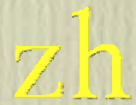


Library Marketing

Practical tips and advise





Zuzana Helinsky

Keep it simple!!!!!!





Zuzana Helinsky

Sponsorship



zh

Zuzana Helinsky



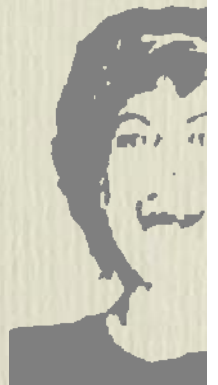
National Library
of the Czech Republic

**Budějovický
Budvar**

Generálním partnerem Národní knihovny ČR
pro rok 2007 je Budějovický Budvar n.p.



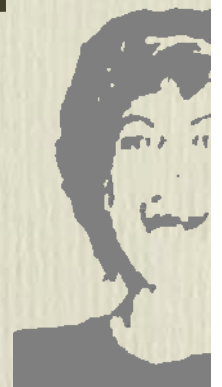
**There is no doubt that personal contact is
extremely important and effective but
it's not possible to use
just that channel - which
is why we must
utilise other
methods
such as:**



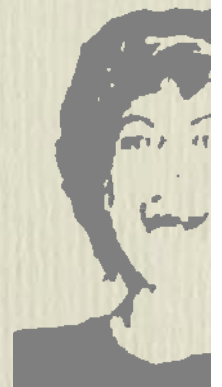
- In the library's e-newsletter : almost all libraries have some kind of e-newsletter
- In targeted email alerts sent to academics from our information specialists. This is ideal in theory, but unfortunately it usually tends to become just the general e-newsletter above, as we often put together all our news, because of lack of time. The problem is that our customers are overwhelmed by information and would like to have very tailored data -which we cannot provide because LACK OF TIME



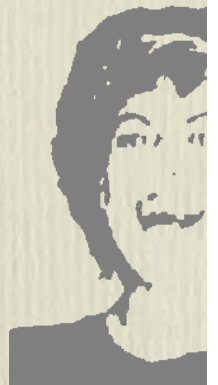
- Through e-mail to new staff giving useful links and introducing our services as the first in the university
- Through training courses for staff and students. All libraries are using this marketing method. It is very important to have good people with an academic background and nice and pleasant approach there.



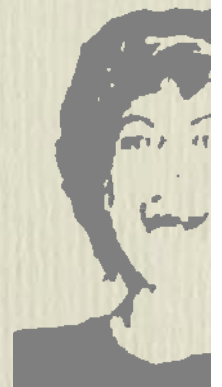
- Through events associated with specific areas. Many libraries are very good at using all kind of events at the university to market themselves and their services. The trick is to have a good overview of what's happening around us
- Through special programs like TDnet, Serial Solutions and others. Not many libraries are using these methods for marketing in the long run



- Through the institution's Website. Websites are of course very useful, but routines for regular checking and updating are very important, otherwise they could have a negative impact. A section with for instance New Resources is very much appreciated at many libraries.
- Through Intranet:



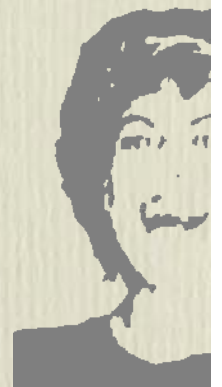
- Through an A-Z list with all serials extracted from Library Management system
- Through “old fashioned” bookmarks in paper; which works very well and customers are coming and “asking” for these.
- Through the library’s own OPAC
- Indirectly, through conversation on a related topic



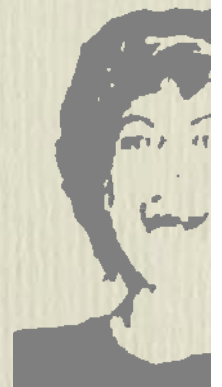
- Many libraries are now reviewing all the library services and realize that they need to re-evaluate what should be provided, through internal & external marketing
- Some libraries are very active and try to be involved in all university/organizational presentations to all the official visits
- Through specific user sessions, organized from the library



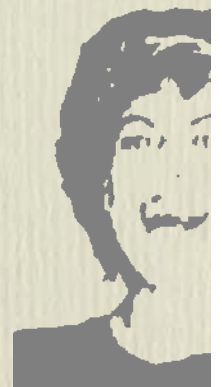
- Open house
- Through different competitions
- Through frequent contributions to the University bulletin.
- Library workshops



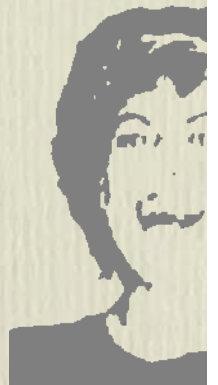
- Electronic monitor in the library
- Publicity displays
- Through leaflets (paper)
- There was one library , who saw the opportunity for internal marketing at a library ball! It went very well and the library got many new users



Costs - how can we justify the costs of services and marketing?



Are we exploiting the
resources we already have?



The impact of more marketing



Friends of the Library - Who else can we involve to help us?



Most important!!!!

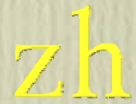


zh

Zuzana Helinsky

DO IT!



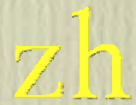


Zuzana Helinsky

DO IT
again and again and again!



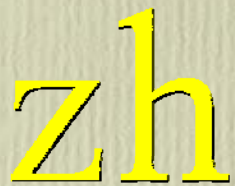




Zuzana Helinsky

Feedback!!!!!!!!!!!!





Zuzana Helinsky

Thank you

Zuzana Helinsky
zh Consulting · Sweden

www.zuzh.com

z@zuzh.com

+46 46 373022, cell +46 70 8881103

