



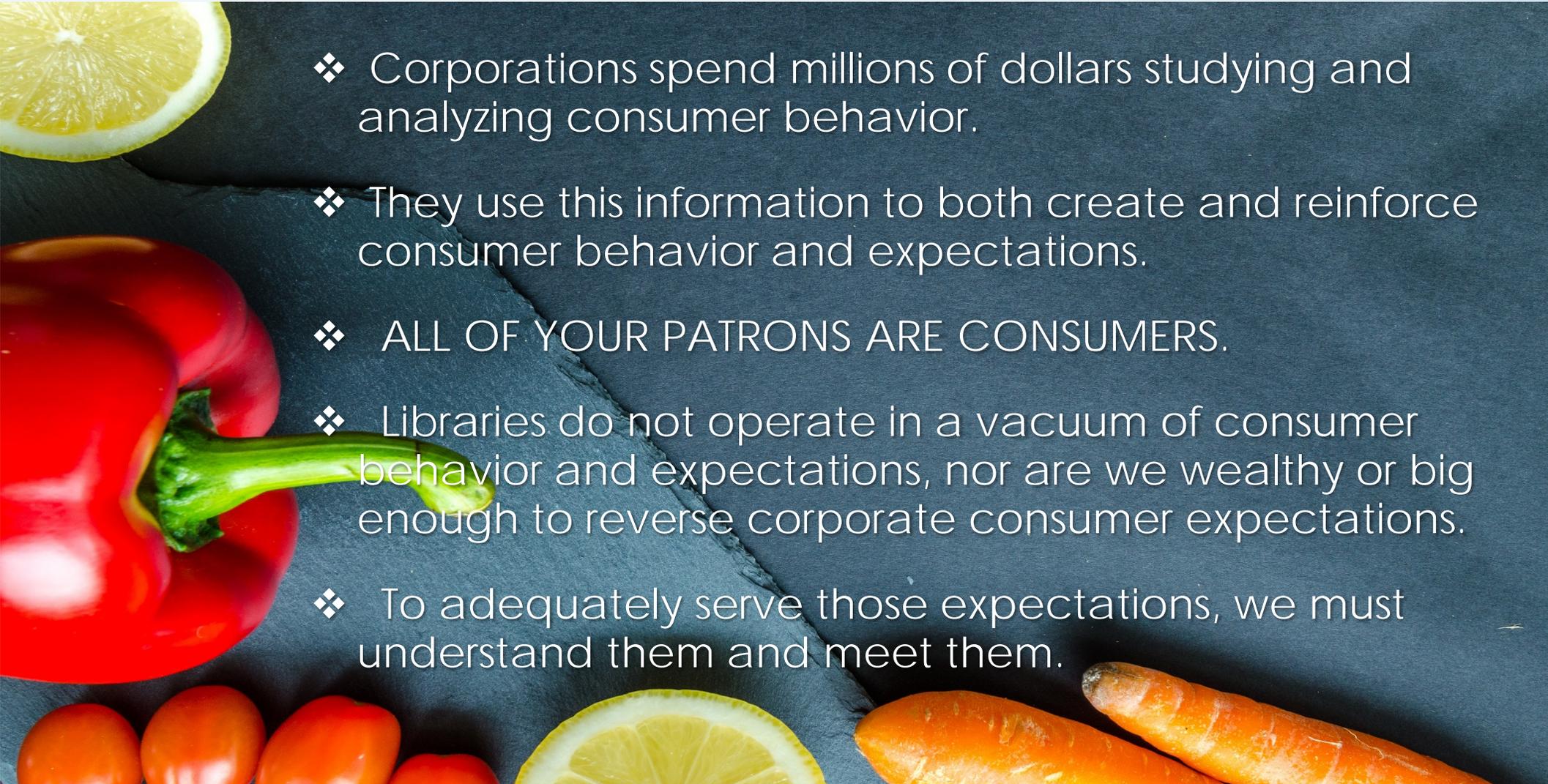
# Library Marketing 1.0

How to successfully market your library  
without getting another degree

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# Why is marketing important?

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- ❖ Corporations spend millions of dollars studying and analyzing consumer behavior.
  - ❖ They use this information to both create and reinforce consumer behavior and expectations.
  - ❖ ALL OF YOUR PATRONS ARE CONSUMERS.
  - ❖ Libraries do not operate in a vacuum of consumer behavior and expectations, nor are we wealthy or big enough to reverse corporate consumer expectations.
  - ❖ To adequately serve those expectations, we must understand them and meet them.

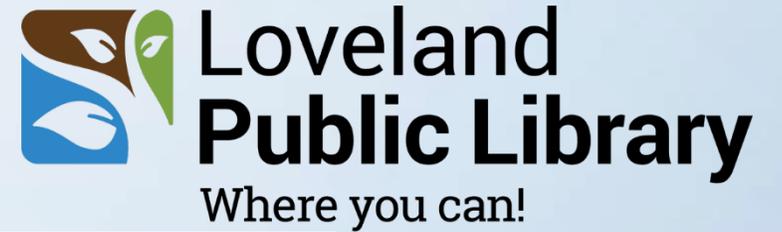
# Know Your Library's Brand

- ❖ A brand is not just a logo.
- ❖ It is a feeling people have or will have about your library.
- ❖ It is a group of adjectives that either currently describes your library or you want to eventually describe your library.
- ❖ Every single display you make should reflect and promote your brand.
- ❖ Figure out who you are or want to be and don't try to be anything else.

LONGMONT PUBLIC LIBRARY BRAND = HELPFUL, FRIENDLY, FUN



# Your logo should visually represent your brand



If it doesn't, you either need a new logo or a new brand. Period.

# Interactive Work Session #1

Take a few minutes to think about:

- ❖ what is your current library brand?
- ❖ does it reflect what you are?
- ❖ does it reflect what you want to be?

Then we'll share a few.



# Basic Marketing Components



- ❖ Posters
- ❖ Book Displays
- ❖ Flyers & Bookmarks
- ❖ Website pages and calendar
- ❖ News Releases
- ❖ Social Media
- ❖ Articles in the Media about you
- ❖ Advertising
- ❖ Anything you send outside of your library to spread the word
- ❖ Anything in your library that promotes a service or collection

# Create a Marketing Checklist

Some items to include on your checklist:

- Program/Material/Service Name
- Date, duration and other details
- Graphics needed(e.g. web banner or button, lobby screen slide)
- Web content needed (identify which webpages information needs to go on)
- Calendar entry (on website and/or paper?)
- Posters, bookmarks, flyers, newsletters
- News releases and where you're sending them
- Planned advertising
- Planned social media

Use your checklist every time, and don't be afraid to continually fine-tune it.



# Interactive Work Session #2

Take a few minutes to think about:

- ❖ how do you currently organize your marketing efforts?
- ❖ what works for you?
- ❖ what do you need help with?

Ask questions or share your ideas!



# Merchandising:

You're already doing it (whether you know it or not!)

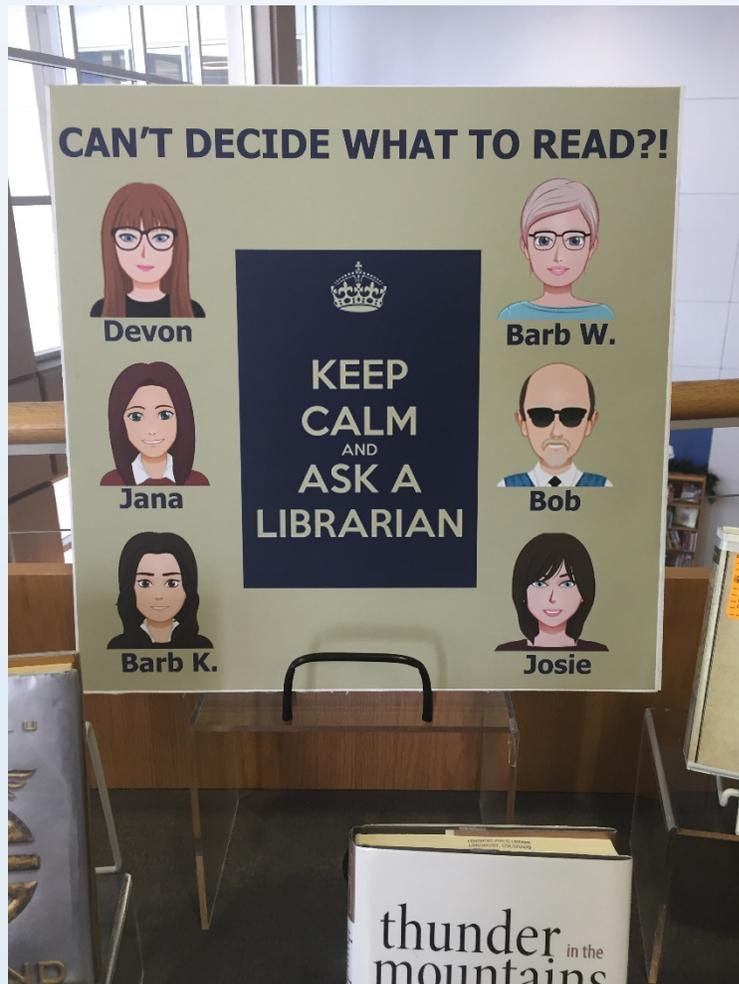
Examples of merchandising:

- ❖ Book displays
- ❖ Book placement on shelves
- ❖ Placement of items within your library
- ❖ Packaging of materials, such as kits





# Staff Picks



*Sent in by Titlewave*



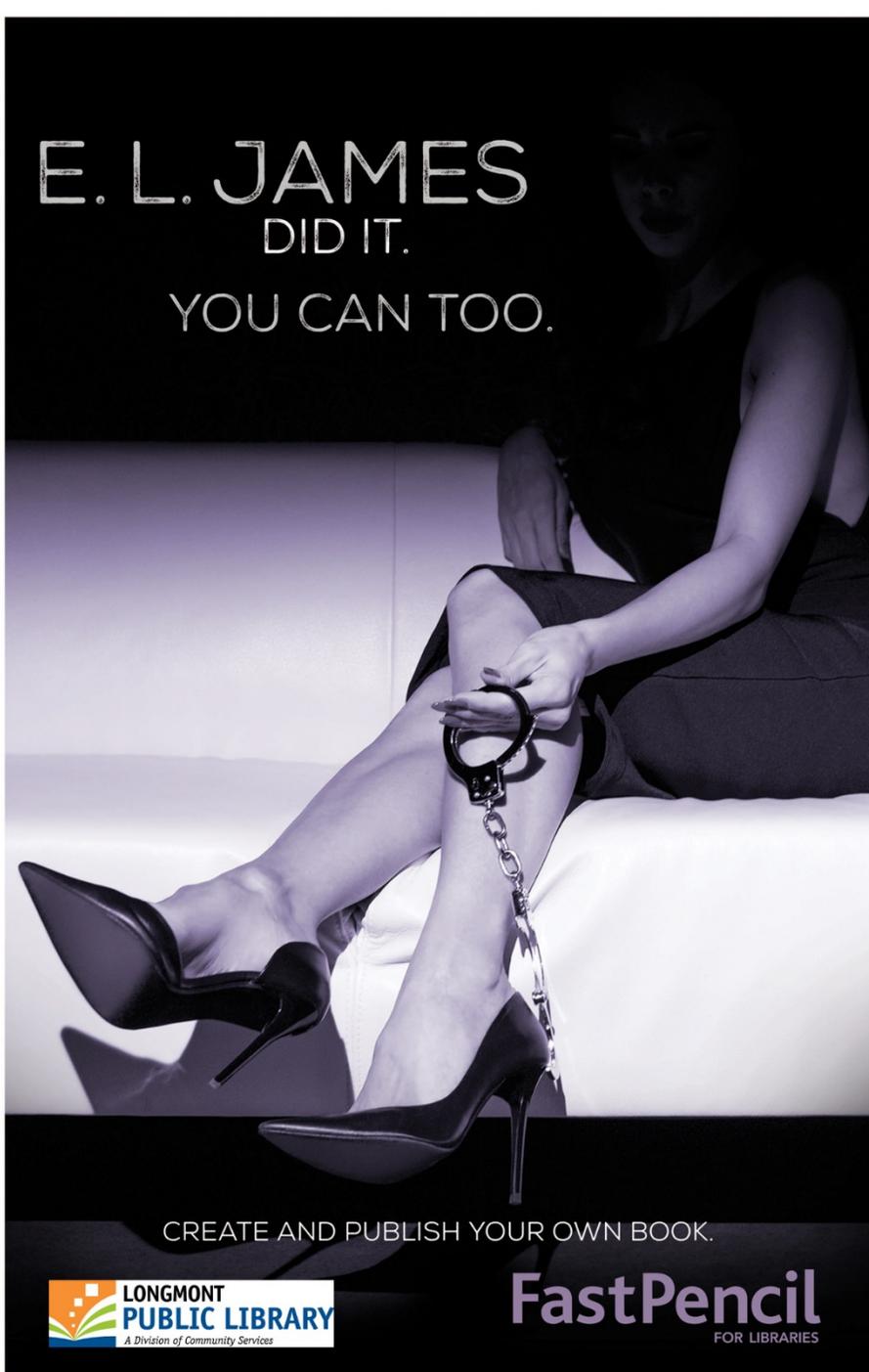
# The Assassination of JFK: The Real Solution



Find out what  
you don't know.

Thurs. Nov. 12  
7 to 8:30 pm

E. L. JAMES  
DID IT.  
YOU CAN TOO.



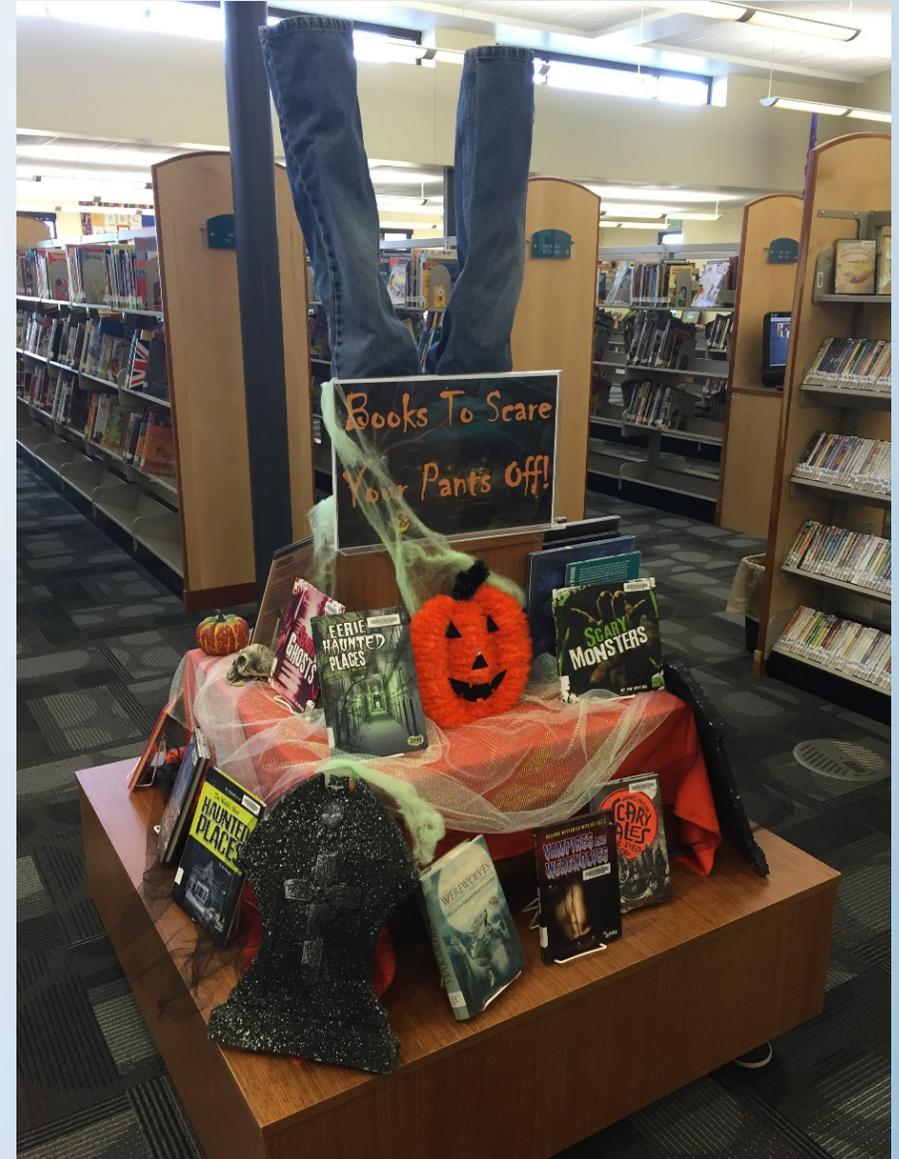
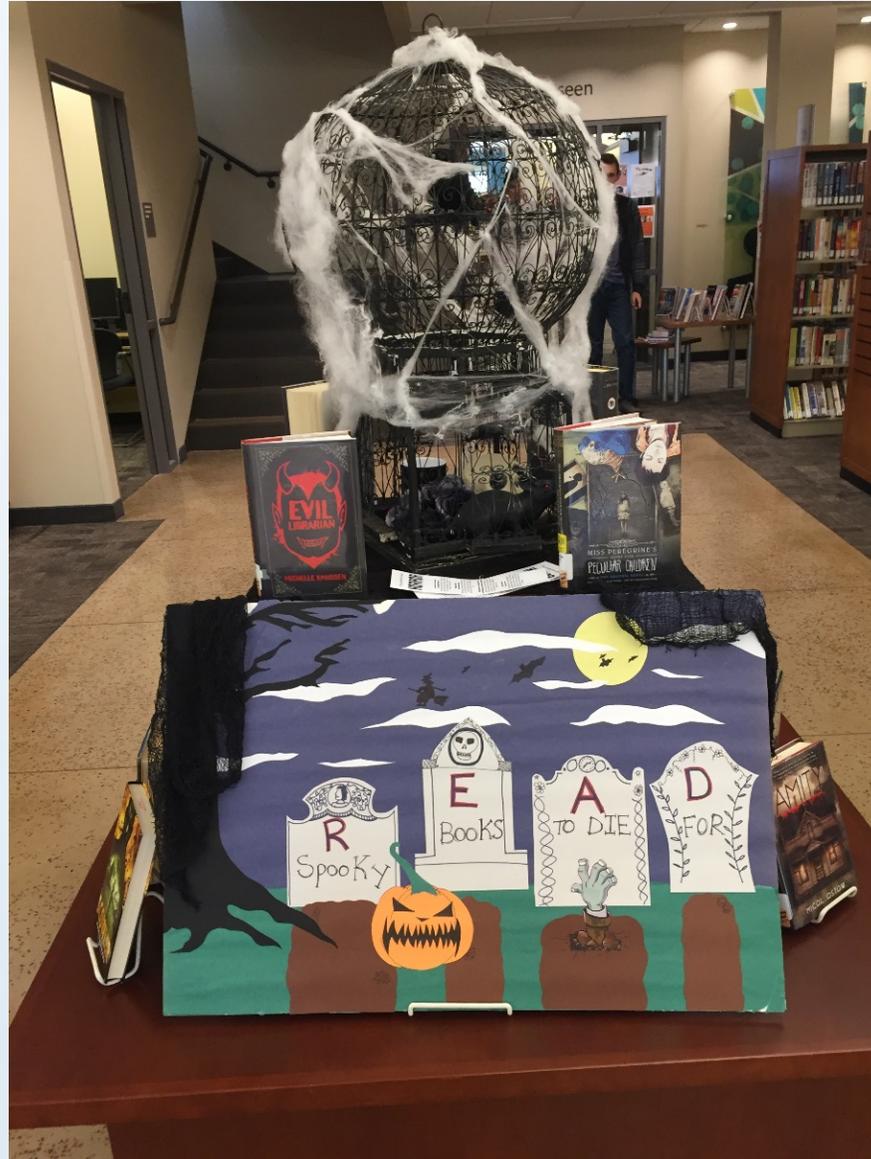
CREATE AND PUBLISH YOUR OWN BOOK.



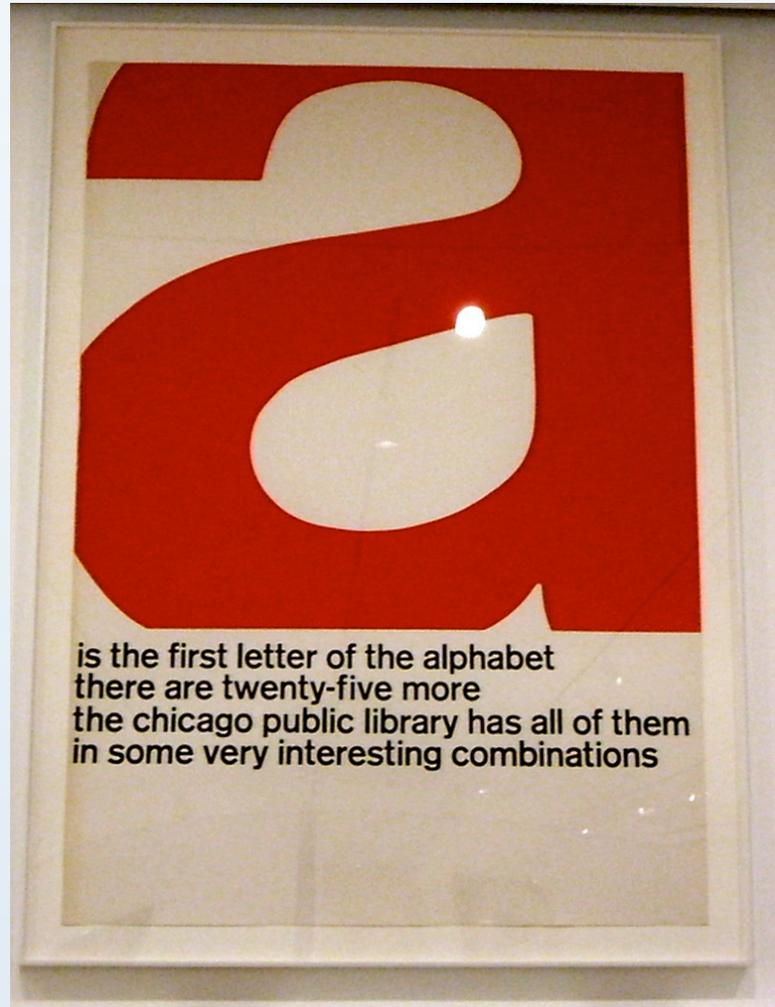
**FastPencil**  
FOR LIBRARIES

# Halloween Displays

- Which looks more professional?
- Which is more creative?
- Which are you more likely to remember?



# Merchandising Tips:



- ❖ Unless you're a school library, avoid construction paper and glue; you're professionals, so look like it.
- ❖ Use interesting (but readable) fonts, colors, and images.
- ❖ Avoid clip art; take advantage of free, common use photos on the internet (one of my favorites is [pexels.com](https://www.pexels.com)) or purchase a small subscription to stock photos and images.
- ❖ Label all book displays; don't make patrons guess what's going on.
- ❖ Pay attention to your packaging and ask yourself if it represents your brand well.
- ❖ Avoid outdated library jargon and acronyms; patrons don't want to feel like they aren't smart enough to use your library.
- ❖ Take photos of your library and really LOOK at the photos; oftentimes you'll see clutter and other problems more clearly in a photo than in real life.
- ❖ Beware of the "more signs = more awareness" trap. This is often (usually?) untrue. More signs sometimes just means more visual clutter. We all have to accept that some patrons will just never read signs.
- ❖ Be creative and HAVE FUN! If you're having fun with it, your patrons are bound to enjoy it, too.

# Interactive Work Session #3

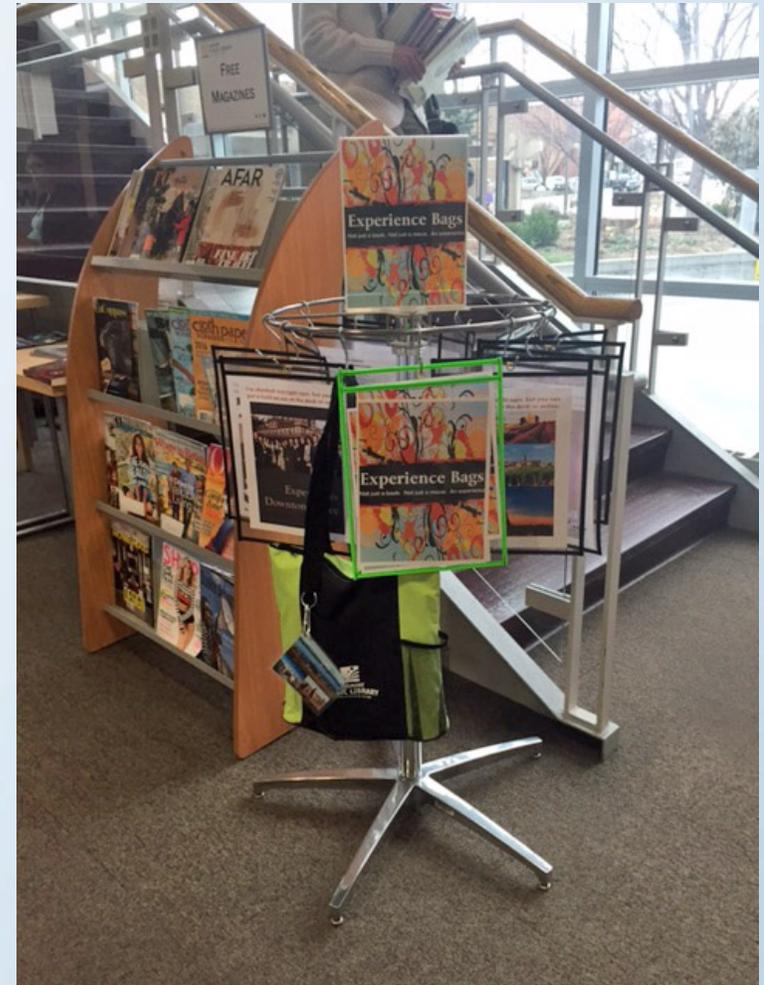
Tell us about a successful merchandising or marketing effort that you were involved in.

Sharing ideas is a marketing fundamental!



# Final Takeaway Tips

- ❖ Visit other libraries and use online resources for ideas. Don't be afraid to beg, borrow and steal ideas. BUT be ready to change them to fit YOUR library.
- ❖ Use humor that fits your audience whenever possible. Everyone likes to smile.
- ❖ Don't be afraid to push the envelope sometimes. If you make a mistake, learn from it.
- ❖ If budget is tight, take advantage of library giveaways and thrift store finds.
- ❖ Assign merchandising tasks to those who are best suited to them. Not everyone has a great eye for visuals or graphics; likewise, not everyone is a great book selector.
- ❖ Use your webpage and social media to tie your brand and merchandising together.
- ❖ Know that you CAN do this – it isn't rocket science!
- ❖ Network with other librarians and marketing people. Creativity needs nurturing!



High Plains Library District GAVE me this display carousel! (thank you, thank you, thank you!)

# Free Online Resources to Get You Started

General Library Marketing and Design Advice

- ❖ <http://librariandesignshare.org/>
- ❖ <https://www.socialmediatoday.com>

Tools for Images, Charts, and Graphics

- ❖ <http://www.inc.com/jeff-haden/where-to-find-free-stock-photos-online.html>
- ❖ <http://memegenerator.net/>
- ❖ <http://www.easel.ly/>
- ❖ <http://www.xmind.net/>