Greetings

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Letter from the Editor

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Greetings!

I'm pleased to present the Summer 2020 issue of *Marketing Libraries Journal (MLJ)*, the open-access scholarly journal devoted to the marketing of libraries. This issue features two research studies and practical articles from two *MLJ* columns; From the Trenches and Campaigns

In *Reshaping Academic Library Outreach Efforts Using LibInsight*, Jessica Kiebler and Bonnie Lafazan discuss how the Berkeley College Library developed an outreach planning and assessment strategy in order to better understand the impact of their outreach activities. They used unified monthly initiatives across eight library locations, (including an online campus), to measure their Library's impact across the entire college. The author provides a description of the methods they used for measuring library impact and how they formulated a solution for effectively tracking outreach data to demonstrate the library's value.

In *10 Ways to Boost the Impact of Your Research: A case study in campaign marketing*, Jessica Howie and Anne Ferrier-Watson write about the "10 Ways to Boost the Impact of Your Research" campaign and discuss the literature on campaign planning, identify its goals, the processes involved in its implementation, and describe how it was evaluated.

In *Out-of-the-Box Library Marketing: Examining Third-Party Materials that Promote Electronic Resources*, Hannah McKelvey and Rachelle McLain review the effectiveness of marketing materials created by library vendors to help libraries promote their electronic resources. The authors assess the contents of these marketing toolkits and survey librarians at academic, public, medical, law, and other types of libraries about how they use these promotional materials.

Finally, in *Finding Your Twitter Niche: Engaging with a Targeted Academic Audience*, authors Nina Verishagen, Alexandria Delorme, and Tasha Maddison investigate how they increased faculty and staff engagement with their library's Twitter feed. Tweets from two months from two different years, were compared for analysis. The authors used different analytic tools to compare and contrast the data from those two years. The study informed the authors the type of content that resonated with

their target audience. The project provided them with insights on how to increase engagement and equipped them with new social media strategies for the future.

Our Spring 2021 issue is our first **themed** issue devoted to Library Marketing responses to COVID-19. We hope that you will consider submitting your research endeavors, case studies, and any marketing initiatives from "the online trenches" to *Marketing Libraries Journal*.

I'd like to thank this issue's column editors Dr. Priyanki Sinha (From the Trenches) and Kerry McKee (Campaigns) for working with the authors for this issue. Thanks to the hard work of the peer reviewers for this issue; Stephen Fadel, Connie Strittmatter, Nicole Eva, Jesika Brooks, Natalie Lopez, Tyler Manolovitz, Nicole Eva, Barbie Keiser, Emily Scharf, and Jolanda-Pieta van Arnhem.

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Lastly, I'd like to thank Laureen Cantwell for her dedicated work as layout editor for this issue.

The *MLJ* editorial board wishes our readers health and safety during this difficult time.

We hope you enjoy reading this issue!

Happy end of summer!
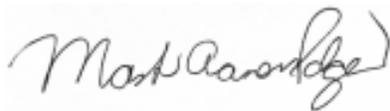
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