



# WORD OF MOUTH MARKETING TIPS FOR ACADEMIC LIBRARIES

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1. Planning is critical.
2. Work on getting employee support and understanding of your word of mouth marketing efforts.
3. Focus on one goal – getting people to talk favorably about the academic library services and/or resources.
4. Keep the message simple.
5. Strategically determine who will carry your library's message by word of mouth.
  - a. Make sure they are prepared adequately by providing them the necessary facts and sound bites.
  - b. Don't overwhelm them with a complex message or too much information.
6. Do not underestimate the effectiveness of a peer to peer (or friend to friend) strategy for word of mouth marketing whether it is faculty to faculty or student to student.
7. Encourage the use of technology such as emails, Web sites, forums, etc. as word of mouth techniques which can save time and money.
8. Go for it and good luck!