

# Marketing

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*An FDLP Forecast Study Focused Discussion*

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# Expected Outcomes

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- Ideas for continued development and refinement of the marketing efforts by GPO and FDLP member libraries
- Augmentation of the FDLP Promotion Plan with the goal of continuing and expanding use of Federal depository libraries

## Question 1

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When someone asks what you do as a Government Documents Librarian, how do you respond?

## Question 2

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How do you describe the FDLP to your library's stakeholders?

## Question 3

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What are the best strategies to market the FDLP and its resources effectively to fellow library professionals and non-Government Information Librarians?

## Question 4

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How can the FDLP be successfully marketed to Library Directors, Deans, and other administrators — of both current FDLP member and non-member libraries?

## Question 5

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How can GPO's marketing efforts/tools be improved to be sufficiently flexible for use in a variety of environments and with various approaches?

## Question 6

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What is the essential message that needs to be told about the FDLP?

## Question 7

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With whom do we want to share this message?

## What's Next

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- Continue the discussion
- Determine & fine-tune marketing objectives
- Incorporate into strategic plans or the National Plan
- Actions you can take

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