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preface

I WAS A USER EXPERIENCE LIBRARIAN WHO WAS GIVEN A NEW CHARGE TO manage my public library's marketing needs. My reaction to this was to balk. I am a librarian, not a marketer. The only directive given to me was to formalize the library's publicity workflows. At the time, I did not understand the overwhelming size of this task. It was hidden by its scattered nature, with each department doing their own thing when it came to marketing. Then the day came when I took on my new responsibilities, and I wished I knew where to start. The anxiety of that day has inspired this book.

When I checked the marketing landscape, I could not find anything on how to set up my processes or what to consider. Instead, there were only tips on writing marketing plans. When staring at the blank calendar ahead of me, those tips were meaningless. I managed to pick myself up, learned about our existing marketing workflows, and then worked to create more efficient ways to do things. As a culmination of my process, I created the succinct and specific guides in chapters 2–10 of this book. If you're new to the job, like I was, this book will get you through some anxious moments and help you make sense of your role. More experienced library marketers will find guides to help you complete more tasks.

I draw from lessons I have learned as a publicity manager in a public library. Each guide in this book is a faithful explanation of what I have done to make my own work easier. While I draw from personal experience, my goal is for these guides to help you manage any aspect of marketing work in a library, archive, or other cultural organization. Since few marketers in libraries are devoted solely to one job, this book allows you to implement only the strategies that meet your current needs.

Technology changes frequently. Therefore, I do not give explicit instructions for what to do with any software or on any website. Instead, I present the overall

picture, explaining the concept to you, and suggesting the functionality to look for in order to complete the task.

The director of marketing at the publisher Houghton Mifflin Harcourt, Carla Gray, uses a ship metaphor to describe her role in the workplace: “I’ve always thought of the marketing role as the cruise director; involved in the whole book’s life, and responsible for coordinating with all departments to ensure smooth sailing.”¹

In that spirit, I hope this book will help you become the cruise director of your organization’s marketing efforts.

NOTE

1. Kimberly Burns, Whitney Peeling, and Michael Taeckens, “Ask the Publicists: What’s the Difference between Marketing and Publicity?” 2017, <https://lithub.com/ask-the-publicists-whats-the-difference-between-marketing-and-publicity>.

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