Effective Library Marketing Campaigns

Burgundy Hill, Ann Reeves, & Dan Bostrom
My Library Is... Campaign

- Started in 2019
- Library-created materials: marketing plans, style guides, stories/videos
- RAILS-created materials: talking points, videos
- Blog posts from all types of libraries
Marketing Funnel
Marketing Activities

● Newsletter/E-newsletter
● Press releases
● Blog
● Brochures
● Posters
● Signage
● Flyers

● Social media
● Events and event marketing
● Contests
● Partnerships
● Word-of-mouth
● Stories
Marketing Basics

- Understand your audience
- Have a goal (or two)
- Capture the feel
- Measure your success!
- Use your advocates
- Tailor your message
Understand your audience

Vernon Area Public Library
Registration Drivers

- Survey conducted with programs
- Broken down by age group and communication channel
- Informs future actions
Have a goal (or two)

Peotone Public Library Marketing Plan

- Based on research, develop a plan
- SWOT Analysis
- Assign roles and know the objective
- Create goals that are measurable
Capture the feel

Fountaindale Public Library District Style Guide

- Creating a style guide
- Emphasize consistency
- Opportunities to reinforce the message
Tailor your message

Bartlett Public Library District
Marketing Plan

- Creating different messages for different audiences
- Aligned with strategic plan
- Messages used across platforms
Use your advocates

Cristina Ligocki
Bartlett Public Library District

Tim Wierdak
Indian Prairie Public Library District
Measure your success!

Make sure you are tracking stats such as:

- Library card sign-ups
- Website views
- Newsletter subscribers
- Social media followers
- Survey data
Elders of the Internet Video
Help w/ My Library Is...

- Contribute to the Sharing Showcase marketing plans, style guides, videos, social media posts
- Upload patron stories
- Write a blog post
Have a great conference!