


Effective Library Marketing Campaigns

Dan Bostrom
Burgundy Hill
Ann Reeves

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, creating a triangular shape on the right side of the slide.



Quincy Public Library

Burgundy Hill

Assistant Director & Marketing Coordinator

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?





talked with adults who took the time to listen to him.

Reaching your target audience: <https://youtu.be/NfnCOhSWmEo>

Reaching a wider audience



Community members speak to City Council

a year ago · 628 Views



Community members speak to City Council

a year ago · 447 Views



Community members speak to City Council.

a year ago · 1.1K Views



Be honest

Without new funding, officials say library's future looks bleak

Ethan Colbert Mar 21, 2019 Updated Oct 6, 2020



Debbie Riddell and Natascha Will reads lines with puppets during the Quincy Public Library's puppet show "Luck of the Irish" on Thursday, Mar. 7, 2019. | H-W Photo/Jake Shane

[Buy Now](#)

Jake Shane

QUINCY-- Quincy Public Library Executive Director Kathleen Helsabeck 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," Helsabeck 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

Find your allies

Quincy Public Library truly is a gem in Gem City

Mar 24, 2019

THE NUMBERS are impressive.



140,865 books, 8,621 electronic materials, 10,358 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, Wii 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