

Aimee Norris

LIS 770

Prof. Christopher Stewart

6/10/14

Marketing Response

According to our text, *Library and Information Center Management* by Moran, Stueart and Morner, marketing is “a process of identifying the wants and needs of the population of library and information center customers, identifying the capabilities of the organization to address those needs, and then developing for adjusting services and products to satisfy various targeted segments of that market” (107). Marketing is more than just advertising. It is a combination of promotion, communication, market research, product development, and presentation of products and services. As Prof. Stewart quoted in our webinar from the American Marketing Association, “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

Library marketing focuses on identifying and addressing unfulfilled needs and wants of the community and promotes its services in order to compete with other information providers, generate visibility, connect, and articulate its role and value (its vision and mission) in the community.

As for the differences between advocacy and marketing, especially for library, this can be seen in their agenda. With the public library for instance, for the most part, marketing and advocacy share a similar interest: to show the value and role of the library in the community. With marketing, the library hopes to attract new patrons, retain current and loyal patrons, plan for the future, and address the needs of the patrons and local community. With advocacy, the real emphasis is on articulating the value of the library. While marketing encourages the library to design programs and promote all the great

things the library has to offer, advocacy is more about convincing the public and benefactors how important and essential the library is. I like to think of it as the difference between selling your wares versus selling your company. In order to make sure that the public, the library board, and those in political power who can influence the income of the library, are interested and invested in the library, advocacy is essential. With public libraries, it is the community who is paying for the services, and they need to feel that their contribution is going to a good cause. Library advocacy hopes to assure them, and they can do this through marketing. If the public is more aware or interested in the library's services through the use of good marketing, then they will more likely to consider the library as an invaluable resource. Also, through marketing research, the library can use much of the found data, such as program registrations, survey findings, and circulation data for advocating the library to the higher institutions. So, essentially, with libraries, marketing and advocacy should go hand in hand as they share similar goals: promote the library and fulfil the needs of the community.

Works Cited

Moran, B.B., Stueart, R.D., & Morner, C.J. (2013) *Library and Information Center Management* (8th.).
Libraries Unlimited.