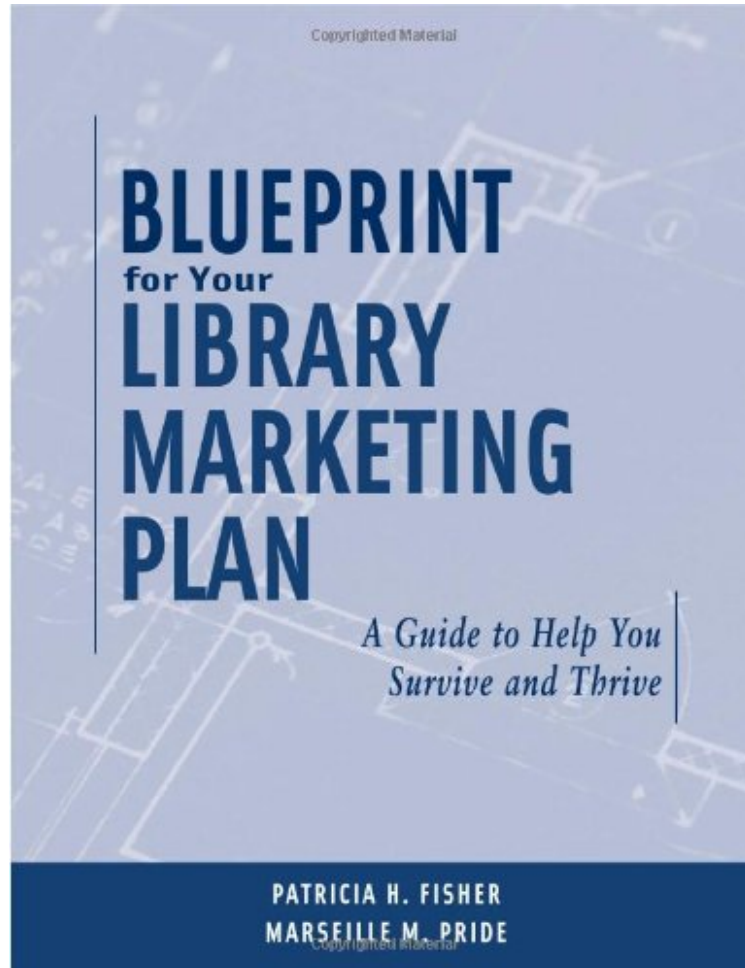


(Online library) Blueprint for Your Library Marketing Plan

Blueprint for Your Library Marketing Plan

Patricia H. Fisher, Marseille M. Pride

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Patricia H. Fisher, Marseille M. Pride : Blueprint for Your Library Marketing Plan before purchasing it in order to gage whether or not it would be worth my time, and all praised Blueprint for Your Library Marketing Plan:

In these challenging times, libraries face fierce competition for customers and funding. Creating and implementing a marketing plan can help libraries make a compelling case and address both issues attracting funding and customers by focusing on specific needs. But where and how do you start?Drawing on the authors many decades of experience in marketing and as librarians and trustees, Blueprint for Your Library Marketing Plan offers a step-by-step program to get any library up to speed with minimal angst. * Lay the groundwork through strategic planning and data collection * Write the plan, including targeting the market, defining services, setting goals, and taking action to promote the library * Use marketing planning to create and position new and existing services and programs * Implement and track the

plan then evaluate results Reproducible forms and worksheets, quick start tips, strategies and models from other libraries, and resources for more information enhance this one-stop handbook. Librarians and directors in public, academic, and special libraries, marketing specialists, and students and instructors in library programs can learn to tailor marketing plans, prioritize services, and address community needs using this library-focused, hands-on guide.

"Marketing is about bringing them in and bringing them back...[It's] a stance and an attitude that focuses on meeting the needs of users...Marketing is not separate from good practice. It is good practice." --Patricia H. Fisher and Marseille M. Pride from the Introduction"About the Author Patricia H. Fisher, an independent marketing and PR consultant, enjoyed 15 years as product manager with Verizon Communications. She has served in leadership and trustee positions for Baltimore County Public Library, Maryland Library Association, ALTA, and ALA. She is currently working toward her MLS at the College of Information Studies at the University of Maryland. Marseille M. Pride is library director at Washington Bible College/Capital Bible Seminary. Formerly Public Library Consultant with the Maryland State Department of Education, she has been a consultant to nonprofit organizations and served as college and university reference librarian. She earned her MLS from the University of Maryland.