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Marketing and Development for Libraries, a Luxury or a Necessity?

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Comments

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Marketing and Development for Libraries: A Luxury or a Necessity?



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Introduction

For many libraries across the world, marketing, development and fundraising can be dirty words and if you add outreach people do not even get it. In this poster, the presenter will prove why libraries across the globe should embrace marketing, outreach and development for what they are, and let outreach spread and be part of our daily routine in libraries. Just like corporations and start-up, libraries of all kinds need to invest time, energy and resources on their marketing and development strategies. By applying some of these techniques, libraries will not just be able to better understand their users' needs but also secure funding and communicate effectively to their internal and external constituents. This poster explores how the marketing and development concept is applied in practice to marketing academic library services through the experiences of the academic library at Chapman University compared to the Bibliotheca Alexandrina in Alexandria, Egypt where the presenter used to work. Examples demonstrating innovative and new collaborative methods that have been applied will be demonstrated with real and true return on investment. The presenter will also give real and used tips on how to capitalize on existing resources and not to try to reinvent the wheel.

Methods

Increase the visibility of library resources through the library's homepage, brochures, social networking tools, and other appropriate channels.

Identify services and collections to highlight through a program, event, display or exhibit.

Sponsor special events in coordination with other colleges.

Raise awareness of the library's digital resources through flyers, press releases, events and links on social media that focus just on the digital resources and the new library's Digital Commons database.

Sponsor and support external speakers, exhibits and programs that highlight the Leatherby Libraries' diverse collection and activities.

Establish new community partnerships to support speakers strengthening relationships between the university and local businesses and not-for-profit organizations (i.e. bookstores, museums and public libraries, embassies, cultural institutes, etc.).

Highlight the research, scholarly accomplishments, and professional contributions of Leatherby Libraries librarians and staff through the Chapman University website, Library website and Facebook page.

Sponsor tours and activities for on-campus and off-campus groups to raise awareness of the library.

Develop online content (blog posts, digital photo albums, web flyers and graphics) to provide patrons with helpful information and to attract their interest in the library. Share this content via social media, the Library website, university-wide online marketing channels, and other methods as needed.

Capitalize on new and existing campus initiatives.

Follow-up diligently on potential opportunities with donors and prospects.



CHAPMAN UNIVERSITY
LEATHERBY LIBRARIES

Case Studies



Leatherby Libraries Homecoming Weekend a Success!



Leatherby Libraries Hosts Exhibit Exploring Women in Mariachi Music



Madame Ping Sun's Charitable Donation and Future Legacy



Leatherby Libraries honors "The Legacy of Henri Temianka" - Opening Reception is April 23



Leatherby Libraries celebrates Chapman's Center for Science and Technology



SikhLens exhibition chronicling 1984 genocide unveiled at Leatherby

Marketing and Development Cycle



Conclusion

One doesn't often hear the words marketing / fundraising and library in the same sentence. Many people see marketing as a process of for-profit organizations. This marketing and development strategy was developed to enable the University Libraries to pursue a certain process in the promotion of its activities; to complement the Library's Strategic Plan; and to assist the library with tactics, strategy, and procedures related to the marketing of cultural events and intellectual resources which eventually leads to the support of students, faculty and donors. This strategy is based on increasing visibility through capitalizing on existing initiatives as well as strategic content marketing. The more content is available for the library constituents in a strategic way, the better the ways the library is marketed and its messages reach to its constituents which led to eventually raising funds in support of different programs, collections, positions and resources as well as naming spaces in the library.

Tips

1. Marketing and Development Go Hand in Hand yet focus on MARKETING first to be able to build your development strategy.
2. Marketing is NOT a Taboo. Without marketing, no one will know about these initiatives, services and events and therefor raising money will be impossible.