

1. Record Nr.	UNINA9910811004103321
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Titolo	Engaging your community through active strategic marketing : a practical guide for librarians and information professionals // Terry Kendrick
Pubbl/distr/stampa	London : , : Facet Publishing, , [2021] ©2021
ISBN	1-78330-385-9 1-78330-519-3
Descrizione fisica	1 online resource (228 pages)
Disciplina	021.7
Soggetti	Libraries - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- Praise for Engaging your Community through Active Strategic Marketing -- Half-title Page -- Dedication -- Title Page -- Copyright -- Contents -- Figures -- Tables -- Introduction -- 1 The need for a professional approach to engagement -- Defining engagement and strategic marketing -- Outline of this book -- 2 Strategic marketing planning for engagement -- Identifying planning goals and processes to achieve them -- The engagement story -- 3 Ambition: the basis for all activity -- Vision, mission and values -- How to write a statement of ambition for your library -- 4 Understanding users and potential users -- Defining the marketplace -- Understanding existing users -- Understanding and engaging potential users -- Profiling your potential library community -- Survey research -- Focus groups -- Researching user experience and satisfaction -- Understanding competition -- 5 Identifying value and segmentation -- Creating segment-specific value propositions for stakeholders -- Options for segmenting stakeholders -- Effective segmentation is not easy. . . -- Value propositions by segment -- 6 Managing stakeholder engagement -- Three elements of a stakeholder management programme -- Engaging employees -- 7 Making choices and creating engaging offers -- Priorities -- Engagement objectives -- Engagement strategies -- Creating offers for users, potential users and stakeholders -- The marketing mix --

Engagement and customer relationship management as a strategy -- Finalising engaging offers for specific segments -- Some other aspects of marketing strategy for engagement -- 8 Crafting engaging messages -- How often should users be contacted? -- Should library marketing communications be general or event driven? -- Options for a communications mix -- Communications strategies -- The return on marketing communications investment.

Do users and potential users respond to library communications? -- Marketing communications at different stages of the user life cycle -- Event-driven and segment-specific marketing communications messages -- Media kits -- Writing copy for marketing communications -- Promotional activity -- 9 Effective marketing channels for engaging messages -- Non-digital methods of marketing messages -- Traditional media -- In-library messaging -- 10 Digital channels and engagement -- The pivotal role of the library website -- Library blogging -- The major social media -- How social media platforms support libraries' engagement activities -- Social media policies and guidelines -- Practical hints for writing engaging social media posts -- Digital support for engagement strategies -- 11 Evaluating the response to engagement activity -- Evaluating engagement outcomes from social media presence and participation -- Evaluating employee engagement -- Reporting evaluations and assessments -- 12 How to give marketing and engagement the best chance of success -- References -- Recommended reading -- Index.

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### Sommario/riassunto

This book provides an overview of best practice strategic marketing with advice on how to implement effective marketing activities in libraries and information services with the best chance of success.

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