

BREAKTHROUGH BRANDING

Positioning your library to *survive and thrive*

SONDRA WATERS and KENT JENSEN

Breakthrough Branding Positioning Your Library To Survive And Thrive

Yicheng Fang



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Breakthrough Branding Suzanne Walters, Kent Jackson, 2013-05-17 Branding provides a unique way for a library to distinguish itself its identity personality and image Drawing on five vividly unique case studies from libraries across the country *Breakthrough Branding Positioning Your Library to Survive and Thrive* shows how to mesh your library's brand deeply and seamlessly within your internal culture to leverage and better position your brand for the audiences you serve and develop and implement promotional strategies and tactics consistent with your objectives Experienced marketers and branding consultants Suzanne Walters and Kent Jackson offer clear advice regarding the art and science of library branding advocacy ethical considerations marketing management and evaluation throughout the book's three sections Branding explains what a brand is and how to assess develop and utilize your brand as an important institutional asset with insider tips on environmental scanning market research and situation analysis Positioning leads you through the process of effectively addressing your target audiences Promotion helps you develop an integrated marketing communication strategy including how to craft on target messages leverage your online presence to inform and engage with community members and capitalize on traditional marketing channels with guidance on public relations event strategies email websites and more

Managerial Leadership for Librarians G. Edward Evans, Holland Christie, 2017-10-11 Putting library management into the unique context of the not for profit world this work offers you invaluable guidance on how to manage your library effectively Managing a library presents a significantly different challenge than managing a small business a corporation or even a school or charity organization To be effective managers and excel in their careers librarians must understand their unique position in the social landscape and leverage that role to become influential leaders This guide shows librarians how to make the most of their inherent skills and develop new leadership strengths in order to become better library managers advance their careers and sustain their libraries in spite of changing environments and shrinking budgets The book examines many facets of managerial leadership defines what managerial leadership is and describes how to assess and increase leadership skills The chapters also identify the constraints unique to libraries and explain how you can develop positive relationships with government boards turn a vision into a practical strategic plan and exercise fiscal control You will gain invaluable knowledge about fund raising developing political skills advocacy and lobbying and legal and ethical concerns specifically in the library environment The final section of the book is devoted to people skills understanding yourself and others developing staff collaboration negotiation meetings and presentations and creating future success *Marketing for Special and Academic Libraries* Valerie S. Gordon, Patricia C. Higginbottom, 2016-03-15 Here's an easy to follow practical marketing book for academic and special libraries Written by two practicing librarians who are passionate about communicating with users the book provides both the inspiration and drive to market your library and practical tips and suggestions on how to do that effectively Topics covered include The process of planning a marketing campaign and how

some time spent on planning at the outset can help keep you focused and help you determine your level of success The importance of using brands and brand identity to help you establish your library's brand and market that aggressively to your users and potential users Brand consistency is stressed here Marketing tools Digital publications Social media Visual and print marketing materials Personal interactions Events you can use throughout the year For each topic we will talk about best practices what works what often doesn't and we share best concise case studies from all types of academic and special libraries

Library Marketing Basics Mark Aaron Polger, 2019-03-26 Here is an accessible step by step easy to understand and hands on resource for any librarian who is interested in learning basic marketing tips to raise the profile of their library While other books on library marketing are dense and assume that the library has a full time marketing staff person a publicist a graphic designer and a big fat budget this book offers tips and tricks often free that any librarian can do to market the library It will focus on the small changes to the services a library provides to raise its profile *Library Marketing Basics* is designed for beginners who are new to library marketing Any librarian can market their library but they must understand what true marketing is all about and how to do it right In this guide you'll Learn what true library marketing is and what it's not Plan a large scale marketing campaign awareness campaign on a shoestring budget Learn how to market yourselves as librarians Develop your own professional identity and brand Learn tips and tricks on obtaining buy in from your colleagues and the entire organization even if they are resistant Learn how to develop relationships with stakeholders in order to raise the profile of your library You'll also find practical examples from the non library corporate sector on how to use currently existing marketing tools and apply them to your library The book focuses on developing a library brand in addition to creating an effective marketing plan social media guidelines identifying assessment tools and providing best practices when developing signage writing website vocabulary and designing promotional materials *Library Marketing Basics* will show that you don't need a big budget to market the library You just need a small team of like minded colleagues to brainstorm creative ways to raise awareness with your audience Marketing is all about the valuable intangible and tangible aspects of your library and how you connect them with your users

Intentional Marketing Carol Ottolenghi, 2018-10-15 User friendly cost conscious and filled with examples from libraries of all types *Intentional Marketing A Practical Guide for Librarians* helps you maximize the return on your marketing investment ROMI by showing ways to combine marketing theory with in house data creating a global strategy that will drive all of your library marketing This book includes Discussions of marketing theory and how a global approach makes marketing easier more effective and less expensive Step by step guides to help define what you are marketing why you are marketing it and to whom Ways to identify everyone who affects funding and how to turn them into stakeholders Ways to increase staff and stakeholder buy in Examples of successful marketing efforts at other libraries Discussions of different marketing tools print and digital publications social media special events public relations programming etc their costs and how to determine which to use Model feedback and assessment forms This book is a

reference handbook with examples and step by step guides It is written for library staff members who are currently implementing components of marketing in a piecemeal fashion and need a unifying context to streamline their efforts and improve their effectiveness

Information Services Today Sandra Hirsh, 2018-03-02 This second edition of *Information Services Today* An Introduction demonstrates the ever changing landscape of information services today and the need to re evaluate curriculum competency training and one s personal learning network in order to stay abreast of current trends and issues and more significantly remain competent to address the changing user needs of the information community Specifically the book provides a thorough introduction history and overall state of the field gives a diverse and global perspective of what it means to be a library and information professional today addresses why information organizations and information and technological literacy are more important today than ever before discusses how technology has influenced the ways that information professionals provide information resources and services in today s digital environment highlights current issues and trends and provides expert insight into emerging challenges innovations and opportunities for the future and identifies career management strategies and leadership opportunities in the information profession The new edition features chapter updates to address changes in information services introducing new topics such as strategic planning change management design thinking advocacy and data management and analysis and includes new contributing authors The book begins with an overview of libraries and their transformation as information and technological hubs within their local and digital communities It covers the various specializations within the field emphasizing the exciting yet complex roles and opportunities for information professionals in a variety of information environments With that foundation in place it presents the fundamentals of information services delves into management skills needed by information professionals today and explores emerging issues related to the rapid development of new technologies The book addresses how libraries and information centers serve different kinds of communities highlighting the unique needs of increasingly diverse users and how information organizations and information professional s work to fulfill those needs This book provokes discussion critical thinking and interaction to facilitate the learning process The content and supplemental materials discussion questions rich sets of online accessible materials multimedia webcast interviews featuring authors from this book discussing the trends and issues in their respective areas and chapter presentation slides for use by instructors give readers the opportunity to develop a deeper understanding of and engagement with the topics Additionally this book recognizes the broad range of environments that people with Master of Library and Information Science MLIS degrees work in which include both libraries and other information environments Thus this book does not only focus on libraries but instead encompasses ALL kinds of information organizations

Video Marketing for Libraries Heather A. Dalal, Robin O'Hanlon, Karen L. Yacobucci, 2017-08-01 Today s libraries need to market their resources and services more than ever Thanks to the proliferation of digital information patrons can easily find information from other sources without recognizing the usefulness and relevance of their

library Libraries have been producing their own promotional videos with success strengthening their relationships with their users and gaining new audiences You can increase awareness of your library s resources services by producing your own videos Video Marketing for Libraries provides step by step instructions on how to produce videos designed to market your library and strategies to assess their impact This book will guide you through gaining internal supportcrafting a clear messagebuilding the library s audiencewriting storyboards and scriptscasting and rehearsing actorsfilming and recording voiceover editing publishing promoting using online tools animation softwareand assessing the efforts

Маркетингът - опит и перспективи ,2017-06-29 20 29 30 2017 **Book Series Perspektif Perpustakaan Indonesia Volume 1: Teknologi Informasi Dalam Transformasi dan Adaptasi Perpustakaan di Masa Pandemi** Taufiq A. Gani,Nisa Ul Hikmah,Mutia Watul Wardah,2021-03-02 Perpustakaan sebagai lembaga yang berhubungan secara langsung dengan ketersediaan informasi harus selalu up to date mengikuti perkembangan teknologi informasi Perpustakaan seyogyanya bertransformasi terhadap fenomena yang terjadi saat ini termasuk bertransformasi dalam hal teknologi informasi dan beradaptasi terhadap fenomena yang terjadi saat ini yaitu pandemi Covid 19 Pandemi Covid 19 menyebabkan perpustakaan harus mempunyai standar dan protokol kesehatan risiko dan keselamatan sehingga dapat memberikan pelayanan secara optimal kepada pemustaka Kehadiran buku ini menggambarkan secara komprehensif bagaimana perpustakaan dapat memberikan layanan dengan menerapkan standar protokol kesehatan serta mengetahui risiko layanan perpustakaan serta keselamatan sehingga dapat memberikan layanan secara optimal di masa pandemi **Popular Mechanics** ,2000-01 Popular Mechanics inspires instructs and influences readers to help them master the modern world Whether it s practical DIY home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science PM is the ultimate guide to our high tech lifestyle

Enjoying the Track of Term: An Emotional Symphony within **Breakthrough Branding Positioning Your Library To Survive And Thrive**

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