

Marketing ideas: sources for libraries

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There are many international newsletters and websites with ideas for library marketing. Some provide ideas, some are more technical (that is, they are about what marketing is, what branding means, and so on). They include:

MLS: Marketing Library Services newsletter (<http://www.infotoday.com/MLS/>) provides information professionals in all types of libraries with specific ideas for marketing their services. Numerous suggestions for planning programs, making money, increasing business, and proving your value to your administrator. American, by subscription.

The ALIA website has a list of links to international library associations <http://alia.org.au/links/international.html>. You could look at the IFLA Management and Marketing Section (<http://www.ifla.org/VII/s34/index.htm>). Note the 2006 pre-conference meeting (Shanghai, 16–17 August), the theme: *Library Management and Marketing in a Multicultural World*. The American Library Association website has a lot of material on promotion and marketing, mainly arranged by sector and library type (<http://www.ala.org/> or <http://www.ala.org/ala/pio/campaign/academicresearch/toolkitfinaltext2.doc>).

Marketing and outreach for science and technology libraries: selected resources, go to <http://www.isrl.org/06-winter/internet2.html>. This webliography collects examples of promotional materials, blogs, and library liaison programs to inspire creativity in

marketing and outreach strategies for the scientific, technical and medical (STM) library. A very selective list of recent publications about library promotion and marketing is included for general information.

More selected resources: the Francis A Drexel Library at St Joseph's University, Philadelphia, has a Research Guide for Marketing and Advertising at <http://www.sju.edu/libraries/drexel/biz/bizmark.htm>. This reviewed site points to other pages like AdCracker (<http://www.adcracker.com/index.htm>) – an interactive tool to help you create advertising concepts and marketing ideas.

Read *nextspace* (extreme library makeover edition), the new OCLC library newsletter, <http://www.oclc.org/nextspace/001/1.htm> for a short explanation of why you might want to 'reposition' your library and your own thinking on the future of libraries. OCLC published *Perceptions of Libraries and Information Resources* in 2005. It is an international study on information-seeking habits and preferences. The study collects information on library use; awareness and use of library electronic resources and internet search engines; use of free vs. for-fee information; and the 'library' brand (<http://www.oclc.org/reports/>).

Emerald – an interesting site with a good newsletter – has an article on marketing your library in the April 'issue' (http://www.emeraldinsight.com/info/librarians/Marketing_your_library/markshelf_issue04.jsp). ■

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