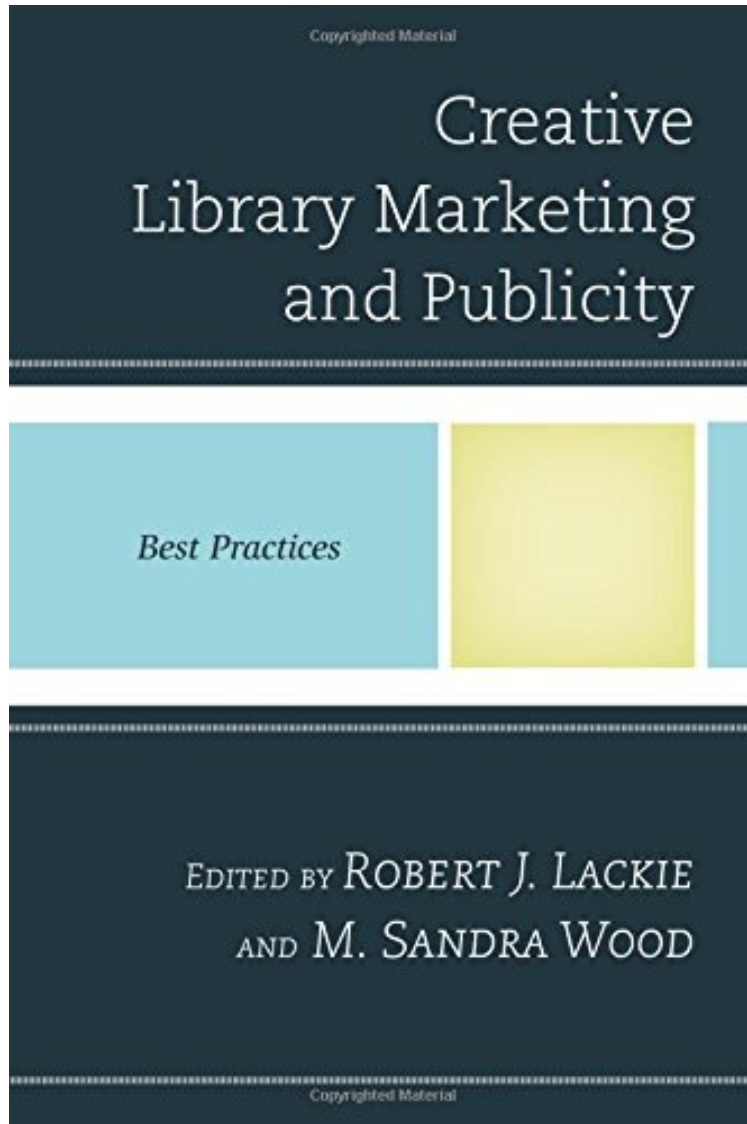


[Download] Creative Library Marketing and Publicity: Best Practices (Best Practices in Library Services)

Creative Library Marketing and Publicity: Best Practices (Best Practices in Library Services)

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From imusti : Creative Library Marketing and Publicity: Best Practices (Best Practices in Library Services) before purchasing it in order to gage whether or not it would be worth my time, and all praised Creative Library Marketing and Publicity: Best Practices (Best Practices in Library Services):

Creative Library Marketing and Publicity: Best Practices shares the success of libraries of various sizes and types—small to large public, academic, and school libraries, systems, and organizations. Each best-practice scenario describes a library's successful experience with marketing, branding, and promoting a library service or program, providing information about planning, actual promotion techniques, and evaluating the success of the plan or promotion methods. Most importantly, each includes tips and best practices for readers. Many of these ideas and techniques are applicable across the board, so they will help you implement similar methods to promote your library services and programs and spark different and unique uses for these techniques. Strategies covered include: Using constituents' voices in outreach efforts; Building a social media presence; Crafting step-by-step marketing plans; Planning and implementing branding campaigns; Creating buzz with promotional videos; Using e-mail marketing in outreach; Marketing a new library space; Marketing on a shoestring budget. Drawing on the best practices, experience, and expertise of library personnel from public, academic, and school libraries, this volume brings together a variety of marketing plans and creative methods for promoting libraries and their programs and services to a twenty-first-century audience. All library employees should be able to take away something from these creative, successful efforts and apply tips, techniques, and best practice suggestions to their own library marketing efforts.

No matter the community that a particular library serves—small town, large city, or school or college campus—all need to find ways to reach out and connect with their target markets. Discovering new approaches and gaining insights from a variety of institutions can help personnel to build and enhance their own marketing plans and increase the effectiveness of their library's outreach. This is the strength of this collection of case studies gathered by Lackie and Wood. The 12 investigations come from libraries large and small, public and academic, with marketing budgets of all sizes. Many describe holistic approaches to organizing a library's marketing strategy, while others detail very specific programs or activities individual libraries have found successful in reaching a particular audience. **Verdict:** Librarians, marketing directors, and administrators will take away ideas and enlightenment from these success stories of libraries that have hit the mark of connecting with their target audiences. (*Library Journal*) **Creative Library Marketing and Publicity** presents interesting case studies on current library practice in this area. This is not a general handbook, but a selection of articles detailing some successful library projects. They include promoting a new library space, building a social media presence, and creating successful programming. (*Information Today*) Librarians looking for fresh ideas to connect with their communities can turn to **Creative Library Marketing and Publicity: Best Practices** to learn from the successes and mixed successes of other libraries' marketing efforts. For librarians just starting out with marketing or hoping to get new ideas to refresh their existing promotions, this volume will be a helpful companion. . . . [and] a worthwhile book to read. (*Medical Reference Services Quarterly*) **Creative Library Marketing and Publicity: Best Practices** features case studies written by marketing experts that provide practical tips for raising the library's profile through various marketing strategies. A highly recommended book for librarians who wish to be more engaged with their stakeholders. (Mark Aaron Polger, Academic Librarian and Library Marketer, City University of New York (CUNY)) An insightful collection of case studies from innovative libraries that learned to excel in marketing with the tools and situations they have. Case studies range from libraries dealing with small budgets to branding, creating marketing plans, and utilizing technology and social media effectively. It's an interesting, easy read, that's incredibly relevant for the challenges that library marketing professionals are dealing with in today's libraries. (Laura Tomcik, Assistant Professor, Buswell Memorial Library, Wheaton College) **About the Author** Robert J. Lackie, MLIS, MA, is Professor-Librarian and Department Chairperson for the Franklin F. Moore Library of Rider University. A frequent presenter at library, education, and technology conferences and meetings and published within various professional and scholarly works, Prof. Lackie has also co-written or co-edited three books, the latest entitled, *Identity Theft: What You Need to Know* [Kindle Edition] (Digital Services, Inc., 2014). For his teaching, writing, leadership, and service to the library profession, he has received several accolades, including the NJLA 2014 Public Relations Award Tech Shoutout Category, the ACRL/New Jersey Chapter 2011 Distinguished Service Award, and the ALA 2006 Ken Haycock Award for Promoting Librarianship, among others. For more details on Prof. Lackie's publications, presentations, honors, or other information, please visit his directory page .M. Sandra Wood, MLS, MBA, is Librarian Emerita, Penn State University Libraries, and a Fellow of the Medical Library Association. Ms. Wood is founding and current editor of *Medical Reference Services Quarterly* (in its 34th volume). She was a librarian for over thirty-five years at the George T. Harrell Library, Milton S. Hershey Medical Center, Pennsylvania State University, specializing in reference, education, and database services. Ms. Wood has written or edited more than 12 books, the latest two entitled *Health Sciences Librarianship* and *Successful Library Fundraising: Best Practices* (both with Rowman Littlefield Publishers, 2014).