

LIS 688-03 Marketing Notes
2010-08-26

- Kathy Dempsey, The Accidental Library Marketer
- The true cycle of marketing:
 - Promotion, advertising, public relations are only a PART of the marketing plan, not the whole plan.
 - Her book is about the whole approach to marketing.
- This class asks:
 - What does the profession want?
 - What does this profession need in terms of marketing?
- Going to be using [Inkscape](#) (free) for vectors
- Will get an email about what readings are due
- Go out and find a library/information service that is open to marketing.
 - I can do stuff for the department.
- We're partners in shaping this class.
- Similarity between CoTM and ISD Models (an ends-means analysis)
 - Front end analysis
 - Identify population
 - Identify service goals
 - Identity needs
 - Development
 - Promotion
 - Delivery
 - Evaluation
 - Revision
- Article from *Marketing Library Services*
- You must ask if anyone wants or needs your product/service.
- The 24 Biggest Mistakes in Marketing
 - Is about perceptual problems in marketing.
 - Is about what people perceive your product is about.
- Look at geographic barriers.
- How to talk to people with the cash:
 - Pitch it to the constituents.
 - Gotta go against people's perceptions of the library.
 - Market to the people they care about: the people who got them elected.
 - Have hard data to present.