

MARKETING FOR LIBRARIES

Two main points of focus:

1. Branding
 2. Promotions/Campaigns
- Important to think about what you want people in the community to think of when they hear the library's name.
 - How to get this message across?
 - Understand and plan goals and success through marketing.



BRANDING

- Name
 - Abbreviations, if used use only one and consistently
 - Same name across platforms
- Logo
 - Consistency
 - If changed change on all materials at the same time
- Colours
 - Choose colours and keep same on all materials



BRANDING ON LIBRARYAWARE

The screenshot shows the 'Admin' section of the LibraryAware interface, specifically the 'Branding Sets' page. The top navigation bar includes 'Promotions', 'Newsletters', 'Subscribers', 'Reports', and 'Admin'. The left sidebar lists various management options: 'Account Management', 'E-Resources', 'Image Management', 'System Activity', 'Template Management', 'Branding', 'Color Swatches', 'Custom Fonts', 'Font Swatches', and 'Widget Settings'. The main content area is titled 'Branding' and includes a '+ Create' button, a 'Default Branding' section with an 'Auto-fill Branding Set...' link, and three branding templates: 'Bifold Brochure (Landscape)', 'Bookmark', and 'Bookmark Wide (Portrait)'. Each template has a small edit icon (pencil) next to it.

The 'Add Branding Set' dialog box is shown, featuring several input fields and options. It includes a 'Branding Set Name' field, a 'Logo' section with a 'Select Image' and 'Remove Image' button, and color selection options for 'Main Text Color', 'Secondary Text Color', and 'Background Color'. There is also a 'Branding Font' dropdown menu set to 'Arial' and an 'Organization Name' field containing 'Peace Library System'. An 'Add Branding Set' button is located at the bottom right of the dialog.

*Edit by
Template
Type*

*Edit Whole
Branding
Set*

IDENTITY: WHAT MAKES YOU UNIQUE?



Think about:

- Services
- Programs
- Events
- Books
- Technology
- Experiences
- Training



IDENTITY: WHAT ARE YOU ABOUT?

Safe

Inclusive

Community

Supportive

Culture

Family Friendly

Welcoming

Diversity

Experience Based

Knowledge Economy

Development

Open

Available



MARKETING USING CAMPAIGNS

- Pick a focus
 - Prioritize one thing to advertise
- Plan how to promote
 - Is it an in branch only, online, print?
 - Expose the same people multiple times
 - Clear and consistent message
- Understand roadblocks
 - What is going to prevent people from coming? Is there away around this?
 - Blocks for the message? Will people be missed? How to catch all interested?



STEPS TO MARKETING SUCCESS

1. Goal/Objective
2. Choose your Target Audience
3. Message
4. What Mediums?
5. Delivery
6. Measure



GOALS

- Choose one or two. Tailor your goals to the audience.
- Be specific
 - How will success be measured? Factor this into goal setting.
- For example for a general awareness:
 - “Promote awareness of the unique role of the library in the community.”
 - “Increase visibility and support for your library.”
- For an children’s programming event:
 - “Have 8 children aged 3-5 signed up and attending weekly reading time.”



CHOOSE YOUR TARGET AUDIENCE

- This comes out of those objectives – if you want increased support by the municipality market to them.
- General is not best.
- Social demographic targeting – reskilling at the moment
- Teens
- Think of the wants of the demographic



COMMUNITY DEMOGRAPHICS

Who is the target audience?

- Age
- Gender
- Background
- Language

- Think about the community make-up.
 - What demographics are not being reached? Who do you want to reach?
Commonly this is 18-45 year olds



MESSAGE

Market to a few planets, not the whole galaxy.

- Keep things simple – approachable and relatable.
 - Do not over saturate with information
- Same message across multiple platforms.
- Focus on what patrons are most passionate about.
 - Different message to different groups
- Looking to increase membership? Your message should address what they **want** not what they **need**.
 - To bring in new members advertise what they want - ie. Free Wifi.
 - Existing members less focus on what they want now shift to need based marketing – ie. Types of eBooks.
- Move away from antiquated assumptions.



TIMING

- Use holidays and celebrations throughout the year to help aid in the planning. By planning out a strategy this saves time and provides a structure to build the promotion and materials around.
- Plan out your posts and what to promote for different times of year:
 - Holidays – Christmas, Easter
 - Library Week or the anniversary of the library: dispel the antiquated ideas about libraries, facts about what things were like when it opened and where it is now.
 - School events – first day, spring break
 - Banned Book Week
 - Annual “events”: “new year, new you,” spring cleaning



EVENT PLANNING

- When planning events make sure to include marketing in the planning stages.
 - When and what to post on social media?
 - Newspaper ads? Radio?
 - Advertising outside of the library?
 - Announcements on website
- Use social media to create an event – this can get shared and will pop up on people who do not follow the library page to check it out.
- Use all three forms of marketing to promote – website, social media and print.



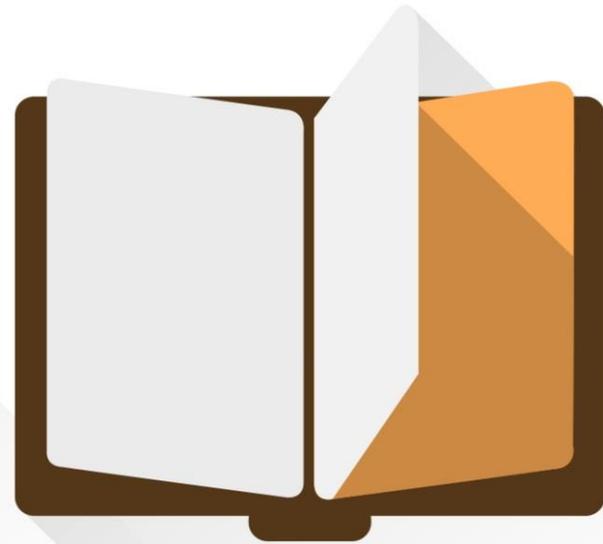
Focus on three main areas of marketing:

- Website
- Social Media
- Print



Digital

VS



Print

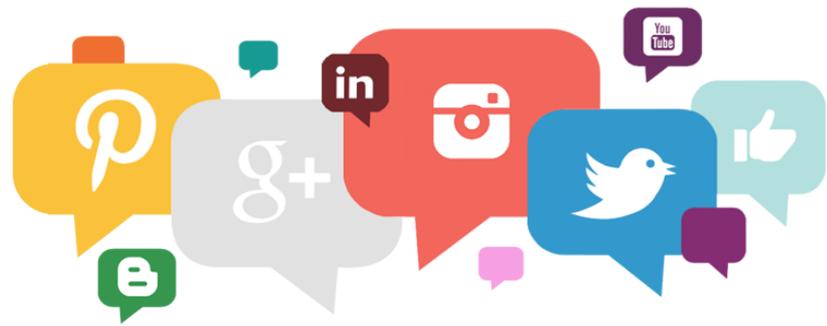
WEBSITE



- Put events in multiple places – events calendar, social media, news blog, have a program page.
 - Posting in just one place can result in information being missed.
 - Be consistent: if it's in one place one month make sure it is there the next.
- Update regularly.
 - Photos from recent events, even something simple as restating hours open.
- Use your community to reach your community. High school student volunteers can help with updating social media/website if you don't have time. Set out guidelines and they can do the rest.
- Add poster to event. Cross post – have it in print but also online.
 - Use LibraryAware to make this easy.



SOCIAL MEDIA



- Digital Marketing is the future of marketing. Social media makes it easy and fun to reach your audience and collect information on who is seeing the content for better targeting.
- Patrons can ask questions – interact
- Use scheduling tools to save time and plan out posts.
- Engage with the community.
 - Comment on posts/like on other community pages.
 - Share community events on yours.
- Commit to updating at least once per week.
- Host social media only contests.





PRINT

- Newspapers
- Brochures
- In-Person Distribution at Community Events
- Posters in Community Centres/Schools

libraryAware

- Using LibraryAware makes professional promotional materials easy to create, print and share online.
 - Use in the library or around the community and share on social media.
 - Easy to promote to multiple times to different groups.
 - Customizable for the promotion and branding is added automatically.



MEASURING SUCCESS

- Measure before and after.
- Aim to change behaviour and measure change.

How is success measured? How will you determine if the promotion worked?

- Online
 - User Participation – events/social media
 - Likes on Page/ Hits on website
- Active Patrons
 - Borrowed materials
 - Services used
- Event participation
 - Increased numbers of patrons in attendance
 - Registration numbers which turn into attendance
 - Feedback from participants



MICRO FEEDBACK

- Getting feedback from patrons can be difficult so try using *micro feedback*. By asking just one or two questions that can be answered quickly to find out pieces of information.
 1. Only ask one or two questions
 2. Simple, quick answers
 3. Make it immediate
 - Use a poll on social media
 - Ask when a patron is checking out material

Resources:

<http://blog.invisionapp.com/get-better-qualitative-data-on-your-user-experience-with-microfeedback/>

<https://userbrain.net/blog/how-to-integrate-continuous-micro-feedback-into-your-business>

<https://hbr.org/2010/03/twitters-potential-as-microfee>

<http://www.sarahdoody.com/what-is-micro-feedback-and-why-it-matters-to-your-user-experience/#.V3p6r9IrK7R>



MARKETING IDEAS

- Kindergarten welcome pack
- Visit high schools to introduce the library's research resources and a quiet place to study.
 - This is an excellent time to promote teen programming.
- Welcome, Baby pack for new parents
- Cyber-Seniors – programming to help seniors with technology, use students to help teach.
- “What do you like about your library?” wall
 - Post in branch and on social media with solutions to issues
- Scavenger hunt: clues online and bring into the branch.



OTHER THINGS TO THINK ABOUT

- Rural – government information, internet availability
- Interaction with the community and what is important as well as those outside of the community.
- Goodreads – consider a library page here
- Remind of hours – always a good post every few months to remind people who come/others who haven't get them thinking about their schedule and coming into the branch.
- Use the community to market to the community – use members of the public to help with updating social media and the website. It's wonderful experience for students.



FINAL REMARKS

- Interconnected between digital and print.
- Build a bridge between the library and the outside library community.
- Plan ahead.
- Brainstorm ideas – saves time and can be implemented into annual plans.
- Look at what other libraries are doing – what appears to be working, can this transfer?

Many of the same ideas presented here are found in an excellent keynote by Ned Potter – check it out!



IMAGE SOURCES

Front: https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcRo-0ZGECBzvX6c8knvp70cuAWqdQCXLSz_04gloeAMmGkHkdQZjQ

Slide 5: https://i.kinja-img.com/gawker-media/image/upload/s--X1MZEN1u--/c_scale,fl_progressive,q_80,w_800/iuokzmsyub9xjlpccgs0.jpg

Slide 15: <http://www.talonx.com/file/2016/01/Digital-vs-Print-Marketing-02.jpg>

Slide 16: <http://www.autowc.com/images/web%20design.png>

Slide 17: <https://cdn.productplan.com/wp-content/uploads/2016/04/marketing-roadmap.png>

Slide 18: <http://www.honduras.com/wp-content/uploads/2012/05/newspaper.jpg>

