



This list was written by: Sherri Kendrick, Reference Librarian, Cliffside Park Public Library, clpkref@bccls.org, Phone: 201-945-2867. Member of the HRLC Marketing and Public Relations Taskforce. Please contact her with any additions, corrections or questions.

Marketing Resource List

Sources:

Marketing Library Resources by Daria Decooman

<http://www.elsevier.com/framework/librarians/LibraryConnect/LCP08/LCP08.pdf>

A bibliography covering strategic planning, customer service, media and public relations, outreach, fundraising, relationship marketing and evaluation.

Marketing: Sources for Marketing Information & Library Services

<http://dis.shef.ac.uk/sheila/marketing/sources.htm>

Sources covering market planning and research, promotion and public relations and sources by type of library.

Marketing Plan – www.infotoday.com/mls/jun99/how-to.htm

An article by Amelia Kassel on how to write a marketing plan.

Marketing the Library <http://www.olc.org/marketing/1intro.htm>

Marketing training on the web for public library staff

Newsletters:

Marketing Treasures – www.chrisolson.com/marketingtreasures

An electronic newsletter with marketing ideas for information professionals. You can subscribe by email.

Marketing Library Services Newsletter

A newsletter for all types of libraries with ideas on how to market their services.

Published by Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055-8750. (609) 654-6266. custserv@infotoday.com.



Shy Librarian – www.shylibrarian.com

A site sharing library marketing successes and ideas.

PR, Publicity:

Library Media & PR – www.ssdesign.com/librarypr

Strategies, techniques, resources, tips and tools for library communicators.

Market Your Library – www.gale.com/free_resources/marketing

From Gale, a site with templates for bookmarks, fliers, etc. for all types of libraries.

Press Release Writing Tips – www.press-release-writing.com

Focuses on PR in general.

Media Map – www.arl.org/mediamap.pdf

A guide that covers the basics of media relations.

Promotion –

www.ohiolink.edu/ostaff/marketing/effectivepromopieces.pdf

Article of 10 tips to ensure that promotional materials get the results you want.

Designing Brochures that Work –

www.hbgraphics.com/articles/design_broch.htm

An article on designing brochures.

Spreading the Word: Designing Brochures –

www.interpretivesigns.qut.edu.au/brochures.html

An article on designing brochures.



Web blogs

Using blogs – www.infoday.com/mls/nov03/fichter.shtml

An article on using blogs to promote library services

LibTalk Blog www.libtalk.blogspot.com

Library Marketing <http://librarymarketing.blogspot.com>

Creating Passionate Users –

http://headrush.typepad.com/creating_passionate_users/

Books

De Saez, Eileen. *Marketing Concepts for Libraries and Information Services*. Neal-Schuman, 2002. ISBN:1856044262

Walters, Suzanne. *Library Marketing that Works*. Neal-Schuman, 2004. ISBN: 1555704735.

Karp, Rashelle. *Powerful Public Relations: A How-To Guide for Libraries*. Chicago ALA 2002 ISBN: 0-8389-0818-7

Siess, Judith. *Visible Librarian*. Chicago ALA 2003 ISBN: 0-8389-0848-9

Levinson, Jay Conrad. *Guerrilla Marketing in 30 Days*. Entrepreneur Media, 2005. ISBN: 1932531297