

Theme of the Month Marketing

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The UT Southwestern Medical Center Library Marketing Team plans the focused monthly marketing of one product or library service.

Promotional Problem

Marketing multiple Library products and services using numerous product flyers, posters, table tents, and other paraphernalia created a disorganized Library appearance. This multiple product marketing diluted the messages sent our clients.

Theme of the Month Solution

The Marketing Team focuses promotional materials on one product or service per month, limits the number of displays, and standardizes the flyer format.

Marketing Strategies:

- ◆ Library electronic newsletter
- ◆ University newsletter
- ◆ Flyers throughout the library
- ◆ Electronic banners on the Web site
- ◆ PowerPoint® slideshow at entrance using Iomega FotoShow®

Theme Examples:

- ◆ Bindery Services
- ◆ Free MEDLINE Searches
- ◆ Library Home Page
- ◆ Education Consults
- ◆ LibrarianLive Virtual Reference
- ◆ SciFinder® Scholar 2000
- ◆ Current Protocols®
- ◆ Ovid Online
- ◆ BIOSIS® Database
- ◆ Laptops for Checkout
- ◆ PDAs in the Library
- ◆ Bibliographic Software
- ◆ Dissertations Go Digital

