



Engaging your Community through Active Strategic Marketing: A practical guide for librarians and information professionals

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Description

Now more than ever, libraries need to demonstrate the value they create for their communities. To do this, they must find ways to engage with these communities to deliver this value. *Engaging your Community through Active Strategic Marketing* is a comprehensive resource that provides an overview of best practice strategic marketing, with advice on how to implement effective marketing activities in libraries and information services with the best chance of success. It takes each element of the strategic marketing domain and outlines both current marketing best practice and its detailed application in the library and information sector. It includes a set of tools and techniques to help reflection and progress towards effective marketing.

Whether it is raising awareness of resources, increasing library use or demonstrating value, this book will help libraries from all sectors achieve their goals, communicate their benefits and present a clear and consistent image.

Coverage includes:

- strategic marketing planning
- understanding users and potential users
- identifying value and grouping users for marketing activity
- understanding stakeholder management to support marketing activity
- crafting messages
- identifying effective marketing channels
- digital marketing
- evaluating the response to marketing activity.

Engaging your Community through Active Strategic Marketing will be a must-read for library and information service directors and managers in all sectors. It will also be useful

for all library and information professionals interested or involved in the strategic planning or marketing of library services and students of library and information science, particularly those taking library management or marketing modules.

Contents

1. The need for a professional approach to marketing of library and information services
2. The strategic marketing planning process in a library and information context
3. Ambition for your library or information unit – the basis of all marketing activity
4. Understanding users and potential users within the wider information market context
5. Identifying value and grouping users for marketing activity
6. Understanding stakeholder management to support marketing activity
7. Making choices - marketing planning
8. Crafting messages – what to who?
9. Getting the message out – identifying effective marketing channels
10. The role of digital marketing
11. Evaluating the response to marketing activity
12. How to give your marketing the best chance of success

Author

Terry Kendrick has over 30 years' experience of delivering information and marketing training courses. Originally qualified as a librarian, Terry has run his own information and marketing training and consultancy company - Information Now Ltd - which was established in 1989. He specialises in strategic marketing planning facilitation and training, strategic risk management, management consultancy skills, internet search techniques and competitive intelligence. In addition to information activities Terry has in the past been Director of the MBA Programme at the University of East Anglia and Director of Executive Education at Leeds University Business School. In his freelance information and marketing activities Terry has worked on projects in over 20 countries. Terry is a CILIP Onsite trainer, presenting a number of tailored programmes for organisations. He has also written articles on marketing planning and is the author of the Facet Publishing book *Developing Strategic Marketing Plans That Really Work: A toolkit for public libraries* (2006).