

Library Marketing into the 21st Century: A selected annotated bibliography

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INTRODUCTION

Although the focus of this bibliography is on library marketing, a small amount of non-library resources are included in order to offer a more complete marketing resource. Even so, this is not an exhaustive list of resources and with few exceptions sources were not included if published before 1995. Types of resources include journal articles, books and manuals, audio recordings, videotapes, listserves and discussion lists, software, and a variety of Internet resources to include online classes, major organizations and a wealth of library marketing materials. This bibliography is a great starting place for those who realize the importance of marketing in their library, while it also offers advanced resources that help explain the more complex marketing tasks.

A wide variety of sources were consulted in compiling this bibliography, to include Books in Print, LegalTrac, IndexMaster, Wilson ILP, WorldCat, JSTOR, LLRX.com, Emerald Online, Haworth Press Journals, ArticleFirst, Amazon.com, Google.com, and AALL Annual Meetings: An Annotated Index of the Recordings. In addition, the following LexisNexis databases were searched: News, Libraries & Information Services Stories, ABA Journals, Combined, News/Magazine Stories, Combined. Finally, the following Westlaw databases were searched: DIALOG – Information Sciences Abstracts in Library Literature, Journals & Law Reviews.

ARTICLES

Accardo, Janet. *Assertiveness Skills for Survival in Today's Organization: How To Position Yourself for the Future*. 577 Practising Law Institute/Pat 37 (October 1999).

This article contains many insights regarding how to anticipate information needs, integrate services to meet client needs, and demonstrate value. A bibliography is included.

Adeloye, Anthony. *How to Market Yourself and Your Library Organization: A Solo Librarian's Guide*. 16 The Bottom Line: Managing Library Finances 15 (2003).

Solo librarians may find this article helpful. Suggestions include categorizing your patrons to identify their specific needs and prioritizing your services.

Brewerton, Antony. *Inspired! Award-Winning Library Marketing*. 104 *New Library World* 267 (2003).

The author summarizes an award-winning university library marketing campaign, complete with the actual budget and pictures of marketing materials.

Bridges, Peggy Bass and Suzette Morgan. *Creatively Marketing the Corporate Library*. 14 *Marketing Library Services* 1 (March 2000).

While re-branding their library's identity, the authors found what worked. Discussed are methods used to attract users to a promotional event, how to increase usage, presentation tips, and how to craft text for online promotion.

Brown, Suzan A. *Marketing the Corporate Information Center for Success*. 21 *Online* 74 (July 1997).

Practical advice for the marketing of corporate libraries is offered, to include having a sense of mission, assessing customer satisfaction, defining market segments, defining your products, knowing the competition, establishing objectives, measuring progress and selling and promoting.

Cram, Laura. *The Marketing Audit: Baseline for Action*. 43 *Library Trends* 326 (Winter 1995).

This detailed article covers the community profile, internal reviews, and evaluating data. The author explains the SWOT method of data analysis: Identifying strengths, weaknesses, opportunities and threats.

Holt, Glen. *Communications Partnerships: Getting Media Pros to Tell the Library Story*. 13 *The Bottom Line: Managing Library Finances* 100 (2000).

One public library's \$100,000 advertising campaign is analyzed in this article.

Jarvis, Margo. *Anatomy of a Marketing Campaign*. 18 *Computers in Libraries* 64 (September 1998).

The author recaps a large and successful electronic resources marketing campaign.

Kassel, Amelia. *How to Write a Marketing Plan*. 13 *Marketing Library Services* 1 (June 1999).

Discussed here are the steps involved in creating a marketing plan and basic marketing strategies.

Kassel, Amelia. *Practical Tips to Help You Prove Your Value*. 16 *Marketing Library Services* 1 (May/June 2002).

The major players are covered here: Return on Investment, usage statistics, annual reports, user surveys, internal surveys, and benchmarks.

Keys, Alison M. *Marketing the Services in a Government Library*. 13 *Marketing Library Services* 1 (December 1999).

The author discusses a marketing plan created while adhering to the additional rules and challenges associated with being a government librarian.

Keys, Alison M. *The Value of Special Libraries: Review and Analysis*. 86 *Special Libraries* 172 (Summer 1995).

This scholarly and practical article evaluates techniques used to value the wealth of services provided by special libraries. Measurement techniques discussed are time-saved methods, productivity gains, and cost-benefit analysis. Relevant library literature is reviewed. An annotated list of additional resources is included.

Koontz, Christine M. and Persis E. Rockwood. *Developing Performance Measures Within a Marketing Frame of Reference*. 102 *New Library World* 146 (2001).

A practical read, this article explains how to develop a mission statement, how to analyze your patron base, and how to develop a marketing strategy. Although using examples from the public library setting, this article should provide sufficient insight for law librarians.

Matthews, Joseph R. *Determining and Communicating the Value of the Special Library*. 7 *Information Outlook* 26. (March 2003).

Advocated here is the use of the library scorecard (a modified balanced scorecard) to communicate a library's worth. The scorecard analyzes four areas: Customer perception, core responsibilities, possible areas of improvement and finances.

McDonald, Robert H., et al. *Footballs and URLs: Marketing Your Library and its Online Presence*. 20 *Computers in Libraries* 44 (September 2000).

The authors review a successful public relations event – the promotion of their library’s electronic resources before a major college football game. Suggestions include the importance of carefully choosing the marketing opportunity and the selection of give-aways, and allowing for plenty of lead-time.

Mercer, Linda S. *Measuring the Use and Value of Electronic Journals and Books*. 25 *Issues in Science & Technology Librarianship* 1 (Winter 2000).

The author recognizes the growing need for library staff to compile accurate usage statistics as a means of measuring the value of their resources, as such statistics as provided by vendors is often incomplete. Only with accurate usage statistics may a library be sure that its money is best spent to meet the needs of its constituencies. Two case studies where electronic usage statistics were compiled are discussed, and the results interpreted.

Neuhaus, Chris and Kent Snowden. *Public Relations for a University Library: A Marketing Programme is Born*. 24 *Library Management* 193 (2003).

Presented here are the successes and drawbacks of a college library’s tightly-funded marketing campaign. You may find the marketing committee’s list of objectives to be helpful.

Powers, Janet E. *Marketing in the Special Library Environment*. 43 *Library Trends* 478 (Winter 1995).

This fairly detailed read discusses defining the organization, conducting a marketing audit, marketing strategy, action plans, and evaluation – all in the context of the special library environment.

Reese, Shelly. *The Very Model of a Marketing Plan*. 3 *Marketing Tools* 56 (January 1996).

This easy to understand article explains how to implement a marketing plan, as well as how to focus on goals and strategies.

Rosen, Nathan A. *Marketing Your Expertise*. 737 *Practising Law Institute/Pat* 119 (April 2003).

Here the focus is on the general concepts of library marketing. The value of this article lies in the section on practical things to do and in the bibliography of useful marketing resources.

Rowley, Jennifer. *Promotion and Marketing Communications in the Information Marketplace*. 47 *Library Review* 383 (1998).

Promotion – one of the four Ps in the Marketing Mix – is explained in this article, which also includes how to determine common objectives, and how to select communication channels.

Stuhlman, Daniel. *Think Like a Business Act Like a Library: Library Public Relations*. 7 Information Outlook 10 (September 2003).

Perception is key – from how your policies are viewed by your patrons to the public relations events you choose. Are your policies punitive or dismissive in effect? Is your event something that your patrons care about? These topics are among those discussed in this practical article.

BOOKS/MANUALS

Baker, Sharon L. and Karen L. Wallace. *The Responsive Public Library: How To Develop and Market a Winning Collection*, 2nd ed. Englewood, CO: Libraries Unlimited, 2002.

Topics discussed include the evaluation and selection of, and costs pertaining to, the library collection. Library promotion is also discussed. This book contains good detail: 364 pages, to include lists of additional references at the end of each chapter.

Caywood, Clarke L. *The Handbook of Strategic Public Relations and Integrated Communications*. New York, NY: McGraw-Hill, 1997.

The value of this handbook is in its examples of how companies from several industries successfully perform public relations.

Coote, Helen and Bridget Batchelor. *How to Market Your Library Service Effectively*, 2nd ed. London: ASLIB, 1997.

This is a short, practical introduction into library marketing, to include brief case studies and tips on the use of promotional aids. This book is not for the intermediate or advanced marketer.

De Saez, Eileen E. *Marketing Concepts for Libraries and Information Services*, 2nd ed. London: Facet Publishing, 2002.

The author has written an entry-level text that explains the basic marketing principles as applied to various types of libraries. This is a good read for marketing beginners and library students.

Dewdney, Patricia and Catherine Ross. *Communicating Professionally: A How-To-Do-It Manual For Library Applications*, 2nd ed. New York, NY: Neil-Schumann, 1998.

This popular training manual focuses on public relations at the individual level: How to speak at conferences, conduct interviews, lead panel discussions and write various library communications.

Finch, Elsie F. *Advocating Archives: An Introduction to Public Relations for Archivists*. Lanham, MD: Scarecrow Press, 1994.

This 208 page manual takes archivists and special collections staff through the basics of public relations, from utilizing volunteers and providing patrons with more valuable interpersonal interaction, to working with the media and organizing fundraisers. Case studies and sample forms are included in this manual.

Flowers, Helen F. *Public Relations for School Library Media Programs. 500 Ways to Influence People and Win Friends for Your School Library Media Center*. New York, NY: Neal-Schuman, 1998.

This long-time library media specialist tells media specialists how to market to students, administrators, faculty, other staff members, the Board of Education, and the public. It's written in an easy to understand informal style.

Harrington, H. James and James S. Harrington. *High Performance Benchmarking. 20 Steps for Success*. New York, NY: McGraw-Hill, 1996.

Benchmarking can help improve any service that a library offers. This book is an introduction to benchmarking by one of the pioneers. Topics covered include types of benchmarking, what should be benchmarked, data collection and analysis, and a step-by-step explanation of the process. There is a chapter devoted to helpful hints as well as a chapter on success stories.

Henry, Rene A. and Rene A. Henry, Jr. *Marketing Public Relations: The Hows That Make It Work*. Ames, IA: Iowa State University Press, 2000.

This basic public relations book includes chapters on targeting clientele, using print media, creating special events, creating publicity, working with press kits, using research, using video, budget planning, and event sponsoring. Most chapters end with a list of reference materials.

Jain, Abhinandan K., et al. *Marketing Information Products and Services: A Primer for Librarians and Information Professionals*. Sterling, VA: Stylus Publishing, 2000.

This detailed 480 page manual describes the steps that libraries may take to develop sound marketing strategies. Topics include how to better meet customer demands, identifying the competition, and securing funding.

Karp, Rashelle S., ed. *Part-Time Public Relations With Full-Time Results: A PR Primer for Libraries*. Chicago, IL: American Library Association, 1995.

This 54 page book offers a quick public relations guide for libraries with limited budgets. Techniques for creating cost-effective announcements and fliers as well as for effective announcement placement are some of the subjects discussed.

Karp, Rashelle S., ed. *Powerful Public Relations: A How-To Guide for Libraries*. Chicago, IL: American Library Association, 2002.

This 86 page guide explains how to inform constituencies of your worth via news releases, public service announcements, publications, exhibits, interactive multimedia, and special events. Each chapter ends with a list of additional resources and there is a final annotated list as well.

Kies, Cosette. *Marketing and Public Relations for Libraries*. Lanham, MD: Rowman & Littlefield, 2003.

This third such book by the author, a library science professor, starts with marketing basics and then utilizes her significant experience to apply the basics to the various types of libraries. The author discusses current library marketing practices as well as what other marketing techniques could be utilized in the library setting.

Owens, Irene, ed. *Strategic Marketing in Library and Information Science*. Binghamton, NY: Haworth Press, 2003.

The first portion of this book discusses marketing theory and how it should benefit the library and information science profession. Of particular value is the chapter that reviews existing literature on marketing in our profession. Part two is more practice oriented, and includes articles on marketing electronic resources, marketing for archivists, and marketing for public libraries.

Portugal, Frank H. *Valuing Information Intangibles: Measuring the Bottom-Line Contribution of Librarians and Information Professionals*. Washington, DC: Special Libraries Association, 2000.

The author explains four methodologies that may be used to measure the value of library services: Return on investment and cost benefit analysis, “knowledge value added”, intranet team

forums, and intellectual capital valuations. Appendix C offers a detailed, lengthy explanation (over 40 pages) of intellectual capital valuation measurements.

Profolio: Research & Evaluation. New York, NY: Public Relations Society of America, 1997.

This is part of the Public Relations Society of America's (PRSA) Professional Practice Center Profolio Series. The PRSA is the world's largest public relations association and, as such, this work covers a wide range of topics: Clipping services, campaign evaluation, corporate positioning, qualitative research, research and internal communications, benchmarking, and focus groups.

Radtko, Janel M. *Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan.* Somerset, NJ: John Wiley & Sons, 1998.

The author offers a seven step process to effective, succinct communication directed at the various constituencies served by non-profits.

Reed, Sally Gardner. *Making the Case for Your Library: A How-To-Do-It Manual.* New York, NY: Neal-Schuman, 2001.

The author, a public library director, discusses how to create, deliver and sustain a powerful message for your library. This work includes actual library marketing samples.

Reiss, Alvin H. *CPR for Nonprofits: Creating Strategies for Successful Fundraising, Marketing, Communications and Management.* Somerset, NJ: John Wiley & Sons, 2000.

This is a practical book that focuses on strategies to overcome typical non-profit difficulties, such as fundraising and effective communication to constituents.

Ross, Catherine S. and Patricia Dewdney. *Communicating Professionally. A How-To-Do-It Manual for Library Applications,* 2nd ed. New York, NY: Neil-Schuman, 1998.

It's impossible to market your library without sound interpersonal communication techniques. The authors explain the basic elements of communications: Nonverbal behavior, listening, speaking, and writing. Part II of the book applies those elements by taking the reader through a series of common library situations. The newer communications methods of e-mail, teleconferencing and Netiquette are discussed.

Siess, Judith A. *The Visible Librarian: Asserting Your Value with Marketing and Advocacy.* Chicago, IL: American Library Association, 2003.

This practical source draws on several experts for advice on how to market libraries. Topics discussed include publicity, advocacy, public relations, marketing, and customer service. Case studies are included, as is a list of additional resources.

Weingand, Darlene E. *Future-Driven Library Marketing*. Chicago, IL: American Library Association, 1998.

As the title suggests, this book emphasizes identifying and distributing new products. Also discussed are how to conduct a cost-benefit analysis, how to perform a marketing audit, and how to evaluate existing services.

Weingand, Darlene E. *Marketing/Planning Library and Information Services*. 2nd ed. Englewood, CO: Libraries Unlimited, 1999.

This 187 page book covers forming a marketing team, the mission statement, the marketing audit, action strategies, evaluation of data and more. This source includes lists of additional resources at the end of each chapter.

Wolfe, Lisa. *Library Public Relations, Promotions and Communications: A How-To-Do-It Manual*. New York, NY: Neal-Schuman, 1997. (2nd edition due out May, 2004).

This public relations professional and former library employee discusses basic public relations techniques applied in a library setting, to include the development of the public relations plan, defining your message and identifying your audience, creating communications, special events, and evaluation of data collected. Chapter 13 discusses public relations challenges encountered in various types of libraries. Included are sample public relations plans and a list of additional resources.

AUDIO RECORDINGS

Doherty, Austin and Kathy Shimpock-Vieweg. *Promoting the Value of Law Librarians: Delivering the Message to Your Organization*. Chicago, IL: AALL, 1996 (89th Annual AALL Meeting (F-1)).

Griffiths, Jose-Marie, et al. *Articulating and Implementing Value in Law Libraries*. Chicago, IL: AALL, 1996 (89th Annual AALL Meeting (A-1)).

VIDEOTAPES

Eppes, Thomas E. *Measuring the Bottom Line Impact of Public Relations*. New York, NY: Public Relations Society of America, 1997.

The author explores three new ways to measure public relations programs in today's relationship management world of communications: Behavioral, awareness, and tactical. Practical case studies are examined.

Fogelman-Beyer, Alisa. *For a Communications Audit: Everything You Need to Know*. New York, NY: Public Relations Society of America, 1999.

Find out how effective your communications programs are by learning how to conduct a communications audit.

INTERNET RESOURCES

AALL Public Relations Committee, at <http://www.aallnet.org/committee/pr/> (last visited 1/14/04).

This site links to several public relations resources, to include the AALL Public Relations Clearinghouse Index.

American Library Association @ Your Library™ Campaign for American Libraries, at <http://cs.ala.org/@yourlibrary/index.html> (last visited 1/14/04).

This site tells you all about this popular ALA program, and provides public relations resources for libraries.

American Library Association (ALA) Academic and Research Library Campaign and the Association of College and Research Libraries (ACRL) Advertising Campaign, at http://www.ala.org/ACRLtemplate.cfm?Section=Marketing_@_Your_Library&Template=/ContentManagement/ContentDisplay.cfm&ContentID=16130 (last visited 1/14/04).

The ALA Campaign is meant to promote research libraries. The ACRL Advertising Campaign is designed to promote research and teaching services performed by librarians. Promotional materials are available here.

American Library Association Media Relations Tools, at http://www.ala.org/Content/NavigationMenu/Our_Association/Offices/Public_Information/Media_Relations_Tools/Media_Relations_Tools.htm (last visited 1/14/04).

Here you'll find several short how-to promotional documents.

American Marketing Association, at <http://www.marketingpower.com/> (last visited 1/14/04).

Resources on this site include articles, tools, templates, books and upcoming training sessions. It's not a library-specific resource.

Findlaw.com Marketing Page, at <http://marketing.lp.findlaw.com/> (last visited 1/14/04).

Here you'll find links to marketing associations, legal marketing newsletters and discussion groups.

Legal Marketing Association, at <http://www.legalmarketing.org/> (last visited 1/14/04).

Three-fourths of the largest law firms are part of this association, which discusses timely marketing issues as they relate to law firm marketing.

Library Support Staff.Com – Marketing Our Libraries Page, at <http://www.librarysupportstaff.com/marketinglibs.html> (last visited 1/14/04).

Here's a wealth of articles about such topics as strategic planning, fundraising, and creating surveys and polls, and links to news stories and upcoming events.

LLRX.com Marketing Resources, at <http://www.llrx.com/marketing.html> (last visited 1/14/04).

The popular Law Library Resource Xchange site contains recent online articles, links to general marketing websites, and marketing book reviews.

Marketing Library Services, at <http://www.infotoday.com/MLS/default.shtml> (last visited 1/14/04).

This is perhaps the seminal online newsletter, from Information Today.

Ohio Library Council - Web Training for Public Libraries, at <http://www.olic.org/marketing/> (last visited 1/14/04).

Receive marketing training online at this Website.

Orton, Linda Sedloff. *Growing Your Marketing Department into a Knowledge Management Team: Aim to Hire Assets Not Overhead*. Law Library Resource Xchange, LLP, at <http://www.llrx.com/features/market.htm>. (October 15, 1998).

This is a good summary of the makeup of successful marketing departments in companies from fields other than the law, contrasted against that of the typical law firm marketing department. The author makes a strong argument that law firm management needs to empower marketers with the ability to make decisions before the greater potential of marketing is realized.

Public Relations Society of America (PRSA), at <http://www.prsa.org> (last visited 1/14/04).

This Website, from the world's largest public relations organization, has news, press releases, an e-newsletter, and lists helpful books, newspapers, magazines and videos.

Special Libraries Association Advertising & Marketing Division, at <http://www.sla.org/division/dam/index.html> (last visited 1/14/04).

This site links to popular marketing publications, a discussion list, upcoming events and their online newsletter.

Virtual University – Online Marketing Courses, at <http://www.vu.org> (last visited 1/14/04).

Here, several online courses are offered, including those in marketing and writing.

Wilson, Charlotte and Roger Strouse. *Marketing Tips for Information Professionals. A Practical Workbook*. Dayton, OH: LexisNexis, available at <http://www.lexisnexis.com/infopro/reference/pdf/MarketingTips.pdf>. (last visited 1/14/04). (Adapted and updated from a workbook written by Peggy Carr, Charlotte Wilson and Corilee Christou).

Here's a detailed workbook that covers all the basics: Assessing the current situation, developing a marketing plan, choosing your tools, and result analysis. A list of additional resources is included.

LISTSERVS/DISCUSSION LISTS

The American Bar Association's LPM-Counselor's List (Law Practice Management Section), at <http://groups.yahoo.com/group/lpm-counselors/> (last visited 1/14/04).

The LPM site provides, among other things, a discussion of legal marketing issues in the areas of real estate, estate and trusts, intellectual property, tax or business. It's open to all legal professionals.

Law Marketing Listservs, at <http://www.lawmarketing.biz/> (last visited 1/14/04).

Join either the classic listserv, or the strategic marketing listserv, the latter of which is geared toward the discussion of high-level marketing strategy.

Library Advocacy Now! (American Library Association), at http://www.ala.org/Content/NavigationMenu/Our_Association/Offices/Public_Information/Electronic_Discussion_Lists/Electronic_Discussion_Lists.htm (last visited 1/14/04).

You guessed it – this list is for librarians interested in the latest news and legislation concerning library advocacy issues.

Library Media & PR Discussion Board, at <http://www.ssdesign.com/librarypr/qanda.html> (last visited 1/14/04).

Ask marketing-related questions here and view the archive of questions and answers compiled by subject area.

PR Talk (American Library Association), at http://www.ala.org/Content/NavigationMenu/Our_Association/Offices/Public_Information/Electronic_Discussion_Lists/Electronic_Discussion_Lists.htm (last visited 1/14/04).

This list discusses library public relations issues.

Special Library Association Advertising & Marketing Division, at <http://www.sla.org/division/dam/list.html> (last visited 1/14/04).

Non-members may subscribe to this list.

MARKETING PLANNING SOFTWARE

Marketing Plan Pro 6.0. Eugene, OR: PaloAlto Software.

Marketing Plan Pro 6.0 is useful for beginners or professional marketers. There are over 70 sample marketing plans, and beginners can use the planning wizard to work their way through

them all. The software includes a function that checks for errors. Microsoft Windows 95 or newer is required.

Plan Write for Marketing. Austin, TX: Business Resource Software.

Plan Write for Marketing comes with explanations and examples of marketing tasks, along with sample business plans. Microsoft Windows 95 or newer is required. It has been reported to work on Macintosh computers, however support for Macs is not offered.

PlanMagic Marketing 6.0. Jefferson Valley, NY: PlanMagic Corporation.

This software comes with templates to guide users, as well as a comprehensive marketing planning guide. Microsoft Windows 98 or newer and Excel 97 or newer are required.

MarketingBuilder 2.2. Mill Valley, CA: JIAN.

MarketingBuilder guides the user through all aspects of a comprehensive marketing plan, to include forecasting and budgeting. It comes with sample marketing plans, and was developed by marketers from many fields.

Publicity Builder 2004. Mill Valley, CA: JIAN.

Publicity Builder 2004 offers over 40 editable public relations documents: Press releases, worksheets, agreements, checklists, and letters. A 166 MHz or better IBM compatible PC with Microsoft Windows 95 or newer, Word 97 or newer and Excel 97 or newer are required. Sixty four Megs of RAM is the suggested minimum amount of memory needed.