



## Marketing and impact: it's a challenge, but we can show we make a difference

**Michelle Wake**

UCL School of Pharmacy, London, United Kingdom

m.wake@ucl.ac.uk

Librarians and information specialists have always had to market their services and demonstrate the worth of their services, and rightly so, however that imperative seems to have intensified in recent years. The rise of alternative providers of information, the Internet and a tough economic climate have all combined to make the skills of advertising what we do, showing the added value we bring and the impact we have on our stakeholders more important than ever. Even those of us in academic libraries can no longer presume that our intrinsic worth is automatically recognised.

My thanks to the contributors of the articles for this special issue, which are thought provoking, strategic and suggest practical innovative techniques. To summarise:

*Mary Dunne* from the Health Research Board, Dublin, Ireland takes us through the steps to creating our own “value propositions”, statements that concisely describe the unique benefits our services bring to our stakeholders. *Ruth Carlyle* from Macmillan Cancer Support, London, United Kingdom details using the “logic model approach” which when used by Macmillan was able to show impact on individuals lives and financial benefits to the healthcare system. *Michelle F. Schaffer, Gerbard Bissels and Franziska Eberle*, Bern University Library, Switzerland, tell us about the development and successful implementation of an all-day event to promote their e-resources. Collaborating with the Medical Faculty, utilising support from publishers, aggregators and student assistants, the day provided a range of learning and social activities. *Tom Roper* of the Brighton and Sussex NHS Library and Knowledge Service, Brighton, United Kingdom reviews the literature on the impact of clinical librarians and discusses possible developments in the future. *Shona Kirtley* from the international EQUATOR Network and based at the Centre for Statistics in Medicine (CSM), University of Oxford, United Kingdom highlights the waste in biomedical research, estimated at a staggering 85%, and how the EQUATOR Network can support information professionals in helping our customers improve the quality of their research. Shona also goes beyond EQUATOR to suggest other examples of how we can raise research quality and thus demonstrate our value. *Graham Stone, Alison Sharman and Kate McGuinn* and their colleagues at the University of Huddersfield, United Kingdom have built on the ground breaking Library Impact Data Project (LIDP) that discovered “Research shows that students who use books and articles may also get better degrees”. Their article shows how Huddersfield have used their impact data to tailor marketing with roving librarians, desk-top visits, gamification software, online reading lists and utilising the expertise of a marketing student in a twelve month placement.

In a 2014 issue of JEAHIL Jane Blumenthal wrote “As is true for some sharks, libraries that stop moving will die”. Her optimistic conclusion was that librarians, for which I think we can also broaden to say all informational professionals, are the future. A future we can help to ensure with marketing and demonstrating impact (1).

### REFERENCES

1. Blumenthal J. 2014. The library of the future is present. JEAHIL 2014;10(4):3-5.