Naming, branding and promoting the institutional repository: a social marketing approach from the Canadian perspective

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Social marketing

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Social marketing is a methodology that uses commercial marketing principles to effect behavioral change for the benefit of the individual as well as society as a whole.
“Removing access barriers to this literature will accelerate research, enrich education, share the learning of the rich with the poor and the poor with the rich, make this literature as useful as it can be, and lay the foundation for uniting humanity in a common intellectual conversation and quest for knowledge.”
• behavioural goals
• customer orientation
• insight driven
• theory based
• exchange
• competition
• audience segmentation
• marketing mix
The Four Ps

- Product
- Price
- Place
- Promotion
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• Roach Coach
• Fork It Over
• Click It or Ticket
• MADD
• ParticipACTION
• Cream of Science
• OPUS
• ROSE
• OZone
• IslandScholar
• WinSpace
• Spectrum
• cIRcle
Branding

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• events/presentations
• liaison librarians/one-on-one
• brochures
• web content
• articles in campus newspaper
• seeding the repository
• incentives
• usage feedback
Tying it all together
Scholarly communication — the way it is published and accessed — is rapidly changing. The University of Guelph Library is also changing to better suit your needs as a researcher, academic, student and published author.

The mission of the Atrium, University of Guelph’s institutional repository, is to promote scholarly communication by collecting and preserving the University of Guelph’s intellectual output and ensuring that it has high visibility and accessibility.

If you want your research widely accessible to the academic community in a format that retains your rights as an author, ensures preservation and copyright protection and is safe and easy to use, The Atrium will meet your needs.

View the contents of The Atrium

**What goes into The Atrium?**

We accept scholarly resources, in virtually all formats and media, that are created by, published by, or sponsored by the University of Guelph, its faculty, its staff, its students and selected other affiliated scholars. Priority will be given to fully open access.

**Current and Developing Collections**

**Electronic books**
- Women in Scotland c.1100-c.1750 (Scottish Studies Program)
- Critical Geographies: a collection of readings (Department of Geography)

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