

In last few years marketing become one of the key processes in libraries. Marketing is used as an efficient tool of competitive struggle and means for defining the identity of the library, it is also new way of communication with library users.

Libraries could use tools of classic marketing, which are primarily intended for profit organizations, but they have to be aware of differences between profit and nonprofite sector. These differences are goals of the organization, its directions and management of finances. The base of quality marketing is environment analysis, user analysis, segmentation, targeting and positioning.

Current trends lead libraries to use new marketing methods. Most popular methods are guerilla marketing, social media marketing, mobile marketing and green marketing. Guerilla marketing and social media marketing are useful for libraries because of their low costs. Creating of campaigns requires investment of information, knowlege and creativity. Mobil marketing allows library to reach its users in any life situation. Green marketing helps library to promote itself as organization with human face, which care about the environment.

Creation of marketing campaign have to follow these procedure: determine the reasons for creating of the campaign, take into consideration real opportunities of the library and select specific marketing methods.