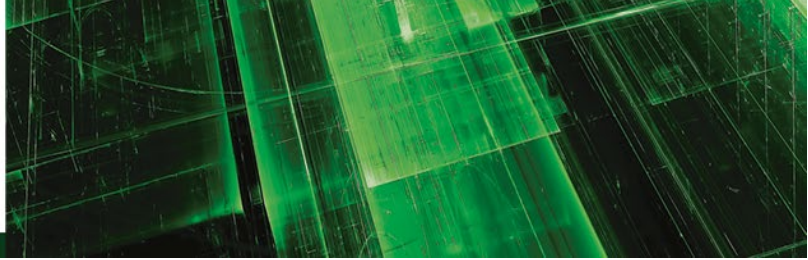


SEVENTH EDITION

Reference and Information Services

AN INTRODUCTION

Melissa A. Wong and Laura Saunders, Editors



Chapter 8: Marketing and Promotion of Reference Services

Amanda L. Goodman

Review Questions

1. What timeframe is considered adequate for marketing requests? What does this time allow the marketer to accomplish?
2. Reference department budgets may have little to no money to market their resources and services. What are some creative ways to stretch your marketing budget? What are some ways to market your library with no money?
3. Consider the different ways to measure the impact of marketing efforts: tracking campaigns, engagement, and analysis. Which one requires the least amount of time, effort, and resources? Which one requires the most?

Strengthen Your Understanding

To strengthen your understanding of this chapter, be sure to complete the activities and answer the questions for reflection and discussion in Box 8.2 Evaluate a Marketing Plan on page 192.