



Greetings

Letter from the Editor

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Greetings!

I'm pleased to present the fourth issue of *Marketing Libraries Journal (MLJ)*, the first, open access scholarly journal devoted to the marketing of libraries. This issue features 2 research studies; one article examines how librarians collaborated with students in a PR class in order to help generate marketing strategies that promote library services. The other study discusses how marketing failures help inform librarians' future marketing practices.

In *Putting the Audience in Charge of the Message: Assessment of Student-Generated Public Relations Campaigns in an Academic Library*, April Hines, Rachael Elrod, H  l  ne Huet, Stacey Ewing, and Leilani Freund write about how they worked with students in a PR class to help implement marketing strategies to promote librarians and services to students. Using a mixed methods approach, the authors conducted surveys and focus groups to better understand the effectiveness of student-generated library marketing strategies.

In *Leveraging Failure to Inform Practice*, Jylisa Doney and Jessica Martinez discuss a research project where they examined how students learn about library services and college-wide events. They administered a student survey and garnered a 0.45% response rate. The authors reflect on their "failed study" and how it helped inform their professional practices by incorporating new marketing strategies suggested by students into their social media practices.

In *Asserting Librarian Expertise and Value in Strategic Marketing Efforts*, Memo Cordova and Elizabeth Ramsey argue that academic libraries often lack dedicated staff to promote library resources. They illustrate that library staff are often charged with conducting marketing activities, yet they lack the skills or time to conduct marketing activities that engage users. The authors discuss how an internal marketing campaign helps staff gain the support they need for vital communications efforts on behalf of their institutions.

In *Open UP! How digitization changes science*, Dr. Doreen Siegfried reports on an interactive exhibition that commemorates the 100th birthday of ZBW – the Leibniz Information Centre for Economics in Germany. This article discusses the traditional perception of libraries as nostalgic and

conveys the relevance of scientific libraries in society. The article highlights the development of the exhibition and analyzes visitors' responses to it.

Lastly, in *The Social Media Directory of Academic Libraries: A Resource for Academic Librarians Managing & Researching Social Media*, Gary Marks, Jr. discusses the development of The Social Media Directory of Academic Libraries (SMDAL) web site. The author documents the technology and tools used to create the web site and discusses the ongoing expansion and new initiatives of the project. He identifies the challenges faced by the directory team, including overcoming the language barrier during international expansion through the team's partnerships with librarians around the globe.

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I'm sorry that Elisa Coghlan and Amanda L. Goodman are leaving the *MLJ* Editorial Board, so I'd like to thank them both for their service. They will be missed!

I hope you enjoy reading this issue of *Marketing Libraries Journal*!

Cheers,

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