The Architecture Library’s Marketing Plan

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Establish and Maintain a Visible Profile

The primary goal of all the Architecture Library marketing efforts—the signs and lists, newsletters and emails, Facebook posts and bookmarks—is simply to remind students and faculty members that the library exists as a resource for them.

Highlight What is New

In order to demonstrate that the collections are relevant to student and faculty interests the marketing efforts spotlight new items in the collections.

Promote Existing Services & Collections

What seems mundane to us in the library—e-reserves, on-shelf holds, interlibrary loan—can be a revelation for the student or faculty member who needs this service for the first time. It is also important to highlight how existing collections relate to courses and current topics.

Establish Reoccurring Messages

A reoccurring message—a monthly new books list, a newsletter, a periodic email—provides a framework for delivering information about collections and services.

Use Multiple Channels

The marketing plan doesn’t rely on the effectiveness of any one communication channel to reach our audience. Using multiple channels also contributes to the goal of keeping the library visible.

Keep It Simple

The Architecture Library’s marketing efforts seek to attract and capture interest, not instruct users in the finer points of using services and collections. The text, images, and references are simple, to the point, and directed at the primary goal of bringing the library to the attention of our audience.

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