# Contents

**Foreword**, by Judith Gibbons ......................... ix

**Acknowledgments** ................................. xi

**About the Website** ................................. xiii

**Introduction** ...................................... xv

**Chapter 1: How and Why People Become Accidental Marketers** ............... 1

- How Did We Get Here? ............................... 1
- Where Are We Now? ................................. 2
- How Accidental Marketers Are Born ............... 3
- Just How “Accidental” Are We? ................... 5
- The Need for More Marketing Education in Library Schools ...................... 9
- What to Expect From This Book ................... 11

**Chapter 2: Starting With the Basics of Communication** ....................... 13

- The Cycle of True Marketing ....................... 14
- The Missing Link Revealed ......................... 15
- Definitions and Differences ....................... 16
- The Four P’s ........................................ 17
- An Example of How Businesses Use Marketing .. 19
- What’s in a Name? Or in Any Word? ............... 21

**Chapter 3: Assessing Your Current Situation** ................................. 25

- Your Physical Spaces ............................... 27
- Your Online Environment ........................... 28
- Your Printed Materials .............................. 35
## Table of Contents

The Importance of Cost/Benefit Analysis .................. 135  
Examples of Results From ROI Studies Around  
the United States .................................................. 140  
The Cost of Value Studies ........................................ 143  

### Chapter 9: Understanding the Cycle of True Marketing ........ 145  
All of the Steps in the True Marketing Process ............ 145  
Follow These Vital Steps and You Will Find Success ...... 148  

### Chapter 10: Writing Your Formal Plans ................. 161  
The Proper Hierarchy of Plans ................................. 162  
All About Marketing Plans .................................... 163  
Five Steps to a Basic Marketing Plan ....................... 164  
The Marketing Plan as Part of the Cycle of  
True Marketing ..................................................... 168  
How a Communication Plan Can Help ..................... 170  
A Word About Technology Plans ............................ 172  
Sharing Plans Among Friends ................................. 173  

### Chapter 11: Basic Rules for Producing Good Promotional  
Materials ............................................................ 175  
Craft Your Message Carefully ................................. 175  
Design Rules for Creating Good Promotional  
Materials ............................................................. 178  
Tracking Workflow for Promotional Materials ............. 181  
Helpful Tips for Working With Print Shops ............... 184  
It All Reflects on Your Library ................................ 185  

### Chapter 12: Getting the Message Out .................. 187  
My Recommendations for Communication .................. 187  
Working With the Media ......................................... 190  
Spreading the Library’s Message Through  
Partnerships .......................................................... 203  
A Few Words About Word-of-Mouth Marketing .......... 207  
The Time Has Come for Mobile Marketing ................. 208
Chapter 13: Using Your Website for Public Relations and Outreach

What Do People Expect From Websites? .......................... 212
Make Sure Search Engines Can Find Your Site ................. 215
Learning How People Search and See ............................ 218
You Need the “Full Monty” Website ............................... 220

Chapter 14: Finally, the Fun Stuff ......................... 223

Fun Events and Success Stories ............................... 224
“Wow Factor” Ideas You Can Try on Your Own ................ 228
Promotion That Doesn't Feel Like Promotion .................. 237
Snappy Comebacks for That Awful Question,
   “Now That We Have the Internet, Why Do We Still Need Libraries?” .................. 241
The Final Lesson .................................................. 247

Appendix A: Improving Our Media Relations via Strategic Communications Planning, by Marsha A. Iverson ............................. 249

Appendix B: Designing Promo Materials That Are Legible, by Pat Wagner ............................. 261

Appendix C: Promotion Is Not the Same as Marketing, by Christie Koontz ............................. 271

About the Author .................................................. 281

Index ............................................................... 283