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Marketing Plan for Electronic Resources (template)

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Kennedy, Marie R., and Cheryl LaGuardia. 2017. *Marketing Your Library's Electronic Resources: A How-To-Do-It Manual*, 2nd edition. Chicago: American Library Association.

This template may be used with the marketing plan report outline in Chapter 4 of
Marketing Your Library's Electronic Resources, 2nd edition.

Marketing Plan for Electronic Resources

<<Your Library Name>>

<<Date>>

Presented by: <<Your Name>>

<<Contact Information>>

EXECUTIVE SUMMARY

<<What's the Problem?>>

<<What's Your Solution?>>

<<Why Now?>>

CURRENT MARKET

<<Describe your library's patrons, any information concerns they may have, and general characteristics of the use of your library>>

<<Which resource(s) do you plan to market? How does it fit in with the rest of your library's collection?>>

TARGET MARKET

<<For which of the possible library patron segments will this marketing plan focus?>>

<<Why is this group important to target at this time?>>

GOALS

<<What do you hope to accomplish by marketing the selected electronic resource(s) to this group?>>

1. <<specific aim #1>>
2. <<specific aim #2>>
3. <<specific aim #3>>

STRATEGIES

<<Which techniques will you use to market the selected electronic resource?>>

PROPOSED MEASUREMENTS

<<How are you going to measure the effectiveness of your selected strategies?>>

TIMELINE

<<When will your marketing plan begin, what are all the steps (short term and longer term steps) you'll take along the way, and when do you plan to complete it?>>

STAFF

<<Who are the must-have people to make your plan a success? Have you identified any external partners that you may need to consider in the execution of your marketing plan?>>

BUDGET

<<How much money will you need to make your plan a success? If there are any deliverables that have an exact cost associated with them (the cost of a set of posters, for example), include those here.>>

<<If your plan does not require money but depends on staff time, describe how much time per person, and a time budget for each activity that person will take.>>

SUMMARY

<<Why have you selected the electronic resource and targeted your specified library user group at this point in time?>>