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Autore	Congreso Hernán Cortés y su tiempo : <1985
Titolo	Hernán Cortés y su tiempo : actas del Congreso Hernán Cortés y su tiempo : V centenario (1485-1985)
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2. Record Nr.	UNINA9910511774103321
Autore	Kendrick Terry
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Title page; Contents; Acknowledgements; Introduction; 1 Strategic marketing planning for public libraries: an introduction; You are almost certainly doing marketing already; It is time for even more professional marketing of public libraries; The challenges of marketing public libraries; How can we make sense of marketing for public libraries?; Marketing planning to help public libraries prosper; An effective marketing planning process for public libraries; What sort of process is marketing planning?; 2 Ambition as the basis for marketing planning; Key dimensions of public library ambition How to write a statement of ambition for your public library3 Making sense of the market for public library services; Defining the marketplace; Understanding your existing users; Market research as a source of information for your marketing plan; A marketing audit; Who is the real customer?; Understanding non-users; Collecting information; How can I create the information base?; What information is already available?; Community profiling; Survey research; Qualitative information for marketing planning in public libraries; Focus groups; Surveys for collecting qualitative information User satisfaction researchUnobtrusive testing or 'mystery shopping'; Understanding your competition; The wider planning context; 4 Creating segment-specific value propositions for users and non-users; Options for segmenting library users; Effective segmentation; Value

propositions by segment; Creating personas to make segmentation data individual and vivid; 5 Priorities: making sound choices; A general SWOT analysis; Prioritizing opportunities and threats; A multitude of priorities; The directional policy matrix as a prioritization tool; Plotting segments on the DPM

Using the DPM plots to consider marketing strategy6 Clear objectives and winning strategies; Marketing objectives; Marketing strategies; Strategies for internal marketing to stakeholders; Marketing strategies for users and non users; Creating the 'offers' for users and non users; Relationship marketing as a strategy; Finalizing the offer for specific segments; Some other aspects of marketing strategy for public libraries; 7 Attention-grabbing marketing communications; Successful communications; Addressing users, non-users and stakeholders Communications to support retention and acquisition strategiesDeveloping a contact management strategy; The marketing dialogue; Public relations, personal selling and sales promotions; Communications strategy; Making an impact; Return on marketing communications investment; Will users and non-users respond to library communications?; Marketing communications at different stages of the user life cycle; Producing marketing communications materials; Create a media kit; Writing copy for your marketing communications; Using a call centre; Your website as a marketing communication Promotional activity

Sommario/riassunto

Many government and other reports stress the need to get public libraries back into the lives of potential users, and this requires significant marketing effort on the part of the libraries. This book demystifies the marketing planning process and sets it in the context of modern public library services.
