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Marketing Library Services:  
*A Nuts-and-Bolts Approach*

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# TABLE OF CONTENTS

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## *Preface, i*

### *I. Marketing and Survival: The New Reality*

The challenge: Thrive in today's demanding environment .....	1
What was it like to be a corporate librarian in the old days? .....	2
What was it like to be a public librarian in the old days? .....	2
Management and the library 10 years ago .....	3
It's a different game today .....	3-7
The opportunities offered by change .....	8-9
Portrait of the new librarian .....	10-11
How does the public librarian deal with a changing environment .....	12-13
How do we get there? .....	13-14
The opportunity .....	14
Case Study: "Competitor Watch" .....	15

### *II. Information Needs Assessment: A Top-Down Approach*

The challenge: Know thy market .....	1
A planned and systematic approach .....	2-3
The world around you .....	3
Understanding your organization .....	4-6
Steps in conducting a successful needs assessment .....	7
Formatting the data you collect .....	9-10
A needs assessment checklist .....	9-10
The opportunity .....	10
Case study .....	11
Appendix A: Sample Questions for Needs Assessment .....	12-13

### *III. The Information Audit: Know Thyself*

The challenge: Get the tools needed to manage change .....	1
Answering the basic questions .....	2
Goals and objectives .....	2-3
Your resources .....	3-6
Job descriptions .....	6-7
Performance evaluations .....	7
Products and services now offered by the library .....	8-9
Value analysis .....	9-10
An information audit checklist .....	10
Case study .....	11
Appendix A: Sample library objectives .....	12
Appendix B: Sample mission, goals and objectives statements .....	13
Appendix C.1: Standard budget as received from accounting .....	14
Appendix C.2: Budget breakdown: Accountability of staff .....	15

Appendix C.3: Allocation of wage costs .....	16
Appendix D: Sample job description form .....	17
Appendix E: Sample performance evaluation form .....	18-19
Appendix F: Summary of products offered by the library .....	20
Appendix G: Value analysis .....	21

#### *IV. Marketing Opportunity Analysis*

The challenge: Find a need and satisfy it .....	1
An important building block .....	2
Identify and analyze the opportunities which exist .....	2-3
Developing new products for your marketplace .....	3-4
Product definition and customization .....	5-6
A market opportunity analysis checklist .....	6-7
The opportunity .....	7
Case study .....	7
Appendix A: The information process .....	8

#### *V. The Marketing Mix*

The challenge: Use the right blend of techniques .....	1
What is marketing? .....	2
Who markets? .....	2-3
Marketing functions and activities .....	3
Product decisions .....	4-5
Price decisions .....	6-7
Place decisions .....	7
Promotion decisions and techniques .....	7-8
Marketing collateral .....	9-10
Advertising .....	11-13
Sales promotion .....	13
Public relations and publicity .....	14-15
Promotion checklist .....	16-17
Case study: "Competitor Watch" marketing mix .....	18
Appendix A: "Fee or Free" reprint .....	19-21
Appendix B: "Zebras Add Zing to Marketing" reprint .....	22-25

#### *VI. The Marketing Plan*

The challenge: Chart a course to success .....	1
The marketing plan: A strategic tool .....	2
Elements of a marketing plan .....	2-4
Getting the plan approved .....	4-s
The market planning process .....	6
Appendix A: Sample marketing plan .....	7-9
Appendix B: Sample budget for "Competitor Watch" .....	10

## *VII. Evaluating Your Products and Marketing Plan*

<b>The challenge: Get feedback and make changes</b> .....	<b>1</b>
<b>Evaluation: An ongoing process</b> .....	<b>2</b>
<b>Keys to developing a successful evaluation process</b> .....	<b>3-4</b>
<b>Approaches to evaluation</b> .....	<b>4-6</b>
<b>Characteristics of an effective evaluation</b> .....	<b>6-7</b>
<b>How do you get started?</b> .....	<b>8</b>
<b>What to do when your plan fails to deliver</b> .....	<b>9</b>
<b>Feedback</b> .....	<b>10-12</b>
<b>Some common problems and their solution</b> .....	<b>12-13</b>
<b>Benefits of a comprehensive evaluation</b> .....	<b>13</b>
<b>An evaluation process checklist</b> .....	<b>14</b>
<b>Appendix A: The evaluation process</b> .....	<b>15-18</b>
<b>Appendix B: Sample evaluation form</b> .....	<b>19-20</b>

## *VIII. Bibliography*

Librarians are marketing. This is not happenstance but necessary. The world in which libraries exist has changed dramatically: It moves faster, relies on technology, and competes more intensely. Fearful that change may threaten their existence, librarians look to marketing to help them manage better.

We created *Marketing Library Services: A Nuts-and-Bolts Approach* to help librarians understand and apply the major marketing principles in their environment. This manual is not a work of original scholarship; it is a synthesis of thoughts from some of the leading practitioners in both marketing and librarianship. This workbook is not comprehensive; it helps librarians think and work from a *marketing perspective*.

We begin with a conceptual approach to marketing, which leads into a review of the marketing process--Analyzing customers' needs and the marketer's ability to satisfy those needs. Librarians who wish to understand the *why* and *how* of marketing should read all the chapters. Those who want a review of marketing techniques and plans can refer to Chapters V and VI; those who want to evaluate their marketing plans and products can turn to Chapter VII.

We have concentrated on business information services for two reasons. First, business information services represent a growth area for all types of libraries, and second, given our backgrounds it is a practical way to introduce marketing concepts. However, the marketing principles are applicable to many types of information products and libraries,

Philip Kotler, one of the most respected marketing authorities, observes:

Market-oriented thinking is a necessity in today's competitive world . . . . There is competition not only among companies, but also among nonprofit organizations such as hospitals and colleges, among tourist locations, even among charitable causes.

Simply applying more selling energy and dollars will not help the individual company or organization. The winners will be those who carefully analyze needs, identify opportunities, and create value-rich offers for customer groups that competitors can't match. (Kotler, "Four Personal Views Give Insight to Marketing," *Marketing News*, February 29, 1988, p. 2.)

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