



Becoming a Marketing Specialist in an Academic Library

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The strategic value of marketing in a library setting

- Shifting paradigm
- Competition
- Promotion of library resources →
promotion of librarian skills
- Building relationships and partnerships



Marketing mix-theory

Kotler, 1960s

4 Ps of the marketing mix theory

- product / service
- price
- place / distribution
- promotion



Relationship marketing (1)

”marketing is to establish, maintain, and enhance ... relationships with customers and other partners ... so that the objectives of the parties are met. This is achieved by a mutual exchange and fulfilment of promises.”

Grönroos



Relationship marketing (2)

- Based on the notion of trusting co-operation
- Built around relationships
- Everyone must believe in it
- The library staff is the most important marketing resource!



Relationship marketing (3)

*** "At its most basic level, every member transaction, every interaction, every connection ... – positive or negative – is marketing. In a strategic context, marketing drives the entire decision-making process and requires research that is objective, comprehensive and continuous. Marketing is strategic on one hand, the responsibility of everyone on the other. It is a philosophy, not a job - a way of thinking, not a department"**

(Goldman)

"We must remember that marketing library services is not a separate function – it belongs to everyone: it is a way of working and a way of living"

(Gupta & Jambhekar)

The logo of Karolinska Institutet is visible in the top left corner. It features a circular emblem with a central figure of a rooster standing on a base, flanked by a staff with a snake coiled around it (Rod of Asclepius). The text 'KAROLINSKA INSTITUTET' is written around the perimeter of the circle.

Literature study (1)

LIS educations in UK, North & South America

- Less than 50 % teach marketing

Two examples of CPD in marketing issues (USA & Estonia)

- Web based distance learning (USA)
- Huge interest and diversified courses (Estonia)

The logo of Karolinska Institutet is visible in the background, featuring a caduceus (a staff with two snakes entwined around it) and a rooster, with the text "KAROLINSKA INSTITUTET" and "CHIRURGISKA" partially visible.

Literature study (2)

- *Guidelines for the teaching of marketing in the training of librarians, documentalists and archivists.* Savard (1988)
- Non-MLS professionals in the (public) library. Greiner (1990)
- Focus on importance of marketing, marketing & communication skills, but nothing on how to obtain them, or who to employ

The logo of Karolinska Institutet is visible in the top left corner. It features a circular emblem with a caduceus (a staff with two snakes) on the left, a rooster in the center, and a chalice on the right. The text "KAROLINSKA INSTITUTET" is written around the bottom of the circle, and "CHIRURGISKA INSTITUTET" is written along the top arc.

Survey to LIS educations in Sweden

- Courses?
- Skills?
- Educational background?

4 (6)



Survey to Swedish University Libraries

- Who's responsible for marketing? What is his/her educational background? How is his/her need for CPD met?
- Who would you hire?

10 (11)



Educational background, special qualifications and personality questions

What do the library mean when talking about marketing?

- Marketing/communication theories
- Good interpersonal skills



Training needs for librarians

- LIS educations must acknowledge marketing as important!
- Different kinds of CPD, differently priced
- Read widely
- Networking
- National and international associations
- Courses and conferences



Conclusion

- Get out of the library environment!
- Acquire theoretical marketing knowledge
- "learning by doing"



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