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Nota di contenuto	1. Strategic plans : dust catchers or power tools for your marketing plan? -- 2. Mining data : discovering trends -- 3. Developing the marketing plan : getting started -- 4. Marketing plan introduction : product/service details -- 5. Target markets : will the service meet their needs? -- 6. Assessing the current marketing situation : how does your service stack up in the marketplace? -- 7. Setting goals and objectives with supporting strategies : the art of focusing your resources -- 8. Promotion : assessment, goals, objectives, and strategies -- 9. Implementing your strategies : developing tactics, budget, and controls -- 10. Closing thoughts : summaries and evaluation -- Marketing plan worksheets.
Sommario/riassunto	In these challenging times, libraries face fierce competition for customers and funding. Creating and implementing a marketing plan can help libraries make a compelling case and address both issues - attracting funding and customers by focusing on specific needs. But where and how do you start? Drawing on the authors' many decades of experience in marketing and as librarians and trustees, Blueprint for Your Library Marketing Plan offers a step-by-step program to get any

library up to speed with minimal angst. Lay the groundwork through strategic planning and data collection Write the plan, including targeting the market, defining services, setting goals, and taking action to promote the library Use marketing planning to create and position new and existing services and programs Implement and track the plan then evaluate results Reproducible forms and worksheets, quick start tips, strategies and models from other libraries, and resources for more information enhance this one-stop handbook. Librarians and directors in public, academic, and special libraries, marketing specialists, and students and instructors in library programs can learn to tailor marketing plans, prioritize services, and address community needs using this library-focused, hands-on guide.
