# Action plan 2019 – 2020

**Name of Professional Unit:** Management & Marketing

## Focus Area 2: Marketing

Increase capacity and knowledge of marketing processes and practices in libraries and IFLA sections to support them in meeting their goals. In 2020 the special focus will be on digital marketing and tools.

## IFLA Strategic Direction

1: Strengthen the Global Voice of Libraries  
2: Inspire and enhance professional practice  
3: Connect and empower the field  
4: Optimize our organization

## Key Initiatives

1.1 Show the power of libraries in achieving the Sustainable Development Goals  
2.3 Develop standards, guidelines, and other materials that foster best professional practice  
3.1 Provide excellent opportunities for face-to-face networking and learning  
4.2 Effectively mobilise our human resources and networks

## Funding Needed

<table>
<thead>
<tr>
<th>Projects/Activities</th>
<th>Tasks &amp; Responsibility</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Marketing Award</td>
<td>Jury of the Marketing Award</td>
<td>Annual</td>
</tr>
<tr>
<td>☐ Sharing marketing best practices on social media</td>
<td>Information Working group</td>
<td>Monthly</td>
</tr>
<tr>
<td>☐ Interactive sessions on marketing connected to Midwinter-meeting</td>
<td>Officers and host of midwinter-meeting</td>
<td>Annual</td>
</tr>
<tr>
<td>☐ Interactive sessions on marketing on conferences or satellite meetings</td>
<td>Session Working group</td>
<td>Annual</td>
</tr>
</tbody>
</table>

### How will you communicate your activities and results?

Update our current communications plan with multichannel approach for all projects and activities.

### How will you measure the impact of your activities?

- Survey winners of the Marketing Award  
- Likes and shares on social media  
- Attendance at Management & Marketing Section’s Congress sessions and conferences
- Gather stories of success from professionals and libraries

**Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.**

Working with IFLA sections and/or libraries and/or stakeholders interested in exploring new ways of marketing libraries.