

Promoting Electronic Resources

List the people or groups you plan to share the electronic resources with:

- 1.
- 2.
- 3.

How to share the electronic resources:

1. Ongoing:
2. Target promotion:
3. Develop sound bites or elevator speeches:
4. Avoid jargon:
5. Promote ease of use and convenience:
6. PLAN

Planning with a promotion calendar

Remember: Don't have to share everything with everyone!

Brainstorming: Ideas of how to share the electronic resources

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

RESOURCES

Articles

- Lesley Williams (2006, June). **MAKING "E" VISIBLE**. *Library Journal*, 131(11), 40-43. Retrieved May 17, 2012, from Proquest Research Library database. (Document ID: 1070090041). (also available free online at: <http://www.libraryjournal.com/article/CA6341888.html>)
- Dempsey, Kathy (2009, May/June) **Five Ways You Can Save Money by Marketing**, *Marketing Library Services*, 23(3), 1. Retrieved May 17, 2012, <http://www.infotoday.com/MLS/may09/Dempsey.shtml>
- Jeff Wisniewski, Darlene Fichter. (2007, January). **Electronic Resources Won't Sell Themselves: Marketing Tips**. *Online*, 31(1), 54-57. Retrieved May 17, 2012, from Proquest Research Library database. (Document ID: 1192061601).
- Jody Condit Fagan (2009, July/August). **Marketing the Virtual Library**. *Computers in Libraries*, 29(7), 25-30. Retrieved May 17, 2012, from Proquest Research Library (Document ID: 1796623291). (also available free online at http://www.infotoday.com/cilmag/jan09/CILMagJan09_VirtualSection.pdf)

Books

- Nancy Dowd,, Mary Evangeliste, and Jonathan Silberman (2010). **Bite-Sized Marketing Realistic Solutions for the Overworked Librarian**. Available from South Dakota State Library
- Peggy Barber and Linda Wallace (2010) **Building a Buzz Libraries and Word of Mouth Marketing**. Available from the South Dakota State Library

Websites

- **OhioLink Marketing Toolkit Update E-Newsletter** (<http://www.ohiolink.edu/ostaff/marketing/mtuv3i1.htm>) Examples for marketing Learning Express Library.
- **Library Marketing Toolkit** (<http://www.librarymarketingtoolkit.com/>) blog, resources, case studies
- **Library Terms That Users Understand.** (<http://www.jkup.net/terms.html>) John Kupersmith's website on library webpage usability and terms that users understand.
- **Newsbank's Best Practices—Five Proven Ways to Increase Use of Paid Online Databases.** (<http://www.newsbank.com/productuse/index.cfm?content=253>)
- **Proquest's Marketing Your Library's Online Resources.** (<http://www.proquest.com/assets/downloads/corporate/HowTo.pdf>) Step by step guide to promoting the online resources subscribed to by the library.
- **Marketing Library Services** (<http://www.infoday.com/mls/default.shtml>) monthly newsletter on marketing and libraries.

Online Course

- **Marketing the Library**, Staff Training from the Ohio Library Council (<http://www.olic.org/marketing/>) Free, online, self-paced course designed for public libraries.

Blogs

- **Bubble Room** (<http://lj.libraryjournal.com/category/opinion/bubble-room/>) Blog written by Alison Circle, who directs marketing communications at Columbus Metropolitan Library.
- **The "M" Word – Marketing Libraries** (<http://themwordblog.blogspot.com/>) Blog written by one of the authors of Bite-Sized Marketing and the editor of Marketing Library Services newsletter; this blog has great ideas and information and is regularly updated.

Resources You Can Use Provided by SDSL

- Electronic Resource of the Month—monthly article in the Cornerstone Newsletter (<http://www.library.sd.gov/forlibrarians/enewsletter/>)—use in your newspaper articles
- Training Calendar—electronic resources webinars listed <http://www.library.sd.gov/forlibrarians/calendar/index.htm>
- Watch for the next and invite your staff and boards to participate: Electronic Resources Challenge—explore the electronic resources and earn 9 CEU's! <http://sdlibrarychallenge.blogspot.com/>