



Things to consider when building marketing and advocacy programming

Marketing

- The total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling
- In the library environment the product being marketed is library services and the consumer is the library user

Advocacy

1. The act of pleading for, supporting, or recommending
2. In the library environment we advocate for our community, organizations, and ourselves as library professionals

Marketing and Advocacy Checklist for Program Planning

1. Does your program address marketing and/or advocacy in an integrated manner?
2. Do your speakers have authority on the subject?
3. Does your program speak to library advocacy?
4. Does your program include a marketing component when appropriate?
5. Does your program include content on how to demonstrate value?

Resources:

ALA Public Awareness Campaign: Libraries Transform

<http://ilovelibraries.org/librariestransform/toolkit>

TLA Public Relations and Marketing Committee Awareness Campaign: Libraries Transform Texas

<https://txla.org/tools-resources/libraries-transform-texas/pr-campaign/because/>

ALA - Advocacy and Public Policy

<http://www.ala.org/advocacy/advocacy-public-policy>

TLA - Advocacy Tools - Ramp up your library advocacy

<https://txla.org/advocacy/resources/advocacy-tools/>

TLA - Community Engagement Tool

<https://www.tsl.texas.gov/sites/default/files/public/tslac/ld/2016%20TLA%20LDN%20Community%20Engagement%20Handout%20INTERACTIVE%20DRAFT%2004-04a.pdf>