



DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE

ENVISION 2030

transparency • honesty • integrity • respect • accountability
fairness • professionalism • commitment • compassion • excellence



Benefits of Developing and Exploring Library Marketing Plans in South Africa : a DUT Experience

IFLA M&M Mid-Year Meeting in Lima, Peru

Presented by
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Speaker brief intro
Current portfolio and
previous experience



Purpose of the
presentation



Status of Marketing Librarians in South Africa



- ❖ Background, Challenges and Opportunities
- ❖ Different generations (user age, preferences, etc.) LIS study?





Literature Support

Marketing of library services and resources has a great impact on library usage (Muzvondiwa & Marutha 2021)

Marketing plans and strategies can help users engage more with libraries (Zeynolabedini, Rahmani & Ansari 2018)

Marketing plans should be aligned with user's needs, stakeholder interest (Koontz & Mon 2014)



Marketing Plans at DUT

- ❑ **How Marketing plans help libraries meet goals and objective**
 - Promotion of services, projects, and programmes
 - Evaluation or Assessment and Adjustments (what works and what is not working)
 - Increase Awareness and Engagement
 - DUT Library strategic goals – ENVISION2030 – signing of performance contracts.



- Project Plan for each activity
- Developed time-lines and responsibilities
- Various teams allocated different projects
- Marketing & Communication is part of all projects 😊

		Persons involved	Budget
Staff P			R
Str		ment/M	R
N			R
Ann			R
Student			R
Library Video			R
Library Week			R
Academic Induction: First Semester			R
Tech Week	March (D		R
World Book Day	April		R
Africa Month	May	Marketing	R

<ul style="list-style-type: none"> ✚ Planning meetings/ Posters and messages on Social media pages ✚ Editing articles(IEP) ✚ Submit an article for publication (LIASA, DUT newsletter)



Marketing Plans :Successful Projects @DUT



Public Lectures (South African Library Week & Open Access Week)



First-Year Student Orientation



International Open Access Week Activities



Library Newsletter editions



Self-Check system, FOLIO, Makerspace, Research Commons, Book club roadshows



Marketing Plans for Libraries



THE DUT'S LIBRARY MARKETING PLAN WORD DOC

THE DUT'S LIBRARY MARKETING PLAN PDF





References

Koontz, C. and Mon, L., 2014. *Marketing and social media: A guide for libraries, archives, and museums*. Rowman & Littlefield.

Muzvondiwa, I. & Marutha, N.S. 2022. Framework for improving usage of library services and resources in the private higher education in South Africa, *Digital Library Perspectives*, Vol. 38 (1), pp. 104-130. Available: <https://doi.org/10.1108/DLP-03-2021-0023>

Zeynolabedini, H. Rahmani, M., & Ansari, M. 2018. Analysis of marketing plans of worldwide university libraries and proposed modeling of marketing services for Iranian academic libraries, *Library and Information Sciences*, Vol. 1 (1), pp. 123-152. Available: <https://10.30481/lis.2018.55469>





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THANK
YOU

