

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



My Public Library Is...

THE BEST SEARCH ENGINE

- Librarians prevent information overload. A single Google search can return billions of results with contradictory information. Librarians are trained professionals who can help find the most trustworthy, accurate information. They can also help identify the difference between fake and real news.
- Google isn't always the best source of information—and it's not the only source. Many libraries offer books, e-books, journals, DVDs, online databases, and other materials not available online, or not available for free online.

AN EXCELLENT INVESTMENT

- Communities that spend more on libraries are shown to support the well-being of community members much more than those that do not.
- A very small portion of a household's property tax bill (5% or less, in most cases) goes to the public library. Libraries serve the needs of the entire community with that limited amount of revenue.
- Funding libraries is an investment in the community and libraries are a smart investment. State studies show that the return on investment is between \$5-6 for every dollar spent on the library.
- Public libraries strengthen the economy of their communities. Libraries provide computer

access and job-hunting assistance, including helping people create resumes and prepare for interviews. They also offer resources and support for small businesses and entrepreneurs.

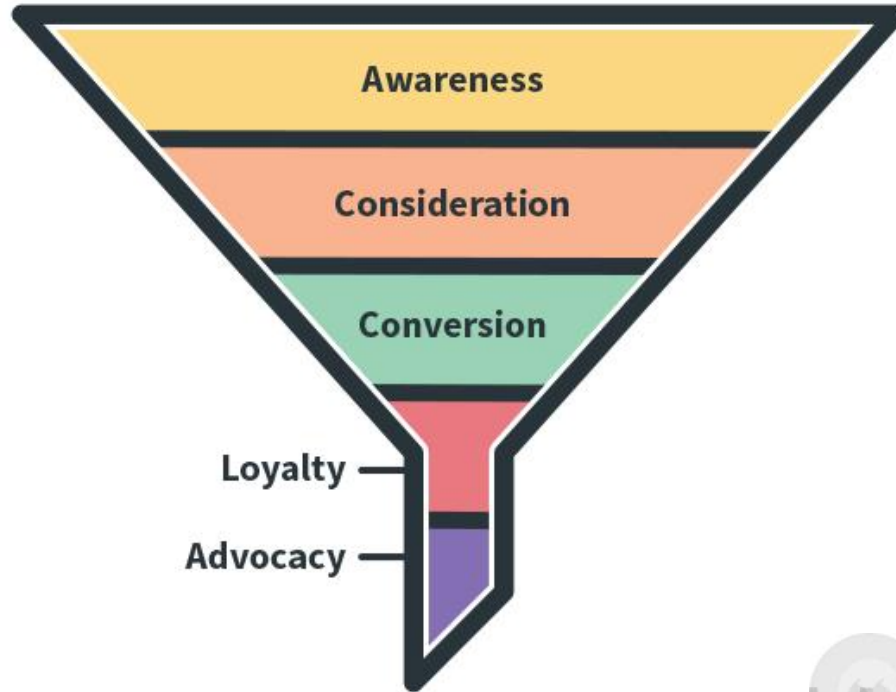
STAFFED WITH INFORMATION EXPERTS

- There's something for everyone at the library—thanks to librarians, who have specific training to understand the needs of their communities and to lead customers to the best print and online resources to meet those needs.
- Librarians teach users to navigate the information world, both in print and online, not only connecting them to the newest technologies, but teaching them how to evaluate and use these resources.

A CENTER OF THE COMMUNITY

- Public libraries create community, a third space, for people of all ages to meet, learn, and enjoy themselves and the company of those around them, promoting a sense of belonging. And there is no cost for admission.
- Libraries are often the only place in the community where everyone is welcome including all underserved and marginalized populations such as the homeless, immigrants, and non-English speakers. Regardless of education level, income, gender, race, or age, public libraries serve everyone.

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

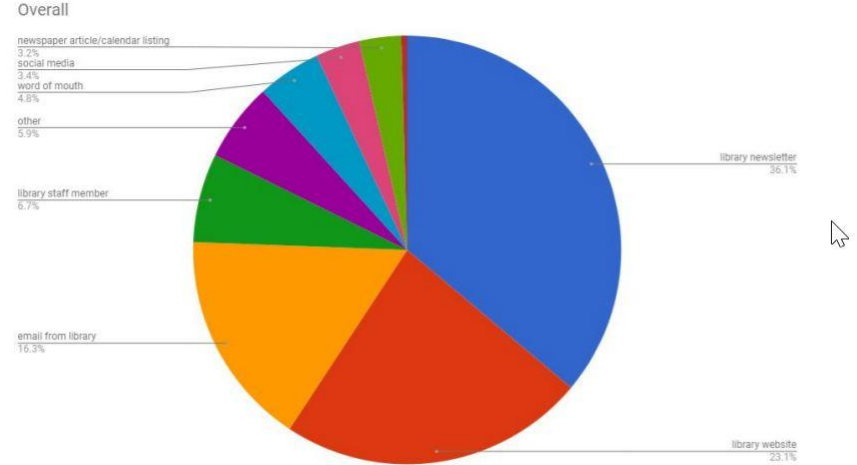
Marketing Basics



Understand your audience

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

STRENGTHS	WEAKNESSES
<p>In house Collection Development (print and e-books)</p> <p>No extra charge for programming/events</p> <p>Friendly, caring staff</p> <p>Programs/events for all ages</p> <p>Shared catalog (PrairieCat) – more titles and items available for sharing</p> <p>Comfortable interior – plenty of seating, village cooling center</p> <p>Hours of operation</p>	<p>Location of building in residential area off the main drag</p> <p>Building located in one village – no branch</p> <p>Noise level can be high – no defined areas – one large room for the collections</p> <p>Not all staff trained in all areas of service to help patrons</p> <p>Outreach programming to other communities in the library district needs to be increased</p> <p>Depends on time of day – slower Internet speeds</p>
OPPORTUNITIES	THREATS
<p>Increase programs to include more technology - digital lab, lending e-readers.</p> <p>Create a Maker-space program for hands-on experience</p> <p>Other than school functions, not much for kids to do – provide more programming after school for not only kids but families as well</p> <p>More offerings to the businesses and organizations in the district so they see us an asset</p>	<p>Mindset that Internet will replace libraries</p> <p>Patrons getting library card to use at other libraries – closer to schools they attend</p> <p>Funding – if property tax freeze and min. wage increases we may have staffing issues and hours the library would be open</p>

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



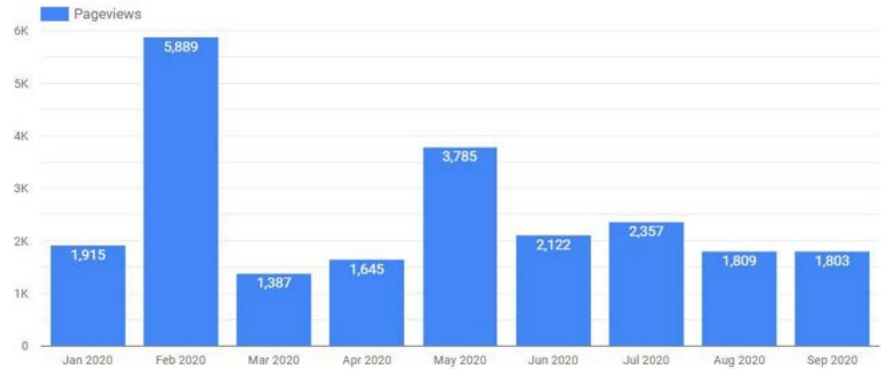
Tim Wierdak

Indian Prairie Public
Library District

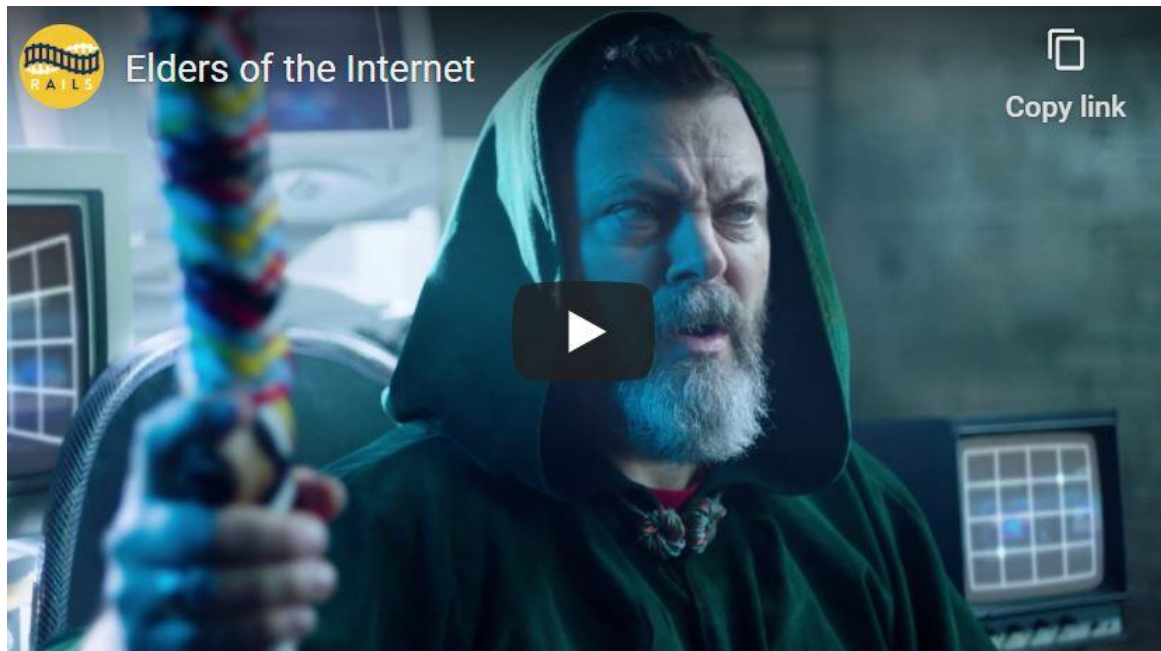
Measure your success!

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



GET STARTED

SHARING SHOW

Home » Blog » Connect Your Patrons' Library Stories

Connect Your Patrons' Library Stories

Posted by My Library Is ... 7 May 2019



Do you want your visitors to share their stories about your library on MyLibraryIs.org? You can put a link for our "Tell Your Library Story" submission form, with your library's name already filled in, on your website.

Here's the HTML code to use for your link:

```
<a  
href="https://www.mylibraryis.org/node/add/library-  
story?edit[field_library_relationship][und]  
[28]=28&edit[field_library_name][und][0]  
[value]=YOUR LIBRARY NAME">Tell Your Story</a>
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Have a great conference!

