

## Successful Marketing Ideas

We posted staff photos holding our favorite books from the PBS Great American Reads top 100 books. We ended up spurring quite a few book conversations with our patrons

New book displays

Not necessarily a book display, but our Creative Services dept. decided that as a part of our Mini Maker Faire, they'd have a community art project. We made ART out of huge cardboard letters and provided crafting supplies for everyone who came that day. Hundreds of people participated, and now the decorated cardboard letters are a permanent part of our library! It helped people feel like they got to leave their mark, and feel like the facility is really theirs.

Best recent marketing idea that I was marginally involved with was the Alaska Film Archives 25th anniversary. Film Archives had free popcorn and candy, had a large screen to show Alaskana clips, and had great displays about history of the Film Archives. Provost and Chancellor attended, Provost mentioned to acting Library Director how great it was. Biggest drawback: finding good space for audience in our library.

The last couple years we've made photo op displays for Summer Reading Program - families really enjoy it

My most popular displays have been the blind date with a book displays

We did a display similar to the Movember one, but with googly eyes, probably two yrs ago. It was so much fun and we watched patrons come by and laugh and strike up conversations.

New furniture to enable students to feel more comfortable coming to the library. They study in groups in booths, collaborative rooms, and PODS (for those who prefer to study alone).

We also did the scare your pants off display

For our Freedom to Read Week (same as Banned Books Week), we created a dead person outline on the floor and filled it with images of banned books and blocked it off with caution tape. That one had everyone talking. :)