Library Marketing 1.0

How to successfully market your library without getting another degree

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Why is marketing important?

- 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
The Assassination of JFK: The Real Solution

Find out what you don’t know.

Thurs. Nov. 12
7 to 8:30 pm
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) 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://memegenerator.net/
- http://www.xmind.net/