



LIBRARY PROMOTION & MARKETING

MDMLG Casual Conversation
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LIBRARY MARKETING & PROMOTIONS

Definition

Marketing is the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives.

(Kotler, 1985)

*Libraries must **demonstrate value** in order to increase public use of resources and engagement of services*

WHY IMPORTANT

- ❖ Promotes the library=continued financial support
- ❖ Promotes library resources= promotes use
- ❖ Promotes librarian expertise and integration into projects and courses

SELLING IT

- ❖ Who will it benefit to know about this product, service, person or expertise?
- ❖ Focus on the target long-term improvement
 - Student success
 - Student retention
 - Quality improvement of papers and projects
 - Improved patient care
 - Improve patient outcomes
 - Locating EB information more efficiently
 - Competitive research
 - Organization's reputation
- ❖ Fill a niche not supported anywhere else in the health system or on campus
- ❖ Promotions & reminders must be cyclical

OPPORTUNITIES FOR MAKING CONNECTIONS

- ❖ Systematic reviews
- ❖ Data – extract the value & provide better patient care
 - *librarians fit in here*
 - Capture
 - Storage – repositories
 - Organization
 - Visualization
- ❖ First year students in health sciences - orientation
- ❖ First year medical students – orientation

SOCIAL MEDIA

- ❖ Build social relations and social networks=two-way relationship
- ❖ Welcomes all people with a common shared interest – breakthrough cultural boundaries, e.g., library use is for ‘other people’; allow the reluctant to be aware of resources in order to work independently
- ❖ Promotes library visibility
- ❖ Marketing of resources and services

SOCIAL MEDIA

Questions

- ❖ How does your library handle library social media promotion? Single person? Team? Health system-wide promotion? University promotion?
- ❖ Was a person specifically trained or hired for this position or is an employee interested and skilled in this area the sm manager?
- ❖ Who monitors it?
- ❖ Were sm policies developed? Copyright issues with either text or images?
- ❖ Is there a designated budget used to support sm?
- ❖ What are the benefits?

USING COMPETITIVE INTELLIGENCE (CI)

Definitions

1) *CI involves collecting and analyzing information about competitors and consumers in order to formulate an actionable business strategy* (Iwu-James, Halisco, Ifijeh, 2020)

2) *the legal and ethical collection of information about competitors' activities*

7 PS TO CONSIDER IN MARKETING

“The information world is very competitive” – (Iwu-James, Haliso, Ifijeh, 2020)

- ❖ Product
- ❖ Price
- ❖ Promotion
- ❖ Place
- ❖ Physical evidence
- ❖ Process
- ❖ People

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