Effective Library Marketing Campaigns

Dan Bostrom
Burgundy Hill
Ann Reeves
Background on QPL

Located in West Central Illinois

Service population of 52,000

Annual budget of approx 2.5 million approved each year by the City of Quincy

Facing significant budget cuts in 2019/2020 Fiscal Year
What is marketing?
Reaching your target audience: [https://youtu.be/NfnCOhSWmEo](https://youtu.be/NfnCOhSWmEo)

talked with adults who took the time to listen to him.
Reaching a wider audience
Without new funding, officials say library's future looks bleak

Ethan Colbert  Mar 21, 2019 Updated Dec 6, 2020

QUINCY — Quincy Public Library Executive Director Kathleen Heidkebeck has plans for the future of the library, which was founded in 1888.

"We’d like to do more programs, more story hours for children, more events for teens and adults," Heidkebeck said. "We know that since Quincy is an elderly community that there is going to be an increase in demands for our homebound delivery program over the next 10, 20, or 30 years."

Those plans include reopening the library on Sunday and expanding the library’s daily hours from 9 a.m. to 8
Quincy Public Library truly is a gem in Gem City

March 24, 2019

THE NUMBERS are impressive.

440,865 books, 8,024 electronic materials, 30,334 audio materials and 5,326 videos on DVD.

Those are some of the items in the collection at the Quincy Public Library, representing a significant investment over decades by the residents of Quincy.

Generations of families have helped expand the library through hours of volunteering, donations and yes, taxpayer dollars. Generations more have come to count on the library not just for its books, but puppet shows, Teen Advisory Board opportunities, Wi-Fi Wednesdays, computer access, genealogy records, home delivery service, movies and much, much more.

Here is another number: 1 million. That’s the economic value the Illinois-based American Library Association says the Quincy Public Library represents to the city of Quincy.

That number is based on an online calculator the association offers that assigns a monetary value to the various services or materials, such as young adult books, audio books, literacy programs, public computer usage and meeting room space that a library provides to its patrons. Some believe that number to actually be higher, and we tend to agree.

The Quincy Public Library is so much more than simply an impressive collection of books, documents and other media. The library represents knowledge, opportunities and a connection to other members of the community that simply cannot be replaced.

No community has ever thrived when opportunities for learning were taken away. Quincy would be no exception should the library be forced to pare back its services.

Libraries are an invaluable tool for workplace development as well, offering means for workers to educate themselves, upgrade skill sets and adjust to new realities in an ever-changing economy.

Improving literacy and other so-called soft skills — oral and written communication, professionalism and critical thinking, among others — sets workers up to succeed while learning valuable trade skills. These smart, skilled workers are in high demand right now, as nearly any local manufacturer can attest.
What we learned

Marketing = Advocacy
Identify your advocates
Repackage content
Video doesn’t have to be intimidating