



Marketing Skills for Librarians

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Marketing is the instrument through which information is transmitted to the user. It looks at using effective pricing, communication and distribution to inform, motivate and service their market. During this one day workshop, delegates will have an opportunity to identify their product / service, analyse their market and practically establish a plan to implement new opportunities.

Outcomes:

Define marketing

- Understand the concept of marketing and how it influences the relationship between service provider and the client

Understand the components of marketing

- Exposure to current marketing methodologies
- Marketing trends
- How can the methodologies be used in your environment

Clarify the customer profile

- Who are you marketing to
- Why do they use your services

Understand your industry - market research

- Threats to the industry
- Product and service analysis
- Opportunities within the industry
- Identify and solve marketing problems

Establish marketing goals

- Discuss marketing strategy
- Develop a marketing plan for practical use
- Define an action plan for implementation

Create new ways to promote the organisation

- Activities will be used to encourage new ways of thinking, to foster new ideas within the environment