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MARKETING *Treasures*

Ideas and Insights into Promoting Library & Information Services

Volume 9, Number 6
July/August 1996

Intranets Offer Unique Marketing Opportunities

Marketing in electronic media is just like marketing in print—only faster. The same considerations apply: good positioning, relevant message content, timeliness, ease-of-use, are paramount. But electronic media marketing also gives you a chance to jump ahead of your competition and bring your marketing effort into the 21st century.

If your company is one of the 35% using an intranet, you have a new opportunity to market your services internally. Intranets give you a marketing advantage. You can post timely, inviting, and useful information that goes to every computer terminal in the company - locally, nationally, and worldwide. Larry Quinlan, Manager of Practitioner Support for Deloitte & Touche in Atlanta, says, "The truth is that the Intranet is just another way to share information. It's the quality of the information that you share that will determine how successful the application is." As you start marketing on the Intranet, you might simply transfer your paper products to it, in effect just changing the medium. With experience, however, you'll see opportunities to create products that are unique to a network. That's your goal. How do you make use of this new power?

Web Page

A Web page is a good place to begin. This is an advertising medium still in development, all around the world. Look at a variety of Web

sites and see what you find that works well. Adapt the good ideas and avoid the traps, such as too much text, slow-loading graphics, illegible type, and a static appearance.

What belongs on your Web page? Outline your services. Feature new information products with banners or animation, so upgrades in your library are immediately announced. Provide the gateway to CD-ROM databases and Internet search engines.

Offer one-stop shopping at your Web site. Create a link to a standard information request form you have designed, which is emailed directly to you when users fill it out. This gives you the advantage of receiving written information requests, and gives your clients the benefit of accessing the library from any computer terminal on the net. Follow up on emailed information requests with a phoned reference interview or a standard email response to let your client know you have the request. The personal response should reflect the speed of the electronic media.

Your own Web page isn't the only opportunity for marketing. "Buy" space on highly used Web sites belonging to other departments and let them "rent" space on yours. A banner on the human resources department's Web site can announce a new database; a graphic on your site can remind employees of health insurance open season.

"The truth is that the Intranet is just another way to share information. It's the quality of the information that you share that will determine how successful the application is."

Larry Quinlan
Deloitte & Touche

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Pearls of Wisdom

So after you have played with the Internet for a while, you might do what your third grade teacher taught you: Ask the librarian. They aren't just working in book-lined warrens these days. They are the astronauts of the Internet." This gem from John Yemma, in the **Boston Globe**, can tie into the marketing of high-tech library services. We've moved beyond "information specialist" and "information broker" into cyberspace. Celebrate your use of online resources with marketing that uses space-age words and adventurous symbols.

Are you launching a Web site? This is the time to tell clients about your astronaut status. Web sites have won prizes for features that add value to the basic site information. Take a look at this issue's Promotional Gems for some prize-winning sites, and ask yourself if there are any especially useful links you could add to your own site to help surfers navigate the Web more easily.

Is there a trade show in your future? Or are you planning a change in your library's layout? Take a look at EnviroSell's articles on trade show booths and retail sites. EnviroSell does marketing research by studying space utilization and retail layout. It's on the Web at <http://www.envirosell.com>. You can find other articles by EnviroSell in American Demographics.

Banned Book Week is coming Sept. 28 - October 5. Emphasize your commitment to free discussion of issues and free access to information. It's an election year—time to remind people that libraries don't cover just one side of an issue.

Write a good slogan to spark interest in your library's services. Can't come up with the right words? Here are some ideas to get the creative juices flowing.

(1) Put a new twist on an old phrase. One of the best examples is a recent tourism ad for Canada: "America borders on the magnificent." Taco Bell uses "Run for the border." The Teenage Mutant Ninja Turtles are "Heroes in a half-shell."

(2) Reword an old pop tune, like Western Union did: "Everybody needs some money sometime."

(3) Highlight what you do best: "We love to fly and it shows" (Delta Airlines).

(4) Emphasize your personal service: "We measure success one investor at a time" (Dean, Witter).

"So after you have played with the Internet for a while, you might do what your third grade teacher taught you: Ask the librarian. They aren't just working in book-lined warrens these days. They are the astronauts of the Internet."

John Yemma
Boston Globe



(5) Remind your clients to use your service, like McDonald's "You deserve a break today."

(6) Pose a question, with your service as the answer: "Who you gonna call? Ghostbusters!" **(7) Humor is a good hook:** "Bet you can't eat just one Lay's potato chip."

(8) Use the language of poetry; "Nothing says lovin' like something from the oven," as Pillsbury said best, in rhyme.

(9) Work with language. "Tiny little tea leaves in Tetley tea" features alliteration of T's and L's.

Remember, short, memorable slogans can heighten your visibility and memorability in the eyes and minds of your customers

If you have audio cassettes, are you promoting them to commuters? That's a natural audience - people with little time to read but long downtime while driving or riding. Books, journals, conference proceedings, and speeches on tape are made to order for these folks. It's no accident that many books on management, marketing, human resources, and entrepreneurship are available on tape. Let your clients know about your tape collection, and offer tapes to your busy commuters.

The hottest promotion giveaway item this fall is the "stressball." You probably have one on your desk right now—a balloon filled with sand that you squeeze to relieve tension. Now unique shapes, such as globes, computer monitors, apples, and hearts are available to fit your promotion theme. Consider them for your next survey response incentive or open house. ■

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Annual subscription rate (6 issues) \$54 U.S., \$59 Canada, \$66 Overseas. A subscription includes 3 printed sheets of original library clip art per year. This clip art is also available on 3.5" PC & Mac computer disks as a separate subscription. Newsletter subscriber rate \$24 U.S., clip art on disk only rate \$36. Prepayment required in U.S. dollars to Chris Olson & Associates. MasterCard & Visa accepted.

Back issues and samples are available. Contact our office for latest prices. Additional binders available at \$5.00 each. Promotional copies available for conferences & meetings. Call for details.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue rate.

Clip art used in this issue: Front cover: this issue's gold medal clip art graphic. Page 2, Image Clube NeoRetro, page 3 Image Club Hoopla Cuts.

Intranets... *continued from page 1*

Bulletin Boards and Newsgroups

Intranets revolutionize interaction. You can host a thread on a bulletin board on information resources. Monitor discussions and look for opportunities to promote specific library products and services. Keep your finger on the company's pulse by asking people what they need and what they want. Short and carefully timed electronic surveys about individual information issues and needs can help you improve your service. And don't forget to post a note and put up a banner to announce those enhancements when you make them.

Email

First, don't be anonymous. Devise a good standard signature for use by the entire library staff—a few lines that lets everyone know that this note is from the library. Include your email address, phone and fax numbers so it's easy to reply to you.

Your subject line is crucial. People often scan email subject lines and don't read the messages with generic subjects. Write an attention-grabbing subject line that is both precise and intriguing. Consider it to a promotion line.

Always send follow-up notes when you have completed a project. Ask, "Do you have any other questions?". "Do you want us to establish a tracking service on this topic?", "Would you like an in-depth analysis of this issue?"

Use targeted internal mailing lists. People in R & D might not be interested in the catalog on training tapes, while the human resources staff doesn't need to know about every new scientific database you can access. Fit the message to the client. People are more likely to pay attention to email if they know that you only write when there's something important to announce.

Be the welcome wagon. Have an electronic welcome kit that goes out to every new email user. Outline your services, give your Web site address, and highlight special resources you have for new employees (such as housing, tax, school, or civic information). If it's feasible, follow up with a personal visit or phone call.

Newsletters

Email is a good way to disseminate your newsletter, too. First, ask yourself if you need a newsletter. Can you accomplish the same

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Inside Treasure

And the Winner Is...



The SLA Swap and Shop, held at the annual conference and organized by Gloria Dinnerman and her staff, enjoyed a large turnout of attendees who voted on the entries. LEXIS/NEXIS recognized the winners with awards for first and second place.

First prize for small library newsletters was awarded to the "Brooklyn Union Reader." The newsletter is in a graduated 3-column design, which carries the reader's eye across the page and into the body of the newsletter. Short, informative entries lead the reader to the library's holdings and highlight the Web page.

Second place went to the "Penton Research Services News." Bright blue headlines stand out from the white paper and bold print highlights important points and names. The clean 2-column design is interrupted on the back page by the welcome surprise of a cartoon. Graphics and humor help break up long lines of print.

The University of Maine Fogler Library won first place for newsletters for medium-to-large libraries. The attractive gray-blue paper, dark blue titles, and clear black font make this newsletter easy to read, while variations in column widths draw the reader to the different articles.

Second place was awarded to the Linda Hall Library newsletter, the "Hedgehog." This 10-to-12 page newsletter has a readable 3-column format and a variety of graphics.

"Be the welcome wagon. Have an electronic welcome kit that goes out to every new email user."

In the small library brochures category, the winning design came from Mentor Graphics. Subtle colors catch the eye, and short, easy-to-read panels answer the questions "Who can use the MG library?", "What does the Library Provide?" and "Why use the MG Library?".

The Toronto Sun Library captured second place with an action photo on the brochure cover and more pictures inside. Photos were selected to appeal to a variety of clients and to accentuate the library's photograph retrieval services. Short, to-the-point text outlines the pricing and scope of all Sun Library services.

The American Trucking Association won first place in the large library brochure category,

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Winners... *continued from page 3*

with graphics in vivid purple and teal, accented with red. Graduated colors, quick sketches, and precision line drawings distinguish the brochures from one another, while the shared color scheme holds them together.

The Atlanta Information Center brought in second-place honors for Arthur Andersen with an engaging abstract graphic of a PC, to emphasize their electronic information resources. The center's brochure echoes that theme with photographs of PCs on the cover.

Consultant Larry Marks won first place in the Consultants category for his brochure, which takes its theme from the information superhighway metaphor. A cartoon character drives around the highway, picking up answers to questions like "How much is a ton of turquoise worth?" and drives off with a stack of answers. Yellow highlights pick out the headlines. The brochure is informative but uncluttered.

Knowledge Based Info Consultants, Inc. captured a first place for its newsletter "The Query and the Quest." An unusual tapestry design heads the page, and the clean, 2-column design is balanced and attractive.

Sprint's library won first place for its video, reminding us all that we are not limited to the written word to reach our customers. Sound and action get the message across quickly viewers.

The American Trucking Association picked up a second-place award for its truck-shaped notepads, outlined in the same colors as the brochures and echoing the truck sketches on their other materials.

The first prize for home pages went to Carr Research Group, <http://www.carr-research.com>, a Chris Olson & Associates design. The page features a clean design, short, informative text, and well-selected links.

The Bristol-Myers Squibb Cybrary picked up second place for its home page at <http://wwwlv.bms.com/~library/>. It features virtual books that link to reference services, and to other sources of interest to their users.

AALL

The Law Library Public Relations display, organized by Hazel Johnson, covered two award categories: print and non-print. The print

category was won by the Cadwalader Wickersham & Taft library for its "Check it Out" library manual and the 1996 CW&T Calendar of Events.

The non-print category recognized two Web sites. Georgetown University Law Library's site features links not only to its own services but to other libraries and a variety of associations and services for librarians, including AALL's home page. The library photograph in the Web site draws the viewer into the atmosphere of an actual physical library. Take a look at this site at <http://www.ll.georgetown.edu>.

Indiana University School of Law Library at Bloomington received an award for its Web site, featuring three main links: the library, computer help, and Web information. The computer help screen is especially useful for cybersurfers who aren't quite steady on their feet. The URL is: www.law.indiana.edu/lawlib/.



Remember: All materials submitted in swap & shop and award sessions are covered by copyright laws.

While you are encouraged to use these materials to spark your imagination, you may not copy or borrow heavily from any materials.

If the materials you produce have a substantial similarity to others, you are violating the copyright law.

Intranets... *continued from page 3*

objectives through Web site banners, targeted email, and hosted threads on bulletin boards?

You may need to target the newsletter to your non-customers. They won't be coming to your Web site for information and may be unaware of what you can do for them. This is the place for new resource announcements, sample products, testimonials, and promotions.

Consistency

Repetition is reputation. All your electronic (and print) communications should be quickly identifiable as library-generated. Choose a logo and put it on every message, Web site and product. Support your logo with a set of colors to strengthen your visual image.

The Intranet is a new element in the marketing mix. Combine the faithful marketing maxims with the newest marketing medium to target and reach your customers. With its flexibility, instant updates and wide-reach, the Intranet can be the fastest route to your target markets. ■

Worth Its Weight in Gold

Editor's Note: Marketing Treasures originally came with sheets of library clip art and this column provided ideas on how to use the graphics. The clip art images from Marketing Treasures are now available from www.LibraryClipArt.com.

This issue of **Marketing Treasures** includes your new clip art sheet. The sheet presents original artwork in camera-ready form. These images are also available as EPS graphic files on 3.5" PC and Macintosh computer disks.

In honor of the Olympics and athletes everywhere, we're presenting powerful images of information champions. Show off your abilities with these energetic images.

Hurdles. You leap the hurdles of facts, statistics, and competitive intelligence. This graphic would look great as a business library poster, or on memos to introduce new information resources. A good image for staff nametags as well, to let your customers know that your energetic staff jumps to offer excellent service.

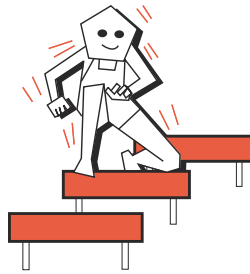
Gold Medal. Highlight the value of your online resources. When database vendors enhance their products, let your clients know that you're ahead of the competition in accessing the goldmine of online information. If you have developed an in-house database, use this graphic to show that it's a winner. When you give out awards to your research staff, this graphic will look great on the certificates.

Vault. Information grows astronomically—and you are still able to leap over the data and reach the vital information. For a quick reference service, this graphic says you'll clear any obstacles to find the answers fast. A great design for t-shirts, too.

Gymnastics. It takes agility to maintain your balance in the information universe. Promote both your print and electronic resources, and your talented staff, with our gymnast graphic.

Vendor. You're marketing the hottest news. Let your customers know that your library has the up-to-the-minute facts they need. No warmed-over clippings here. A good graphic to promote online news services.

Icons. We've created 12 different information icons in a loose, freehand style for illustrating your materials. Here are the first 6 graphics. The remaining 6 will be included in the November/December issue of **Marketing Treasures** clip art. If you like the loose style and need something specific illustrated, let us know. ■



We've given you a graphic with blank hurdle bars so you can use your own labels.

Sparkling Reviews

How to Get Big Results from a Small Advertising Budget. Cynthia S. Smith. New York: Citadel Press, 1995. 0-8065-1692-5. \$8.95.

What's the nitty-gritty on getting the most from advertising or direct mail as an advertising medium? This book is where you'll find the answers to those questions and many more. Cynthia Smith surveys a variety of advertising media and explains the best uses for each one in this handy guide.

The first step in advertising is, of course, knowing who your customers are and what they need. Knowledge you can get only by talking with your current and prospective customers. Smith's approach to market research is simple: Go out and talk to people. Start with the boss and move on to customers at all levels of your target market.

Once you've done the research, you'll need to know how to spend your advertising budget most effectively. Smith describes the pros and cons of many different media, to help you determine which is the best choice to carry your message.

One of the best chapters is "Purchasing Techniques". For those who are new to buying advertising, there's a glossary of ad terms that enables you to understand the language around the creative effort. There are also discussions here of purchasing ad printing and photography for ads, and on dealing with artists. The advice on bargaining and on avoiding waste is useful for any advertising novice.

In addition to covering "traditional" advertising media such as radio spots, direct mail, and newsletters, this book introduces more intensive efforts such as sales meetings, catalogs and trade shows. There are also concise guidelines for writing advertising copy and press releases.

The chapters are short and well-organized with plenty of bold subheadings. Although written for retail marketing, the book contains plenty of good ideas and straightforward instructions that information providers can apply.

Smith covers a lot of territory in a short space. You won't become an expert on marketing by reading this book, but it's a good introduction for those who have just assumed the marketing management role of their library, fee-based service, or their own entrepreneur venture. ■

Treasure Tips

Business Card Design

By Anne Aiken
Graphic Designer and Illustrator

The key to great business card design is making it appropriate to the subject matter it presents, be it a company or an individual. The very best and usually the most creative designs convey the nature of the business at first glance. The logo immediately identifies the business itself. Business card design, like any other design format, is largely a subjective process. But when the subject matter is not easy to render with a creative design, then follow the rules of simplicity, boldness, and organization in the design of your card.

A good corporate business design communicates a sense of self-assured restraint. That's usually accomplished with well-organized and -aligned elements, plenty of white space, and the use of geometric shapes within the logo and/or on the card. Many well-designed business cards can stand the test of time. When I was starting out in my design career, someone told me that a well-designed business card was one that had enough white space in which to lay down a quarter without it touching any printed matter on the card. That is still a good test today, and even though the "quarter rule" doesn't work on all the good cards, it says a lot about the effective use of white space.

The impression of spaciousness can be tough to achieve when dealing with the plethora of informational elements we now routinely include on cards: fax numbers, email addresses, Web sites, etc. When the card becomes too busy, the elements are a roadblock to communication. The stronger cards generally have fewer visual pieces. If you find you have a lot of elements to include, put them together as a group or unit so they visually translate as one image.

Trends come and go in business card design, just as in any other design format. Certain popular typefaces become so mentally linked with the period in which they were favored, that they are considered passé for a long time afterward. For example, the typeface Eras looks a bit dated because it was so widely used in the late 1970s and early 1980s.

Generally, the most time-resistant fonts are the ones that don't jump out at you from the page. Their look is understated and always ap-

propriate. Some good examples are Palatino, Bodoni, and Univers. These classic faces also offer several different weights to work with, from light to extra bold. (Remember to use bold sparingly to emphasize only the most important elements.)

Today's trendy fonts are the ones generated since the computer revolution, such as Lithos and the smudgy Typewriter fonts. People also favor the use of condensed faces where the width of the typeface is slender and narrow.

Trends are apparent in typeface treatments as well. Faces are now set with wider space between lines (leading) and with wider spaces between the letters themselves (open spacing). Open spacing is one of the most obvious differences between cards designed today versus 10 or 15 years ago, when tight spacing was the rage. Now we've reverted to the wider spacing that was the norm 50 years ago and, in trendier cases, gone wider than ever before. Wide spacing works well with those condensed typefaces often chosen today.

Other treatment choices abound. Small type (below 9-pt.) tends to look smarter and leave more room for white space, but legibility can suffer. Digital technology has promoted heavy usage of overlapping type, odd mixtures of weights and sizes, and unusual treatments such as type stacked directly on top of type. While many of these treatments do indeed look new, they can also frustrate the reader. Contrast treatments should be limited to one. Remember that you are conveying information, not artistry.

Boxed-in type, which used to be considered somewhat crude, is now heavily used because of the mechanics of computer-generated art. Positive/negative treatments and skewed elements are also more common. Hand-drawn letters are more the rage today, since everyone now has access to machine-generated type.

Every now and then I run into an oddly shaped business card, and first I question, "Is this really a business card?" While they may be eye-catching, they may also be ineffective if they're difficult to deal with—to place in a wallet or Rolodex, for example—and therefore become a nuisance. Design your card so that it is easy for someone to keep and refer back to.

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"A good corporate business design should strive to communicate a self-assured sense of restraint."

Eras ty, 



Palatino typeface



Bodoni typeface



Univers
typeface



Business Cards... *continued from page 6*

Several paper companies, including Paper Direct (mail order) and Avery, offer pre-cut business card paper with pre-printed, color background designs. You can choose your own font and print your own information on them using your computer printer or copier. You can select plain white, off-white, or other solid color backgrounds, or one of a variety of professional-looking designs. Most of the card designs coordinate with similar letterhead, brochure stock, and labels so that you can put together a relatively inexpensive "paper wardrobe."

The rule today seems to be that there are no rules. Obviously this can lead to some badly designed and hard-to-read cards. Creativity is good, but within the framework of good design principles. Simple, informative, and legible cards are the ones that people will read—and use. ■

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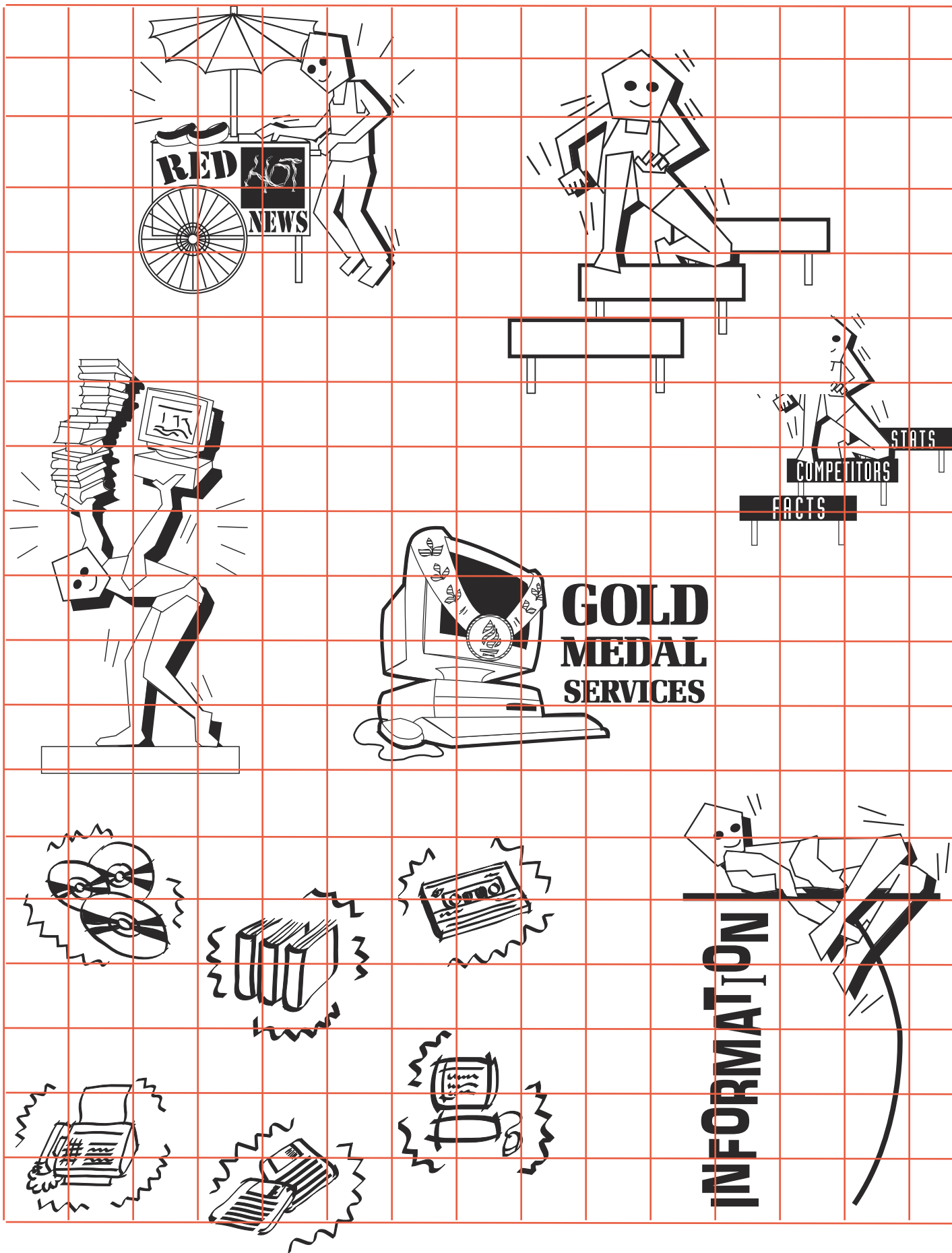
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**GOLD
MEDAL
SERVICES**

INFORMATION