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## Collaborative Marketing for Electronic Resources

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# Collaborative Marketing for Electronic Resources

Marie R. Kennedy

William H. Hannon Library, Loyola Marymount University



<http://benchmarking.wetpaint.com>

This poster proposes a model for a national distributed project to develop marketing plans for electronic resources while collaboratively building benchmarks for the marketing of electronic resources in college and university settings.

By participating in this collaborative working group you can expect to:

1. Learn how to employ a typical marketing plan at your library.
2. Complete one marketing campaign from start to finish.
3. Contribute to a national project that will determine if collaborative benchmarking for marketing electronic resources is feasible.



The project is capped at 100 participants. Sign up at this poster session or email [Marie.Kennedy@lmu.edu](mailto:Marie.Kennedy@lmu.edu)

**Project begins October 3, 2011**

## REQUIREMENTS

- Be a librarian in a college or university setting
- Have permission to market electronic resources
- Have access to usage statistics for electronic resources
- Be willing to share what you learn in this project

## TIMELINE

- 3 months (Oct-Dec 2011) – Preparation: steps 1-10 of the marketing cycle
- 1 month (Jan 2012) – Marketing campaign
- 1 month (Feb 2012) – Assessment and evaluation: steps 11-12 of the marketing cycle