

Developing A Collections Marketing Program at The University of Alabama

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ALA Annual 2018: Technical Services Managers in Academic Libraries Interest
Group, June 23, 2018

Value of Marketing

- Improve return on investment
- Raise awareness of new & existing collections
- Promote useful & interesting features and enhancements
- Opportunity to engage with liaisons and users

Why Technical Services?

- Expertise and broad knowledge of collections
- Direct involvement and collaboration with vendors
- Fits into overall goals for improving discovery and access to content
- Opportunity to replace legacy work
- Encourages collaboration with liaisons

What have we learned?

- Establish goals
- Renew & evaluate (periodically)
- Focus on target audience
- Be open to new designs & new ideas
- Work with publishers & vendors

What have we learned? (cont.)

- Host events on campus
- Market collections from technical services
- Collaborate with colleagues campus wide

Strategies for Success

- Utilize liaisons to market resources
- Accept feedback & focus on continuous improvement
- Hire the right people
- Support ongoing training

Strategies for Success (cont.)

- **Trust student employees to effectively market to their peers**
- **Promote diverse resources across disciplines**
- **Adhere to current trends in marketing**

Current Trends in Marketing



Simpler, cleaner

Digital Sign

CHOICE REVIEWS

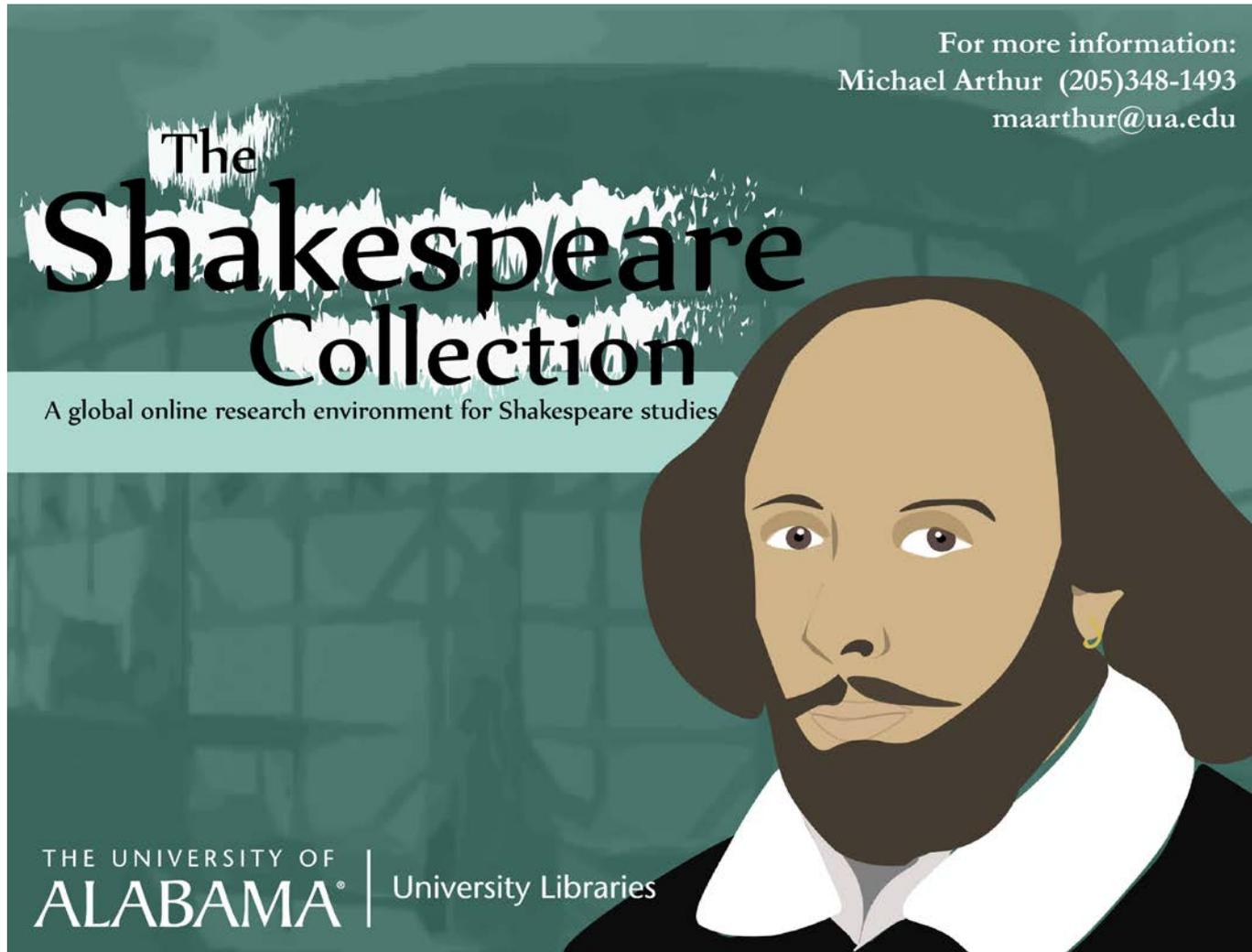
CURRENT REVIEWS FOR ACADEMIC LIBRARIES



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Marketing Flyer



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The
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Collection

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Carousel Slides



NAXOS
Musiclibrary **Jazz**

Jive with a wide range of classic to contemporary jazz.

Discussion

1. Does your institution have a program in place designed to market library collections? Where within the organization is the program managed?
2. Who determines which collections to promote?
3. Is responsibility for marketing collections given to the same unit that markets services and events?
4. Is there specific training given to those involved with marketing?

Discussion

1. Who evaluates the quality of the marketing program?
2. Do those staff or students involved with developing images and descriptions for marketing participate in routine training?
3. Is there collaboration with university marketing to ensure images and branding align with campus requirements?
4. Is collection marketing integrated in with other initiatives to improve discovery and usage?

Contact Information

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Further Reading

Catch my article, *Being Earnest with Collections: Building a Successful Marketing Program at The University of Alabama*, June 2017 issue of *Against the Grain*

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