



Marketing Roundtable Discussion

NCNMLG/MLGSCA/PNC/MLA

Joint Meeting, Thursday January 29, 2004

Internal/External Marketing: Discussion Points

- Print Advertising: flyers, brochures, posters, bookmarks...
- Other Printed Materials: newsletters, email, mail, articles...
- Give Aways: pens, cups, magnets, bags...
- Online/MultiMedia: Intranet, Internet, catalogs, video...
- Other Media: television, radio, phone mail...
- Networking: meetings, workshops, fairs, partnerships...

Resources

- **MLANET: Communications Tool Kit, Marketing Samples...**
http://www.mlanet.org/publications/tool_kit/index.html
- **ALA eStore: Customize Bookmarks, Banners & Posters!**
@ your library campaign for America's Libraries
<http://www.alastore.ala.org>
- **Gale Databases: FREE! Resources/Marketing Ideas for Libraries**
http://www.galegroup.com/free_resources/marketing/index.htm
- **UCSF: H.M. Fishbon Memorial Library**
A very well constructed, state-of-the-art website advertising the library and services. Their "video newsletter" is an innovative marketing tool accessible from the website.
<http://mountzion.ucsfmedicalcenter.org/library/index.html>

Reference

- **Koontz, C. Customer-based marketing--the marketing mix: the 4-P recipe for customer satisfaction, (Article) Marketing Library Services, 18 (1), 2004, Jan./Feb**
<http://www.infotoday.com/MLS/jan04/koontz.shtml>

Marketing Roundtable Discussion: NOTES

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Attendees: Geri Bodeker (Moderator), Alan Carr, Rebecca Davis, Colleen Lamkin, Irene Lovas, Dorothy O'Brien, Joan Schlimgen, Kim Schwartz (Recorder), Nancy Stinson

Attendees representing hospital and academic libraries, as well as the RML, presented a wide range of marketing options. Distributed promotional items included branded pens, pens, and more pens, as well as post-its, magnets (a less successful item), pedometers, and shoe key-holders,

Printed/digital materials included newsletters, listservs, bookmarks, brochures, laminated 3x5 cards, and handouts, sometimes in a second language. Bookmarks and 3x5 cards were more popular because they fit in a lab coat pocket. The laminated cards bore the library's URL as well as some Q&As on how to access various library resources.

Printed items have a greater impact if they are clearly branded with a library logo and consistent color scheme. The effectiveness of listserv postings and digital newsletters is difficult to gauge. The Gale Databases page contains a section on marketing. The site offers non-copyrighted library-related images that one library used to design their brochures.

Display cases and kiosks in urgent care centers and patient waiting rooms were effective in promoting consumer health resources. Temporary promotional tables, like those placed outside a hospital cafeteria, were best used in promoting a single issue, such as the switch from Melvyl Medline to PubMed.

Four of the nine libraries have or are planning liaison programs. Another is creating a strategic marketing plan that will include an audit as well as one-on-one focus groups to 16 targeted user groups. Liaison program strategies include offering resource overviews to each department; one program was broad enough to include the janitorial staff. Others had to consider such factors as the departments' size, grant revenue level, and whether there is a research component in determining staff allocation.

One seasoned liaison program has begun to emphasize contacting key people and *listening*, ie. scheduling one-on-one interviews and asking chiefs how they would like to spend their time, and then following up with ways the library might help them.

Some librarians are working with public librarians, particularly to promote consumer health collections. One librarian staffed a public reference desk as a "guest" medical librarian, another invited public librarians to tour her facility. One librarian accompanies parish nurses on their visits, and speaks to the Rotary Club.

Promising new outreach services included a library basics class targeted at non-health professionals called, *What to do when your boss sends you to the library*, and another class designed to fill the JCAHO nursing computer competency requirement. One library's new technology consultant desk offers in-person, one-on-one expert advice from campus IT professionals as well as librarians on a variety of networking, multimedia, and instructional technologies.