0-			
CO	ntents		
	LIST OF ILLUSTRATI	Vierdi Jahren All-Electronic Resources Can Chen	xi
	Preface		xiii
	ACKNOWLEDGMENT	References	xxi
Pa	rt I: How to Desig	n Your Marketing Plan	Cha
Cha	apter 1. Determine the	e Purpose of Your Marketing Plan	3
	What You Can Discover	about Your E-resources Right Now	3
	Usage Statistics	Executive Summary moith-sulfl real	4
	Cost		7
	Cost-Per-Use		8
	Advanced Data Cor		8
	Speak with One Message		9
	Everybody Does the Ma		10
	When Does the Marketi		11
		ng Interests	
	The Evolving Formats as	nd Methods of E-content Delivery	15
	Marketing Makes Your		15
	Gather the Troops		16
	References		18
	Temper Associations		
Ch	apter 2. Fashion Your	Marketing Flan	21
	Components of a Marke	eting Plan	21
	Project Description	Mariet Your Electronic Resources Emically	23
	Current Market		24
	SWOT Analysis		28
	Target Market		32
	67		
	Action Plan		39

Measurement

43

Recommended Resources for Further Reading	45
References	46
Chapter 3. Implement Your Marketing Plan	49
Components of a Marketing Plan, with Examples	49
Project Description	49
Current Market	50
SWOT Analysis	52
Target Market	54
Goals	55
Strategy	56
Action Plan	63
Measurement	66
Assessment	69
Marketing Your Electronic Resources Can Change Your Library	71
Recommended Resources for Further Reading	72
References	73
Chapter 4. Construct Your Written Marketing Plan Report	77
Write for Your Audience Warney to agogus and animated A	78
Address the Components in Your Report	70
Executive Summary 2012-1813 2012-1813	78
Current Market and Target Market	80
Goals, Strategy, and Proposed Measurements	82
Timeline, Staff, and Budget	84
This Marketing Grant Request Form Caught Our Eyes!	85
Wrap It Up anedy, Cheryl LaGuardia. anitalial and sood ybody	88
Chapter 5. Assess Your Marketing Plan	89
First, Take a Good, Long, Hard Look at Your Library Website	89
About Social Media for Marketing	91
Changing Your Web Presence	92
Then, Take a Good, Long, Hard Look at Your Electronic Resources	98
Now, Ask Yourself Assessment Questions	100
A Rubric May Help	101
Some Practical Considerations for the Assessment of Your Marketing Plan	moO 105
Market Your Electronic Resources Ethically	106
Recommended Resources for Further Reading and Support	109
References	110
Chapter 6. Revise and Update Your Marketing Plan	44
("Lather, Rinse, and Repeat")	
Give Yourself Time to Think	
Project Description Insmswash	
Current Market	11:

Target Market Goals Strategy Action Plan Measurement Assessment Revise Your Plan Communicate Your Successes or Failures in Marketing References 118 Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library 121 Goals and Objectives Gampaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction 122 Ten Issues: Ten Strategies Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Business and Economic Development Sector Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent- Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 145 Introduction 145 Introduction	Example C. Murketten pres summer and	
Goals Strategy Action Plan Measurement Assessment Revise Your Plan Communicate Your Successes or Failures in Marketing References Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market 130 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 145 Introduction 145 Introduction 145	SWOT Analysis	bo8 112
Strategy Action Plan Measurement Measurement Assessment Revise Your Plan Communicate Your Successes or Failures in Marketing References Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents 135 Target Audience: Public Librarians 136 Target Audience: Business and Economic Development Sector Target Audience: Business and Economic Development Sector Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent- Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Target Market	
Action Plan Measurement Measurement Assessment Revise Your Plan Communicate Your Successes or Failures in Marketing References Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives Campaign Planning Research Overview 122 Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Business and Economic Development Sector 136 Target Audience: Cacademic Librarians, College Administrators, and College and University Librarians and Teaching Faculty 137 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent- Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	sons Learned	113
Assessment 115 Revise Your Plan 115 Communicate Your Successes or Failures in Marketing 117 References 118 Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library 121 Goals and Objectives 122 Campaign Planning 122 Research Overview 122 Situation Analysis 122 Barriers to Access and Use 123 OCLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies 125 Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Basiness and Economic Development Sector 136 Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty 137 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction 145	Strategy	113
Assessment 115 Revise Your Plan 115 Communicate Your Successes or Failures in Marketing 117 References 118 Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library 121 Goals and Objectives 122 Campaign Planning 122 Research Overview 122 Situation Analysis 122 Barriers to Access and Use 123 OCLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies 125 Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Basiness and Economic Development Sector 136 Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty 137 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction 145	Action Plan	114
Revise Your Plan Communicate Your Successes or Failures in Marketing References References Example Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Measurement	
Revise Your Plan Communicate Your Successes or Failures in Marketing References 118 Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives 121 Campaign Planning Research Overview 122 Situation Analysis 122 Barriers to Access and Use OCLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies 125 Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Business and Economic Development Sector 136 Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty 137 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction		115
References 118 Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library 121 Goals and Objectives 121 Campaign Planning 122 Research Overview 122 Situation Analysis 122 Barriers to Access and Use 123 OCLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies 125 Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty 137 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction 145	Revise Your Plan	EIN FIR
Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives 121 Campaign Planning 122 Research Overview 122 Situation Analysis 122 Barriers to Access and Use 0CLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies 125 Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected 0fficials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Business and Economic Development Sector 136 Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty 137 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Tour ouccesses of Failures in Marketing	117
Part II: Sample Marketing Plan Reports Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives 121 Campaign Planning 122 Research Overview 122 Situation Analysis 122 Barriers to Access and Use 0CLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies 125 Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected 0fficials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Business and Economic Development Sector 136 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent- Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	References	MA THE
Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty 137 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction		
Example 1. Marketing Plan from an All-Electronic Library Statewide Marketing and Communications Plan, NOVELNY: New York Online Virtual Electronic Library Goals and Objectives Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent- Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Dark II. Committing Plan from a University Library, Service	
New York Online Virtual Electronic Library Goals and Objectives Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians Carget Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Part II: Sample Marketing Plan Reports	
New York Online Virtual Electronic Library Goals and Objectives Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians Carget Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Example 1. Marketing Plan from an All-Electronic Library	Marico
Goals and Objectives Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	order was Marketing and Communications Plan MOVEL	
Campaign Planning Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction 124 Ten Issues: Ten Strategies Mass Customization and Segmenting the Market 130 Target Audience: General Consumer Population 131 Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents 133 Target Audience: Public Librarians 135 Target Audience: Business and Economic Development Sector 136 Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty 137 Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations 139 Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	New 10th Online Virtual Electronic Library	121
Research Overview Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent- Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	ter nat Audicines	
Situation Analysis Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parents Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 139 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	THE PARTY OF THE P	122
Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 139 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction		122
Barriers to Access and Use OCLC Study Provides Clear Direction Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	63111/850	122
Ten Issues: Ten Strategies Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Barriers to Access and Use	123
Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	OCLC Study Provides Clear Direction	124
Mass Customization and Segmenting the Market Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 139 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	len Issues: Ten Strategies O golonal Golopaland auto- auto- Golopaland	125
Target Audience: General Consumer Population Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 142 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Mass Customization and Segmenting the Market	130
Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 139 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	larget Audience: General Consumer Population	131
Target Audience: Public Librarians Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 139 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	larget Audience: Executive Office, State Legislature Flected	
Target Audience: Business and Economic Development Sector Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 139 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction	Target Audience: Public Librarians	3111111
Target Audience: Academic Librarians, College Administrators, and College and University Librarians and Teaching Faculty Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program 139 Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction		1 407
Target Audience: Teachers, Administrators, Students, and Parents in Elementary, Middle, and High Schools; Homeschoolers and Parent-Teacher Associations Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" Introduction	Target Audience: Academic Librarians, College Administrators	209
Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction 145	in Elementary, Middle, and High Schools; Homeschoolers and Parents Teacher Associations	13/
Example 2. Marketing Plan from a Public Library, Sample 1 Winnetka-Northfield Public Library District, "Building a Buzz" 145 Introduction 145	Summer Reading Program	
Introduction mod memoras A seesage & xibnegg A 145	Example 2. Marketing Plan from a Public Library Sample 1	
145	Introduction mod Inspects A radiance is all	145
Goals starget Audience/Specific Media 145	Goals Agency A. Target Andlence/Specific Media	145
Objectives 145	Objectives	145
Key Audiences 146	Key Audiences	146
Message Ct. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	Message	146
Strategies wild gamma? and have more another mine of the little and have a little and have a little and little	Strategies would gramma? goodlies to more manual angular and a strategies	146
Tools Click animal sugmed and some state of the state of	Tools Canada and Sanda and	146

SWOT Analysis	147
Budget and the state of the sta	147
Impact	148
Lessons Learned	
Example 3. Marketing Plan from a Public Library, Sample 2 Worthington Libraries 2012 Communications and Development Plan	149
Community Relations Department Staff	149
Plan Focus Areas	149
10 1	150
Fundraising and Development Programming	151
Public Relations and Marketing	152
Partnerships and Outreach	153
	l tras
Example 4. Marketing Plan from a Community College Library	lamay.
Maricopa Community College District Electronic Resources Committee Marketing Plan, 2013–2016	155
Introduction	155
Internal Audiences	1500 150
Desired Behaviors and Attitudes	
	15
	15
Measures Communication Channels	
Communication Chambers Level Strategies/Initiatives	
TI MCCCD 2012 2016 Strategic Planning Goals	15
PROCES As a Plan Objective	228M 15
I I destroy Character Char	Target 1
This Marketing Grant Request Porth, Caught Cult Excellent as nothing	
Example 5. Marketing Plan from a University Library, Samp	le 1
Milner Library, Illinois State University 2012–2014 Marketing Plan	Target
Introduction Introduction Introduction	larget
Objectives Academic Librarians, Cobese Administrator Academic Librarian	larget
Marketing Strategies	DIB T
Forms of Publicity Total Publicity Total Publicity Total Publicity	
Assessment/Evaluation	
Target Audiences Media Contacts	
Media Contacts	Summe
Public Relations and Marketing Unit Team Members	
Appendix 1: Milner Library Logo	ample
Appendix 2: Activity Planning Feedback	ponul
Appendix 5: Speaker Assessment 2 of the	
Appendix 4: Target Audience/Specific Media	
Appendix 5. Wedia Contacts	
Appendix 6: Marketing Timeline for Standing Annual Activities	
Appendix /: Public Relations/ Warkering	
Appendix 8: Flier Posting Information; Mailbox Stuffing Informa	Tools
Appendix 9: Table Tent Guidelines for Campus Dining Halls	

Example 6. College in I	. Marketing Plan from a Regional Technical reland	
	o Institute of Technology Library Marketing Plan	173
Summar		173
Strategic	Overview	173
Terms of	Reference and Scope	174
GMIT L	ibrary SWOT Analysis	176
GMIT L	ibrary's Main Competitors	181
Target M	larkets: User Groups	183
Analysis	of Current Marketing Strategies	187
Target M	Tarket: Undergraduates	189
Example 7. Marketing Pla	Marketing Plan from a University Library, Sample 2 an for Kanopy, William H. Hannon Library, Spring-Fall 2016	193
	e Summary	193
Current	Market	193
Target M	arket	193
Goals		194
Strategies	E-resource Life Cycle	195
	Measurements	196
Timeline Timeline		
Staff		196 196
Budget		197
	V-communication as Marketing Technique	197
Appendix A: Kanopy Flyer for Circulation Desk Appendix B: Sample E-mail to Faculty Library Representatives		
	CD: Library Blog Post Draft	
Appendix	E: Kanopy Social Media Post	207
leure 5.3	Feedback Form Example, Los Angeles Public Library	0/0
Аво	UT THE AUTHORS	209
	x branes	211