



Marketing Plans in Action: A step-by-step guide for libraries, archives and cultural organizations

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Description

You know you need to get the word out. But where do you start? How do you keep track of everything? Don't work harder—work smarter. The key is to stay organized and focused through solid project management skills, and at the heart of it all lies an efficient workflow. Goodman's invaluable resource is here to smooth the way with 72 time-saving guides that will streamline your processes. Addressing myriad marketing, publicity, and promotion activities, this book is packed with tried and true best practices and useful tips on such topics as:

- efficiently reviewing and tracking task requests from colleagues around your organization;
- keeping people informed through project management tools and formal reporting;
- developing and sustaining a network of media contacts in the community who will publicize your events;
- crafting a consistent brand identity across the organization through language, logo, and colors;
- creating and maintaining a public calendar for content;
- designing mobile-friendly email messages and web pages;
- segmenting email campaigns for maximum impact and engagement;
- collecting user information while respecting privacy;
- employing simple surveys for quick and useful feedback; and
- handling complaints with grace.

With the help of Goodman's step-by-step advice, you'll be able to establish and maintain marketing communication strategies and workflows no matter your organization's size.

Contents

Preface Acknowledgments Introduction

Chapter 1 Getting Started

What Is Marketing? A Word on Titles Where Do You Fit in the Organizational Structure?
Document Everything The Buck Stops Here Welcome to the Guides

Chapter 2 Learn About Your Organization

1. Getting Staff Buy-In 2. Outline Your Job Scope 3. Know Your Branding

Chapter 3 Get Notified of Marketing Requests

4. Make an Inventory of Marketing Offerings 5. How to Gather Marketing Requests 6. E-Mail System Setup 7. Ingest Form Setup

Chapter 4 Set Up Project Management

8. Time Management 9. Understand Your Needs 10. Desired Capabilities 11. Analog vs. Digital 12. Comparison of Project Management Tools 13. Personal Knowledge Base 14. Internal Tracking System 15. Publicity Plans 16. Marketing Strategy 17. Example of a Complete Marketing Workflow

Chapter 5 Content Creation

18. File Management 19. Content 20. Copyright 21. Design 22. Mobile-Friendly Content 23. Diversity 24. Images 25. Video 26. Print Materials 27. E-Mail Newsletters 28. CAN-SPAM Act 29. Web Forms 30. Calendars to Develop 31. Photography Policies

Chapter 6 Staff Training and Interactions

32. Build a Network of Support 33. Educational Resources 34. Keep Staff Involved 35. Staff Training Now and in the Future 36. Managing Assistants

Chapter 7 Who Are Your Users?

37. Target Audiences 38. Respecting Privacy 39. Confirmation Methods 40. How to Collect User Information 41. Simple Surveys 42. Program Attendance vs. Door Counts 43. Staff-Sourced User Groups 44. Census 45. Mapping 46. Social Media Insights 47. Other Ways to Learn about Users

Chapter 8 Tracking and Reports

48. Questions to Ask 49. What to Track When 50. Daily Tracking and Reports 51. Weekly Tracking and Reports 52. Monthly Tracking and Reports 53. Quarterly Tracking and Reports 54. Annual Tracking and Reports 55. Single Campaigns 56. Shortened URLs 57. A/B Testing 58. Marketing Report for Staff

Chapter 9 Outside Contacts

59. Document Your Public Relations Contacts 60. Set Up Meetings 61. Find New Contacts 62. Press Releases 63. Other Press Releases to Send 64. One-Off Press Releases 65. Networking

Chapter 10 Bonus Insights

66. Google My Business 67. Handling Complaints 68. How to Apologize 69. Ordering Items 70. Update Content 71. Social Media Tips 72. Two-Factor Authentication

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