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!
"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)
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)
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
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?
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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