

# Library Marketing Articles from 2004-present

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**Jordon Steele & Ed Greenle, *Thinking, Writing, Sharing, Blogging: Lessons Learned from Implementing a Law Library Blog*, 103 Law Libr. J. 113 (2011).**

Abstract: The authors detail the experience of the University of Pennsylvania Biddle Law Library's implementation of a departmental blog-writing program, established in 2007. The article includes a discussion of successes and challenges in running the Biddleblog and closes with suggested strategies for law libraries considering starting, or perhaps revamping, their own blogs.

**Debbie Smith, *Strategic Marketing of Library Resources and Services*, 18 College & Undergraduate Libraries 333 (2011).**

Abstract: The development of marketing activities for an academic library as an outgrowth of an overall library strategic plan can assist in clarifying which key resources and services should be promoted and in developing the optimal activities for communicating their benefits. Marketing as an ancillary process to strategic planning can increase awareness and use of library resources and services among targeted user groups and can present a clear, consistent image to students, faculty, and administration as to what the library offers to the life of the university community and validate its continued funding. A permanent library marketing committee is the best means for coordinating library marketing activities.

**Michael A. Germano, *Narrative-based library marketing: Selling your library's value during tough economic times*, 23 Bottom Line: Managing Library Finances 5 (2010).**

Abstract: Managing through crises, especially economic ones, represents both peril and opportunity. Libraries of all types, whether academic, special or public, would benefit from an infusion of marketing activity in the current economic climate. Such marketing need not be resource-intensive but must be relevant to specific user populations. In order to reap the greatest rewards while expending the least effort or resources, adopting a narrative or story-based marketing message that develops and reinforces a consistent value proposition can improve patron experience by speaking in a language that resonates with them regarding services and resources that may be unclear or altogether unknown. This paper aims to discuss current trends in developing narrative or story-based marketing that focuses on customer needs and applies it to library marketing specifically. Design/methodology/approach - The paper discusses of current trends informed by current marketing scholarship and draws upon the author's prior experience in sales and marketing as a vendor for LexisNexis. Findings - Adopting a narrative-based marketing plan for libraries of all kinds, one that is based upon a specific user population's needs and expectations, can promote a notion of increased value as well as an overall sense of being indispensable and critical to those patrons. The ultimate goal is a demonstrable strengthening of support from user populations that will translate into avoidance of deeper or ongoing cuts during the current economic climate. Further benefits also include the ability to identify and target users and groups for fundraising opportunities while improving library personnel morale based upon the increased, generalized perception of the library's value within the broader organization or community. Practical implications - Based upon years of sales and marketing experience, the author takes a practical and seasoned approach to creating a marketing plan that draws upon little to no resources but is compelling in its tailored and targeted approach that uses identifiable language to reinforce and describe specific user-driven needs. Originality/value - The paper provides recommendations for developing, creating and executing a narrative or story-based marketing plan that speaks to users in the language and needs most critical to them while highlighting resources and services that may not be currently valued or even known.

**Ionel Enache, *The Theoretical Fundamentals of Library Marketing*, Philobiblon: Transylvanian Journal of Multidisciplinary Research in Humanities, 477 (2008).**

Abstract: This paper tries to bring some elucidations regarding the fundamentals of library marketing. The definitions, functions, principles and factors that influence this new field are presented. This action is very difficult because of the great number of articles, the abundance of ideas and opinions, but also because of the many controversies and skepticism of some specialists in librarianship and information.

**Jeanie M. Welch, *The Electronic Welcome Mat: The Academic Library Web Site as a Marketing and Public Relations Tool*, 31 Journal Of Academic Librarianship 225 (2005).**

Abstract: This article explores the potential and reality of using the academic library Web site to market library resources and services, for fundraising, and to market special events. It explores such issues as the placement of a link to academic libraries from institutional home pages and the use of a library Web site to include links to news, exhibits, programs, and fundraising. This article includes a survey of the Web sites of academic libraries that serve general undergraduate populations.

**Kerry Cole, Tonia Graves, & Pam Cipkowski, *Marketing the Library in a Digital World*, 58 Serials Librarian 182 (2010).**

Abstract: The explosion of e-journals and other online resources has created many challenges for libraries. Use of general search engines is increasing, and the relevance of the library to users is being questioned. One issue that is often overlooked is how the library should market itself to a new generation of tech-savvy users. Basic marketing concepts, including how to formulate a marketing plan, are presented, as well as a look at one library's current marketing efforts.

**Nancy Dowd, Mary Evangeliste, and Jonathan Silberman, *Bite-Sized Marketing: Realistic Solutions for the Overworked Librarian* (2010).**

Written and designed to reflect the way people read today, this book is structured to quickly impart simple and cost-effective ideas on marketing your library. Filled with contemporary marketing ideas, the authors provide how-to's of guerrilla marketing; cutting-edge digital marketing practices; and benefits of traditional print media

**Brent Nunn & Elizabeth Ruane, *Marketing Gets Personal: Promoting Reference Staff to Reach Users*, 51 Journal of Library Administration 291 (2011).**

Abstract: With a growing population of part-time and distance education students, changing technologies, and evolving user expectations, it is becoming increasingly challenging to reach users through traditional marketing approaches. This article will review previous trends in library marketing and promotion and explore new initiatives, including partnering with marketing courses, roving reference, and highlighting staff expertise to raise awareness among users.

**Yvonne D. Jones, Margarite M. McCandless, Kara Kiblinger, Kelly Giles, Jenne McCabe, *Simple Marketing Techniques and Space Planning to Increase Circulation*, 36 Collection Management 107 (2011).**

Abstract: In the academic Information Commons, the frontline staff are key library assets. This article demonstrates one example of frontline staff observing, analyzing, and modifying user behavior using simple marketing techniques and space planning. James Madison University East Campus Library personnel increased circulation of books by increasing the visibility of the book collection. Minor furniture changes in the lobby, adding rotating themed book displays and providing digital and print signage, produced a dramatic effect. Circulation numbers essentially doubled for the lobby browsing book collection and markedly increased for books highlighted in the displays.

**Beatrice Pulliam & Chris Landry, C., *Tag, You're It! Using QR Codes to Promote Library Services*, 52(1/2) Reference Librarian, 68 (2011).**

The authors discuss how Quick Response code technology can be used to market library services innovatively by introducing them in a more flexible way. The authors also provide real life examples of mobile tagging efforts underway, discuss best practices, and suggest possible implications of Quick Response use in libraries.

**Eleonora Dubicki, *Basic Marketing and Promotion Concepts*, 53 Serials Librarian, 5 (2007).**

Abstract: Librarians need to embrace marketing and promotion to better understand customers' needs and to communicate with them regarding the services libraries offer. This chapter discusses basic marketing concepts and adapts them to the non-profit library environment. The marketing process, including the development of a marketing plan and the utilization of the marketing mix to develop tactics for promoting library services, is reviewed. The chapter lays the groundwork for subsequent articles, where authors employ these promotional techniques to develop and implement successful campaigns for promoting electronic resources.

**James Buczynski, *Referral Marketing Campaigns: "Slashdotting" Electronic Resources*, 53 Serials Librarian, 193 (2007).**

Abstract: Libraries' information consumer market share continues to freefall despite the opportunities that have emerged with the arrival of the Information Age. We've built digital libraries, offering access to immense digital collections of quality resources, and online service desks staffed by skilled experts, but the crowds are not coming. Marketing missteps are largely to blame for the declining role of libraries in people's lives. There is an awareness gap between the offering of digital libraries and the communities they serve. Word-of-mouth (WOM), or referral marketing, modeled on blogs like Slashdot (<http://slashdot.org>), is the key to increasing traffic to licensed digital library resources. Face-to-face and electronically mediated WOM marketing can turn back the tide of falling market share, and regain lost positioning, in the communities a library serves.

**Dianna E. Sachs, Edward J. Eckel, & Kathleen A. Langan, *Striking a Balance: Effective Use of Facebook in an Academic Library*, 16(1/2) Internet Reference Services Quarterly 35 (2011).**

Abstract: As one of the fastest growing social networking sites, Facebook presents librarians with a prime opportunity to engage academic library patrons. A survey of 136 users at Western Michigan University (WMU) measured the effectiveness of Facebook as a marketing, reference, and instruction tool. It also measured user comfort and satisfaction with a library's presence on Facebook. The majority of respondents found Facebook to be a useful and engaging medium to learn about library resources and services. The results of this study indicate that an effective library Facebook page must maintain a balance between providing pertinent and useful information and preserving patron privacy. In a second study also included in this article, data from a survey of 14 peer institutions of Western Michigan University positions WMU's local survey within the context of their peer's use of Facebook. The survey of peer institutions concludes that most libraries use Facebook for marketing and outreach purposes.

**Jane M. Verostek, *Affordable, Effective, and Realistic Marketing*, 12(1/2) College & Undergraduate Libraries 119-138 (2005).**

Abstract: Marketing ideas and techniques can be found from observing and surveying patrons in your library. The marketing techniques discussed in this article were utilized over a seven-year period at the F. Franklin Moon Library, a small specialized academic library. These affordable, effective, and realistic marketing techniques include a variety of adaptable ideas including surveys, pencils, screen savers, signage, college newspaper columns, and e-mail.

**Jennifer Campbell, & Sally Gibson, *Implementing an Action Plan: Strategies for Marketing Library Services*, 12(1/2) College & Undergraduate Libraries 153 (2005).**

A university library implemented a three-pronged marketing action plan to increase library visibility on campus. The plan included a publicity campaign, a formalized liaison program, and a user satisfaction survey. The year-long effort did return library instruction statistics to earlier levels but did not increase reference usage. Several factors are identified as potential causes for its limited success.