

Marketing as an Access Tool for Public Archives: A Case Study (Madeira Regional Archives' Educational Service/Cultural Extension)

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Abstract: Managing an organization with or without profitable ends means a permanent challenge. Everything has to be planned and executed in accordance with a competency matrix and a goals matrix for every service/sector. Marketing must be constantly employed since everything in an organization is done in order to answer efficiently and effectively to tangible and intangible needs in each segment. That is the way for companies to take their place in market and to distinguish themselves from their competitors.

Assuming these presumptions, and taking into account bibliographical analysis on marketing, our professional expertise as archivist in charge of Madeira Regional Archives' Educational Service/Cultural Extension, and the analysis of inquiries we applied to Portugal's district archives – have made clear the importance of reflecting and theorizing on the transposition of these concepts to public archives. That is, in the present context, the survival of these Information Systems, prompted by *Information and Knowledge Society*, will depend on the increasing of marketing tools continually applied as a way to impose and value the wide information capital that they withhold, hence refusing the idea of archives as inaccessible places, only visited by researchers, erudites and students. In order to achieve this qualitative transformation, it is also mandatory to be in activities planning oriented to the excellence of services and products, as a way to anticipate client/individual needs. In this work we suggest several proposals and forms of employing internal marketing, e-marketing, editorial marketing, information marketing, marketing mix, and strategic planning; we introduce examples of good practices and interviews carried out in national and foreign public archives; we also describe, as a case study, the implementation of an educational and cultural service in Madeira Regional Archives.

About the author:

Sofia Margarida de castro Barros Correia dos Santos has been the Archivist and responsible of Education and Cultural Services at Regional Archive of Madeira, Funchal Portugal, since 2002. There, her main activities have included the creation and dynamization of pedagogical material, preparing, communicating and promoting exhibitions and various types of cultural events, training (mainly for teachers) and publishing – namely a biannual publication entitled «Aprendiz de Arquivo» (Learner of Archives) which is distributed throughout Madeira's schools, updating Madeira Regional Archives' website, issuing the Archives' newsletter, and maintaining and renewing the contents of its store. Her credentials include a Phd at “Bibliografía y Documentación Retrospectiva en Humanidades” Universidad de Alcalá, Madrid, Spain (2011), a Diplome of Advanced Studies in the Phd (2009), and a Graduate in Documentation Science (Archive), University Autónoma of Lisbon, Portugal (2000/2002). She also is a teacher at University of Madeira, Funchal, Portugal, and a member of CLEPUL, Centro de Literaturas e Culturas Lusófonas e

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