

# Annotated Bibliography of Books on Library Marketing and Outreach

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**Ned Potter, *The Library Marketing Toolkit* (2012).**

This book is about finding ways to market library tools as the information world becomes increasingly electronic. The book offers seven key concepts for marketing one's library, how to create a brand, ways in which to use social media to the benefit of the library, and which new technologies are available for marketing (e.g., wikis and QR codes).

**Carol Smallwood, et al., eds., *Marketing Your Library: Tips and Tools that Work* (2012).**

This book is about different ways to market libraries, written by different librarians working in libraries ranging from public to academic. Full of useful advice, this book breaks down the different fundamentals and strategies required to market a library. Topics include: how to "sell" one's library, promoting events, and low cost/no cost strategies to accomplish these goals.

**Mohamed Ally and Gill Needham, eds., *M2-Libraries: A Virtual Library in Everyone's Pocket* (2010).**

Written by librarians from several different types of libraries, the authors express the impact of technology on their library and discuss how to stay abreast of the newest technologies. The chapters cover several different topics, including: QR codes, "roaming reference," how to use mobile devices to connect with generation X and Y users, distance education, mobile devices, and the use of SMS as a reference desk tool.

**Peggy Barber and Linda Wallace, *Building a Buzz: Libraries & Word of Mouth Marketing* (2010).**

Explains the basics of marketing, the importance of implementing a plan, and the key elements of creating a marketing plan. The book goes on further to explain the value of using library patrons to promote the library and its services, and how to build "buzz" about the library through "being a part of the conversation" and listening.

**Nancy Dowd et al., *Bite-Sized Marketing: Realistic Solutions for the Overworked Librarian* (2010).**

A primer on quick and inexpensive ways to market a library. From the basics of public relations to word-of-mouth marketing, this book covers what is new in marketing one's library electronically (LinkedIn, Facebook, etc.), how to create a library brand, and why to use a designer when creating a brand. The book is full of quick and easy tips, with helpful images and checklists for staying on task.

**Brian Mathews, *Marketing Today's Academic Library* (2009).**

Provides an approach for identifying a library's users and determining the needs of those users. The author also details different marketing research techniques and discusses measuring the impact of marketing efforts. This book reinforces the value of partnering with students as advocates for the library, and how developing a strong brand with a strategy is the key to marketing success.

**Suzanne Walters, *Library Marketing that Works* (2004).**

Presents a thorough approach to marketing a library, starting with the creation of a mission and vision statement to implementing a successful marketing plan through the "Six Ps" to success: products and services; place; price; promotion; positioning; and public policy and politics. This book also provides brainstorming questions and worksheets, as well as success stories from public libraries around the country.

**Paul Kelsey and Sigrid Kelsey, eds., *Outreach Services in Academic and Special Libraries* (2003).**

This book describes how to build an outreach program, whether with faculty in a liaison program or with underserved populations within the university. The authors offer examples of events to host for establishing a connection or for reconnecting with the university community, and also discuss why it is important to go outside the walls of the library to achieve these goals.