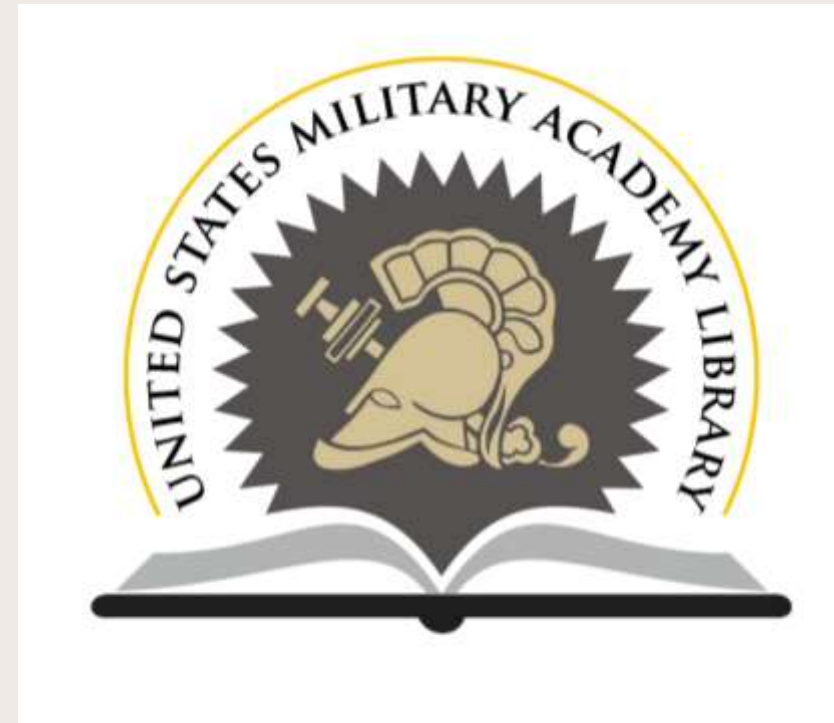




Marketing Interlibrary Loan Services



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Disclaimer: The views expressed in this presentation are those of the author and do not reflect the official position or policy of the United States Military Academy, Department of Defense, Department of the Army, or the U.S. Government

Agenda

- The Why
- The Who
- The When
- The How
- The Where

NEXT →



Why market Interlibrary Loan

**We must market what can not
been seen**



NEXT



LOOK AT OUR COMPETITORS...



Google --> Primacy of the Search Engine

Amazon --> One-click ordering, personalized recommendations

Reddit --> Folksonomy and community

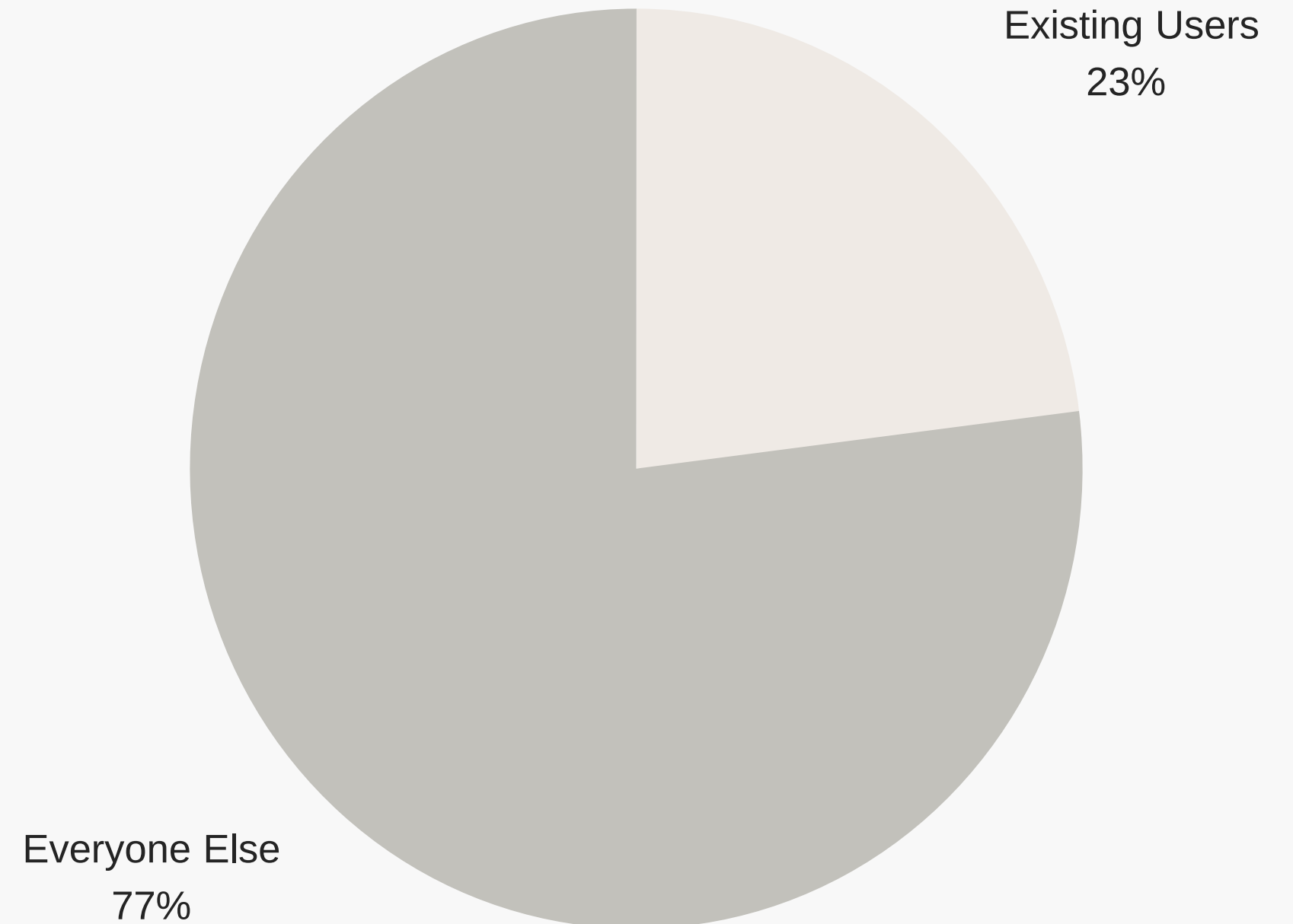


NEXT →



Who
should
we
target?

**Not our
Frequent Fliers!**



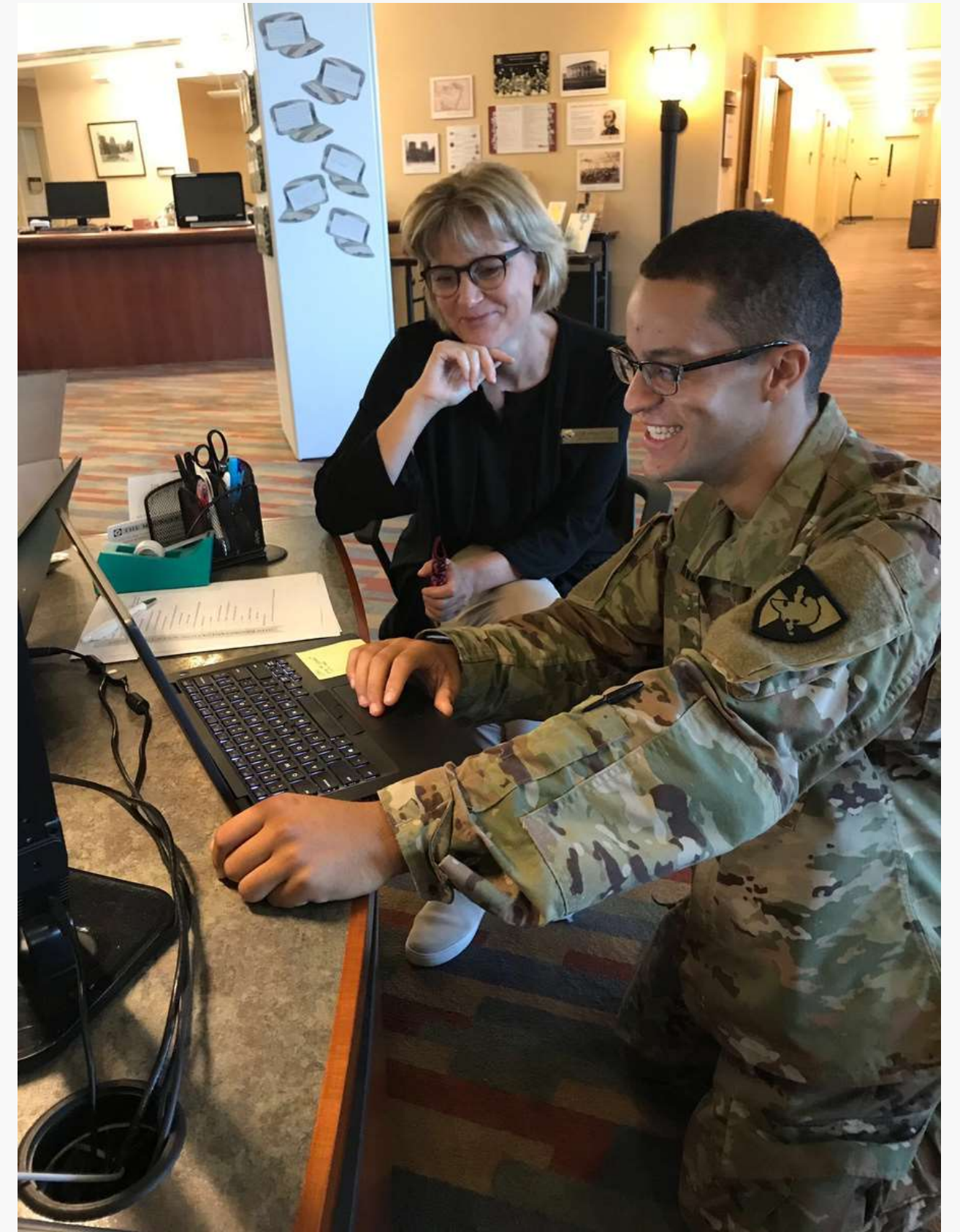
When to market



Point of need



Time of need



NEXT



FREE



EASY

How to market

**Focus on the benefits, not the
minutia**

How to market

Remain platform agnostic



Texas A&M University Libraries

Get It For Me

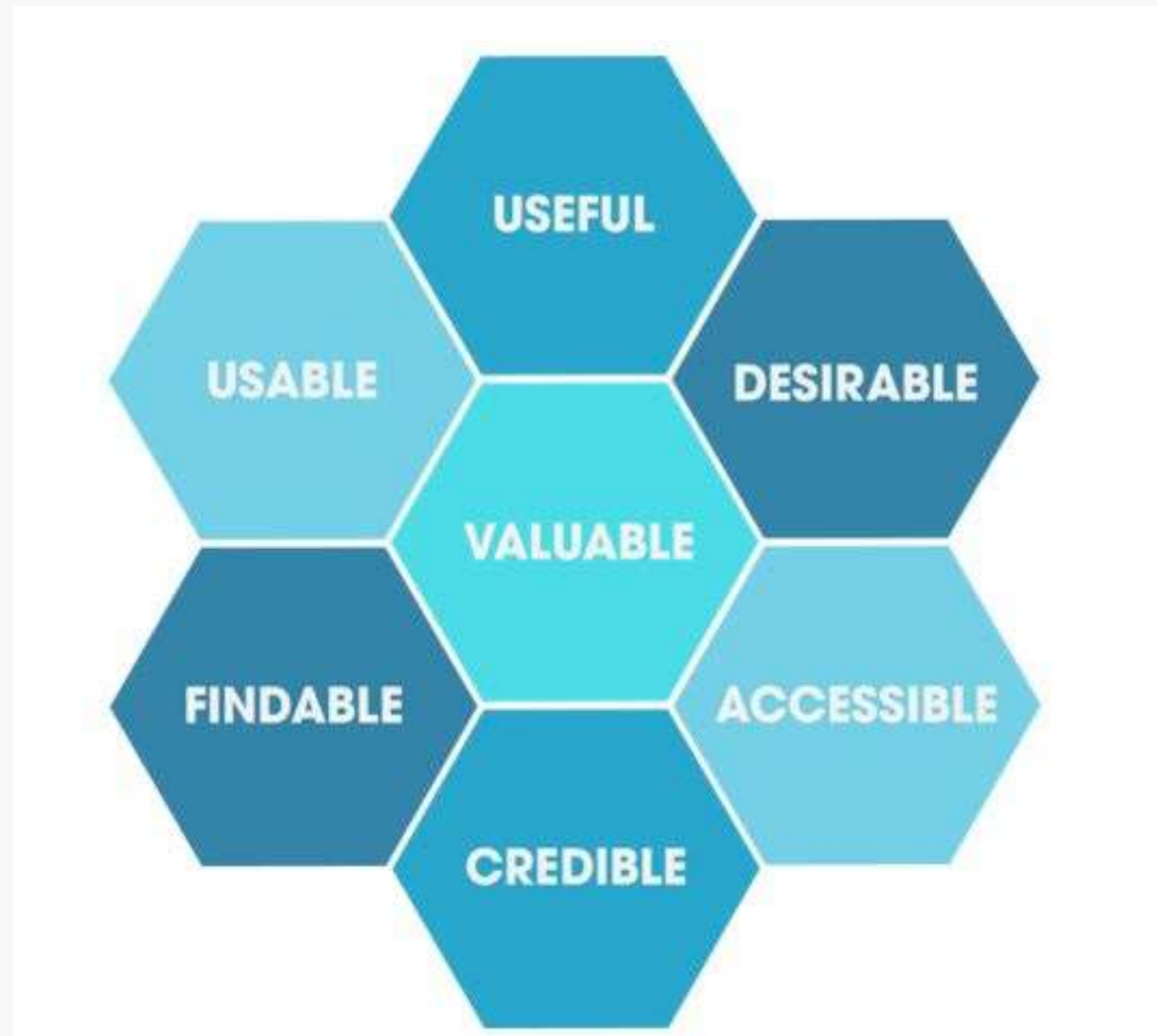
Request books, articles, theses, dissertations, and other materials for free from the Texas A&M University Libraries or other libraries in the world.

NEXT

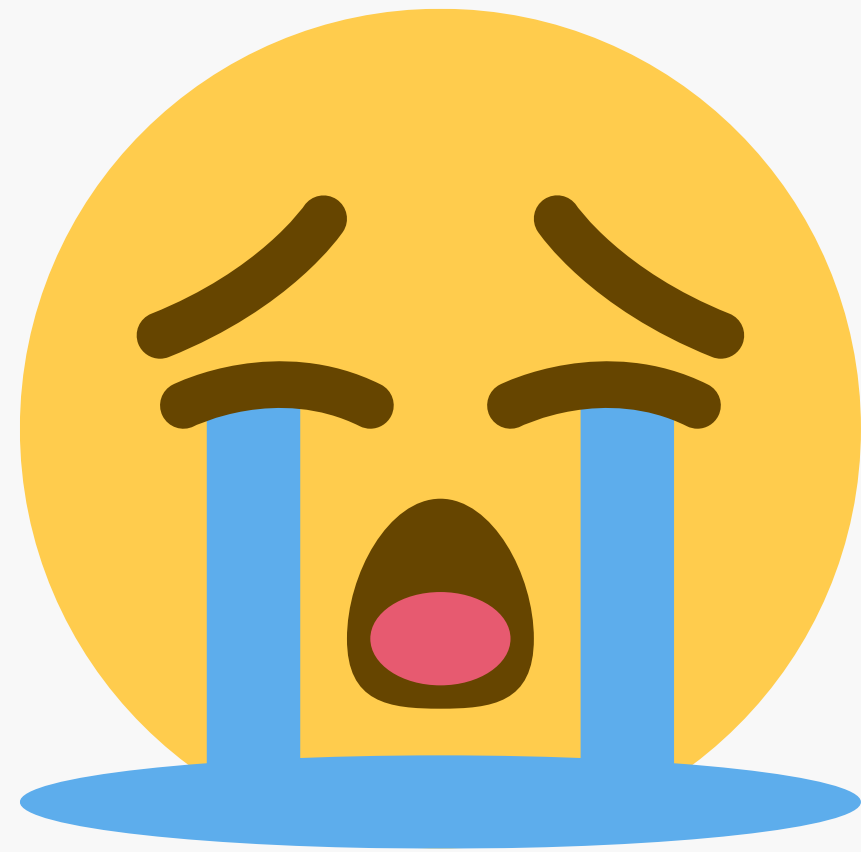


How to market

Use the UX Mindset



Peter Morville; Andrew Lehti, CC0, via Wikimedia Commons



How to market

Remove any pain points

FAQs

Contact information

Tutorials

INTERLIBRARY LOAN (ILL)

A free service



SEARCH

WorldCat Discovery (nearly all our resources)
Databases A-Z (articles)
E-Journal Finder (journal titles, then articles)
Haggerty Help Guides (book, journal, and DVD suggestions and highlights by department and course)



REQUEST

WorldCat: watch for the **Request Item** or **Place Hold** buttons
Databases: copy and paste titles directly into WorldCat from 360 Link, when necessary



RECEIVE

Articles will come to you as PDFs
You will receive an email when books and DVDs arrive - pick up items on the 2nd floor.



RETURN &
RENEW

Please return books and DVDs on time. To renew please contact mmu-edoc@mimary.edu three days ahead. Damaged or late items may incur a fine.

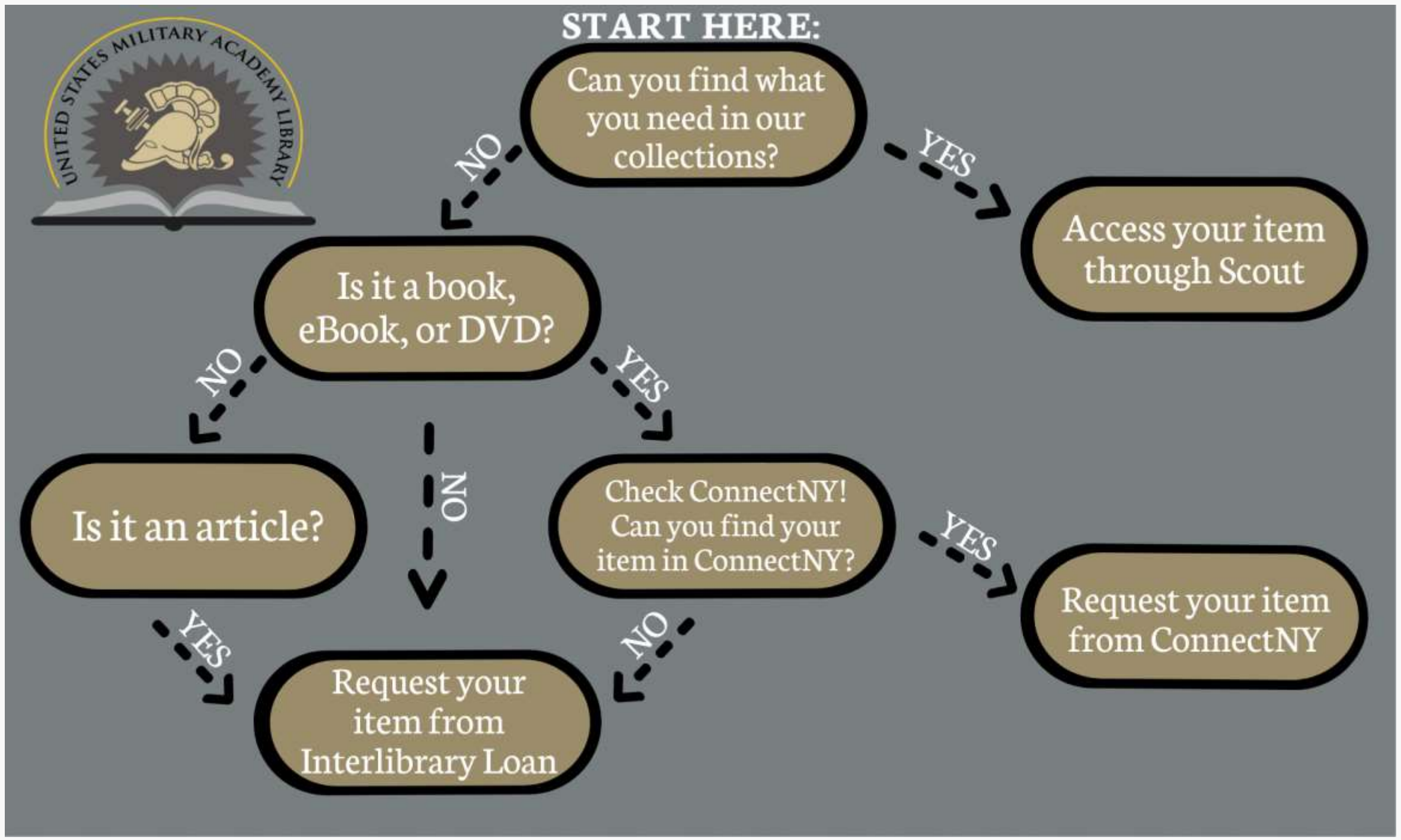
Haggerty Library | MMU

How to market

Use infographics

NEXT





Created by Corey Flatt, USMA Library

How to market

Use flow charts

Who does the marketing?

YOU DO!

Everyone in the entire organization plays a role in marketing



NEXT



Where to market

Highlight the service anywhere your patrons are...

Every Reference Interview

Every Information Literacy Instruction

Every Library Tour

Every New Faculty Orientation

Every Library Program

Every Book Club

Ways to spread the word



Patron Newsletters

Bookmarks/Quartersheets

Email blasts

Social Media

QR Codes

Digital Signage

Displays



RESOURCES

Canva

Adobe Spark

Vista Create

Piktochart

Screencast-O-Matic

Animoto



LIBRARY SPECIFIC

Ad/Lib:

<http://adlib.info/>

Librarian Design Share:

<https://librariandesignshare.org/>

NEXT



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Thank you!

