

Weingand (1995) defines marketing as "a process of exchange and a way to foster the partnership between the library and its community" (p. 296). Promotion is a way to help foster the partnership between a library and its community. Evans and Ward (2007) explain promotion as the set of actions by a library to showcase to its community the various services provided as well as encourage and motivate the community to make use of those services and programs (p. 96).

The Brigham Young University [Harold B. Lee Library \(HBL\) website](#) demonstrates effective marketing through the promotion of its services and programs. The HBL website's design establishes a clear visual hierarchy emphasizing activities relevant to the library's existing patrons and invite new patrons to come and see what the library has to offer. The navigation links at the top of the page link to library events and exhibits that nurture life-long learning and study. Underneath the library's logo is a search field and list of library services students and faculty use to find the information they seek. The hours of operation and events for the current day are listed prominently on the right side of the page. In the bottom-right of the page is a list of recent posts from the library's main news feed highlighting resources and events available to library patrons. The HBL website is a good example of effective marketing to build the relationship between the library and the university community.

References

Evans, G. E., & Ward, P. L. (2007). *Management basics for information professionals* (2nd ed.). New York, NY: Neal-Schumann.

Weingand, D. (1995). Preparing for the new millenium: The case for using market strategies. *Library Trends*, 43, 296. Retrieved from http://muse.jhu.edu/journals/library_trends/