Strategic Marketing in Library and Information Science

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Introduction

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THE BASIS AND CONTEXT FOR MARKETING

Marketing in Library and Information Science: A Selected Review of Related Literature

Irene Owens

Marketing is defined by Philip A. Kotler (1975, 5) as the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational goals. He expands on his definition to include what had commonly come to be known as the marketing mix—price, product, place and promotion. This “mix” has been both adapted and expanded for Library and Information Science (LIS). Marketing in LIS should be accepted as one of the functions of a manager included in POSCORB (Planning combined with marketing, Organizing, Staffing, Coordinating/Controlling, Reporting and Budgeting) and as a management philosophy. This review explores the gradual development of its changing applications usually including only parts of the marketing mix (promotion and public relations) in the 1980s, then moving to a more expanded use of marketing in the latter portion of the 1990s and into the 21st Century. Relationship marketing and usability studies from the Human Computer Interaction (HCI) side of information technology are discussed for incorporation as well as the literature that supports the fact that marketing and planning (usually strategic planning) come with many benefits but not without cost; that cost is change.

KEYWORDS. Marketing, strategic planning, POSCORB, change management

Strategic Planning as a Prerequisite to Strategic Marketing Action in Libraries and Information Agencies

Cesar Caballero

It is essential that library and information agency directors lead their organizations through a strategic planning process before developing strategic marketing
plans which should be based on, and designed, to support the attainment of strategic objectives. Whatever strategic planning process is used, it should result in a clear vision of what the organization wants to become. An ideal plan should also be able to answer questions such as: Who are the organization's primary customers? What are the primary and secondary products and services? Is the current marketing plan supportive of the vision, mission and strategic goals of the organization?

Using strategic marketing processes, an organization will be able to develop a competitive product mix and an appropriate marketing approach targeting identified markets. For too long we have misunderstood marketing/strategic planning to mean "promotion and public relations." Of course, we know that this is a much bigger and more important phenomenon in many libraries and information agencies, requiring greater sophistication and attention than it has received in the past.

KEYWORDS. Strategic planning, marketing theory

The Importance of Marketing in the Library and Information Science Curriculum
Glynn Harmon

Marketing consists of finding, diagnosing and filling the needs of relevant clientele through mutually beneficial exchange relationships, and doing so better than one's competitors. Marketing is important in the curriculum because the curriculum is a market offering to students, employers, funders, and other clientele. During the first half of the twentieth century, institutional and production models dominated the curriculum, despite an undercurrent marketing movement that centered on clientele research. Contemporary library and information science curricula are more marketing oriented, but have yet to bridge the divide between system-centered approaches and clientele-centered approaches. A stronger marketing orientation appears to be emerging in the avant-garde information schools, as they promote the development of information cybermarketing, digital libraries, effective human-computer interfaces, and user-centered paradigms. Ultimately, the objective of marketing is to fill clientele needs so directly that the promotion and selling of systems or services is rendered largely superfluous.

KEYWORDS. Marketing, library, information science, curriculum, school, education

Using Branding to Make Your Mark(et): What Lessons Leaders Can Learn for Library and Information Science
Roberta I. Shaffer

Branding, in its current marketplace meaning, embodies the tangible and intangible aspects of a product, service or entity. Designated internal attributes define the brand. Then, public relations, marketing, and advertising define the brand externally. The brand will not thrive if the internal and external attributes are not in sync.

Many branding techniques are useful to the discipline of library and information science (LIS) by practitioners, professional associations, and institutions of learning. These are particularly important now since the discipline is undergoing a major transformation. Branding, however, may be stymied by our collective inability to agree on the internal attributes of the profession among academe, professional asso-
A Marketing Approach to Recruiting Librarians

Ronald D. Pollock

Library association publications and newspaper articles point to a growing, nationwide shortage of professional librarians. While low salaries are one cause of the shortage, other factors contribute to the crisis. Results of a survey of library science students in ALA accredited programs in Texas provide a glimpse of what students value when applying for a job and of their perceptions of the major causes of the librarian shortage. The students confirm that libraries must change the way they recruit if they expect to fill their vacancies. Through a marketing approach, libraries can discover and address issues of value to potential employees, resulting in more effective recruiting strategies. Recruiting strategies must emphasize features that help reduce salary disparity. Based upon contact with libraries, human resources offices, and library and information science students, this paper suggests a seven-point formula to assist libraries in developing strategies for successful recruiting.

THE APPLICATION OF MARKETING

Strategic Marketing of Electronic Resources

Dennis Dillon

Electronic information represents a special marketing challenge for libraries. Because libraries must compete with the publicly available resources on the Web, they need to provide a succinct marketing rationale for library users to make the effort to use the library's electronic resources. They also need to be careful to maintain the library's credibility and library users' trust in the library by not over-promising on the capabilities of electronic resources, or prematurely forcing users into the electronic realm when print may better meet their needs. In marketing electronic resources it is helpful to adopt the techniques of "relationship marketing" and to be aware of typical new product adoption behavior and the effects of disruptive technologies. The most effective approach to marketing electronic resources is to involve the entire organization in a strategic program focused on becoming a "marketing aware" organization.

Strategic Marketing to Theological Library Constituents:
Rationale and Potential Applications

Timothy D. Lincoln

There is little published evidence that marketing concepts and techniques are intentionally used by librarians who provide information services to students and...
faculty members in theological seminaries. This essay first discusses the religiously based objections that Philip D. Kenneson articulated against the use of marketing by Christian organizations, and argues that theological libraries, as providers of information services to their constituents, may legitimately use marketing methodologies to assist in the fulfillment of their missions. The second part of the essay explores three potential applications for marketing in the context of small to medium sized theological libraries: (1) market segmentation (faculty needs versus the needs of students in various degree programs), (2) the provision of library services to extension programs, and (3) patron satisfaction.

KEYWORDS. Theological libraries, marketing, market segmentation, extension programs, patron satisfaction

Social Marketing for Archives: The Austin History Center Experience

W. Bernard Lukenbill

The author outlines the basic concepts of social marketing and describes how the Austin History Center at the Austin Public Library in Austin, Texas has used those concepts to build an outreach program for its targeted market. The discussion especially considers how the staff has identified problems that have historically hindered its relationship with some elements within its minority population and how it has developed programs and services which address the needs of Austin’s minority groups. Examples are provided that illustrate how the Center applied social marketing concepts and suggests that these techniques can be used by other archives and libraries.

KEYWORDS. Austin History Center (Austin, Texas), Austin History Center—outreach programs

Marketing the Archivist: The History of the Society of American Archivists’ Task Force on Archives and Society

Mimi Dionne

The Society of American Archivists hosted its remarkable Task Force on Archives and Society during David B. Gracy II’s 1983-1984 presidency. Charging itself to confirm the importance of the archivist to society, raise public awareness of archives, and improve the archival image, the task force fostered an era of substantial productivity in outreach, one of the tenets of the archival profession. The results of the primary accomplishment, nicknamed “The Levy Report,” a project divided into a Study Track and an Action Track, surprised the membership-at-large but became a tour de force within the profession. The Task Force on Archives and Society accomplished its goals. Articles published in the past twenty years attest to its influence on the history of the archival enterprise.

KEYWORDS. Society of American Archivists, Task Force on Archives and Society, David B. Gracy II, marketing, archives
This paper, based largely on primary documents, discusses the film adaptation and marketing of the novel Gone With The Wind by Margaret Mitchell in terms of cultural conflict including multiculturalism. To place the discussion into both current and historical perspective, the novel's early reception by literary critics as well as criticisms leveled at both the book and the film by the African-American community and the Communist Party are presented. Problems faced by David Selznick, the film's producer, in marketing the film to diverse market groups having varying expectations are also considered. The relationship of the film and the novel to the current debate concerning cultural values as related to information literacy and the astute use of historical records conclude the study.

KEYWORDS. Gone With The Wind (title), Margaret Mitchell, literary criticism, marketing, film study multiculturalism, cultural studies, information literacy, cultural conflict, David Selznick

Marketing in Public Libraries

Loriene Roy

Marketing in public libraries is not only an essential activity but also a vital philosophy of professional service. Historically, public libraries have demonstrated a commitment to letting the public know about library services and including the community in strategic planning processes. This article will examine how public libraries market their services both within and without their physical confines. It will also provide illustrations of how these efforts are supported nationally. Furthermore, it examines how public libraries acknowledge the role of marketing in planning and in the preparation and continuing education of librarians.

KEYWORDS. Public libraries, marketing, public relations