

Marketing for Busy Librarians

Selected Resources

Marketing

- “Contagious Marketing: How Libraries Can Get More Word-of-Mouth Buzz,” by Peggy Barber. *American Libraries*, January - February 2014.
- *Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons*, by Elizabeth Doucett. ALA, 2008. Excerpt available at alastore.ala.org/pdf/9780838909621_excerpt.pdf
- *Library Marketing Toolkit*, by Ned Potter. Facet Publishing, 2012.
- “Marketing Libraries: What the Not-for-Profits Can Learn From the Lots-of-Profits,” WebJunction webinar with Ned Potter. webjunction.org/events/webjunction/Marketing_Libraries_not-for-profits_learn_from_lots-of-profits.html
- “Market Research: A Librarian’s Guide.” *Kalamazoo Public Library*. kpl.gov/business/basics/market-research.aspx
- “Marketing Trends to Watch,” by Alison Circle. *Library Journal*, October 1, 2009.
- *Word of Mouth Marketing: How Smart Companies Get People Talking*, by Andy Sernovitz. Greenleaf Press, 2012.

Social Media

- “10 Great Library Marketing Videos.” *Mosio for Libraries*. textalibarian.com/mobileref/10-great-library-marketing-videos
- “100 Libraries to Follow on Facebook,” by Matt Anderson. *mattanderson.org*. mattanderson.org/blog/2013/01/31/100-libraries-to-follow-on-facebook
- “100 Libraries to Follow on Twitter,” by Matt Anderson. *mattanderson.org*. mattanderson.org/blog/2013/01/11/100-libraries-to-follow-on-twitter
- “Pinterest 101: A Primer for Libraries,” by Ned Potter. *The Library Marketing Toolkit*. librarymarketingtoolkit.com/2012/06/pinterest-101-primer-for-libraries.html

Ongoing Research and Trend-Spotting

- “Dialog on Public Libraries.” *Aspen Institute*.
csreports.aspeninstitute.org/Dialogue-on-Public-Libraries
- “Libraries.” *Pew Research Center*.
pewinternet.org/topics/libraries
- “Research Publications.” *Urban Libraries Council*.
urbanlibraries.org/publications-pages-74.php
- “Research Themes.” *OCLC*.
oclc.org/research/themes.html
- “Trends in Technology: What Are Others Saying?” *International City/County Management Association*.
icma.org/en/icma/knowledge_network/topics/topic/161

Library Resource and Use Data

- “Library Data and Statistics.” *Florida Department of State*.
info.florida.gov/services-for-libraries/more-programs/library-data-and-statistics
- “Public Libraries Survey.” *Institute of Museum and Library Services*.
imls.gov/research-evaluation/data-collection/public-libraries-survey
- “Public Library Data.” *American Library Association*.
ala.org/research/librarystats/public

Demographic and Economic Data

- “American FactFinder.” *United States Census Bureau*.
factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
- “Population and Demographic Data.” *Florida Office of Economic and Demographic Research*.
edr.state.fl.us/Content/population-demographics/data