies on Australian academic librarians perceptions of marketing services and resources This book provides an introduction to marketing the marketing process and marketing concepts research mix and branding and much more Readers will learn strategic marketing planning implementation and evaluation effective techniques for promoting services and resources and effective social media and Web 2.0 tools used to promote services and resources Marketing Services and Resources in Information Organizations is survey based theoretical and practical The advanced statistical techniques used in this book distinguish the findings from other survey research products in the marketing field and will be useful to practitioners when they consider their own marketing strategies This book provides administrators practitioners instructors and students at all levels with effective marketing techniques approaches and strategies as it looks at marketing from multiple perspectives Dr Zhixian George Yi is a Leadership Specialization Coordinator and Ph.D supervisor in the School of Information Studies at Charles Sturt University Australia He received a doctorate in information and library sciences and a PhD minor in educational leadership from Texas Woman's University and he was awarded his master's degree in information science from Southern Connecticut State University In 2009 he was awarded the Eugene Garfield Doctoral Dissertation Fellowship from Beta Phi Mu the International Library and Information Studies Honor Society He was selected for inclusion into Who's Who in America in 2010 Examines effective marketing techniques approaches and strategies Studies marketing from multiple perspectives Empirical based theoretical and practical Systematic and comprehensive

The No-nonsense Guide to Leadership, Management and

Team Working Barbara Allan, 2019-04-26 This book provides a straight forward and pragmatic guide to leadership management and team working in contemporary library and information services Contemporary managers and leaders in library and information services are working in a challenging context dealing with multiple demands on their time expertise and resources This book translates theories in team work management and leadership into practical guidance backed up with

examples and case studies from current library and information workers globally There is a focus on attitudes values and practices that make for good leadership and management The book covers analysing your environment understanding culture and developing strategies working in the senior team and making an impact confident leadership and management decision making problem solving and managing crises leading managing and supervising your team establishing working practices and conflict management delegation dealing with overload and evaluating outcomes managing large and small projects and the people side of projects innovation and management of the change process communications managing e mails and text messages and effective use of social media recruitment and selection and performance management managing and leading complex teams including collaborative multi professional partnership and virtual teams budgeting managing finances tendering crowdfunding and taking part in audits managing work life balance coaching and mentoring emotional intelligence resilience and mindfulness The No Nonsense Guide to Leadership Management and Teamwork is a book that a new or aspiring manager or team leader will use to guide them through the first few years in their new role It will also provide guidance and support to new or aspiring directors of library services and help them to navigate their way through decision making and problem solving at senior levels In addition individual practitioners who are struggling to understand the management and leadership practices that they are experiencing may find that it helps them to make sense of their current environment

Library and Information Science Michael Bemis,2014-03-03 This unique annotated bibliography is a complete up to date guide to sources of information on library science covering recent books monographs periodicals and websites and selected works of historical importance

The Accidental Librarian Pamela H. MacKellar,2008 An American librarian who has worked in a wide range of situations over the past quarter century MacKellar offers a guide for people who find themselves working as a librarian but have had no training in the field Among her topics are what libraries and librarians are developing a collection retrieving and disseminating information management essentials removing barriers public access computers and librarian certification

Inside, Outside, and Online Chrystie Hill,2009-01-01 Whatever your role and whatever size or type of library the principles outlined here can support anyone working to build a strong community of engaged interested and satisfied library users

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