



**MARKETING AND
PROMOTING YOUR
LIBRARY**



About Me

- Instructor in the Library and Information Technology Program at RRC
- Worked in the Library Industry for 10+ years
 - School, academic and public libraries
- Passionate about libraries and building bridges between the library and its community

Your expectations for this presentation

- What do you hope to take away from this today?

What you will not see today

- The use of marketing jargon
- A discussion of branding
- Impractical theories and ideas

Today's Focus

- Practical advice on how to determine:
 - Your library's value
 - Your users' needs
 - How and what to promote to those users

Agenda

- Brief marketing overview
 - Plain language
 - Simple steps
- Promotional ideas
 - Free or low cost every day ideas
 - Using your students, teachers and parents in your libraries
- Takeaway Discussion

MARKETING



Marketing Defined

- How is marketing defined?

Marketing Defined

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

[[American Marketing Association](#)]

Marketing Defined

“A series of actions to be undertaken by a company or organization to successfully interest potential customers or clients in a product or service and to persuade them to buy or use it. Often based on *market research*, such a plan is specifically designed to systematically implement a set of goals known as a *marketing strategy*, through promotion, outreach, etc...”

[[Online Dictionary of Library and Information Science](#)]

Marketing Defined

“Marketing is the ongoing process of creating a connection between the library and its users. Research is a key element of marketing. Librarians must match what the library offers with what users want and need. Then, the library must demonstrate its value in meeting a customer’s need to continue the cycle.”

[[Eduscapes](#)]

Key Steps in Marketing

- Gather Information
- Know Your Product
- Create a Plan
- Promote Your Product
- Evaluate
- Repeat

Gather Information

- Know your library –
 - Who are you?
 - What is your mission?

Gather Information

- Know your users (and non-users)
 - Who are they?
 - What do they want?

Know Your Product

- Once you've identified who you are, what you do and who your users are/are not, you can identify your product to promote.
 - What do you have that your users want?
 - What do your users want that you can create?

Know Your Product

- Your library products may include:
 - Services
 - Resources
 - Programs/Events
 - Instruction
 - Other?

Create a Plan

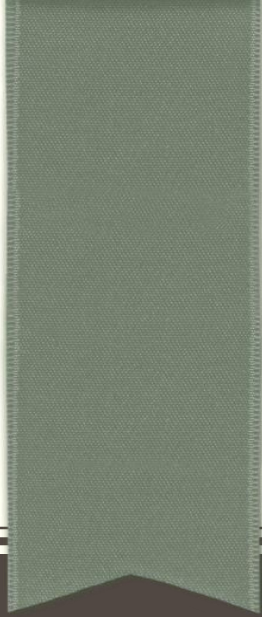
- Develop a plan of action
 - Determine:
 - What you are going to promote
 - Who you are going to promote it to
 - How you are going to promote it

Promote

- Carry out your promotion plan

Evaluate

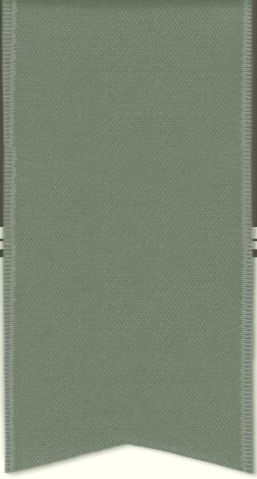
- What worked?
- What didn't work?
- Tweak and repeat



WAYS TO PROMOTE THE LIBRARY

Promoting the Library- 3 Key Ways

- 1. Get your students involved
- 2. Collaborate with the teachers
- 3. Promote yourself to the parents



GET YOUR
STUDENTS
INVOLVED



Get Your Students Involved

- **Target Audience-** your students
- **Goal-** to encourage students (both users and non users) to use the library and to be creative and excited about doing so
- **Reasons-**
 - Word of mouth marketing –the **best** way to get the word out
 - Students working for students gets more activity in the library
 - Creates lifelong readers, library users and library supporters

Get your Students Involved

- **Strategy-** Start or improve a student advisory group

EXAMPLE: [Teen Advisory Board Wiki](#)

Get your Students Involved

- **Strategy-** Help students form book discussion groups at the library
 - Allow students to select books and conduct discussions on their own, with some guidance

EXAMPLE: [Northwood Elementary School Book Club](#)

Get your Students Involved

- **Strategy-** Create contests or activities that will draw in non-library users

EXAMPLES: [Library Crafts with Weeded Books](#)
[Library Art Contest](#)

Get your Students Involved

- **Strategy-** Use the library as a way to encourage theatrical or artistic connections to books and reading.
 - Puppet/theatre troupe
 - Write scripts based on children's lit (classic fairy or folk tales)
 - Write their own scripts
 - Have students create promotional posters for library
 - Poetry Slam

EXAMPLES: [Literature Live](#)

[Mother Theresa Library's Poetry Slam](#)

Get your Students Involved

- **Strategy-** Teach students to be peer readers' advisors
 - Book reviews and Booklists
 - Post reviews on website
 - Bookmarks
 - Print and display in books in the library
 - Book talks/Book trailers
 - Record and post on website or have a book talk event for teens

EXAMPLES: [Lisbon School Library Student Book Reviews](#)
[Barrow Media Centre Student Book Marks](#)
[Teen Tech Program Book Trailer Contest](#)

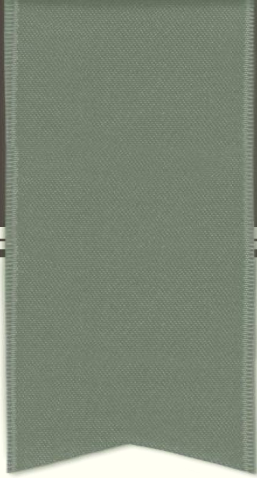
Get your Students Involved

- **Strategy-** Get students to help maintain your library's webpage, blog or social media
 - Layout and content
 - Design of site
 - Contribute links to teen related interests
 - Display their material on site
 - Book trailers, book reviews, etc...

EXAMPLE: [Menlo Park Library -Teen Created Website](#)

[Campus Library Blog](#)

[Group Blog- Upper Darby Sellers Library](#)



COLLABORATE WITH THE TEACHERS



Collaborate with the Teachers

- **Target Audience-** Teaching staff
- **Goals-** To encourage teachers that collaborating with library staff will add depth to their teaching.
- **Reasons-**
 - Teachers act as role models to students
 - If library is seen as useful by teachers, more students will use it
 - Teachers and library staff collaborating creates a stronger learning environment for students

Collaborate with the Teachers

- **Strategy-** Introduce yourself and the services you provide
 - Host a breakfast, lunch or a tea
 - Have ready made forms created for teachers to offer suggestions on materials/events/collaboration they'd like to see
 - Have samples of lessons/book talks you've done on hand for teacher perusal

Collaborate with the Teachers

- **Strategy-** Create an information brochure on the services you offer at your library, including equipment, resources and any important procedures.
 - Make available at front desk
 - Send as an attachment in an email to teachers
 - Post on website/blog

Collaborate with the Teachers

- **Strategy-** Start an email list with teachers' names on it to forward resources and info to
 - Divide by grade and subject

Collaborate with the Teachers

- **Strategy-** Create a bookmark with the top 10 websites for teachers
 - Divide by grade and subject

Collaborate with the Teachers

- **Strategy-** Create a wiki for library staff and teacher collaboration

Collaborate with the Teachers

- **Strategy-** Make announcements about the library during morning announcement time.
 - New books
 - Programs
 - Contests
 - Other events

Collaborate with the Teachers

- **Strategy-** Offer mini-lessons to teachers (or students- if allowed):
 - On a particular technological device that may be new to the teacher and student.
 - How to use encyclopedias, reference books, dictionaries, and thesauruses.
 - Giving a book talk promoting books related to curriculum

PROMOTE
YOURSELF TO
THE PARENTS



Promote Yourself to the Parents

- **Target Audience-** parents, caregivers
- **Goal-** Identify the library as the center of student achievement and learning
- **Reasons-**
 - Parents/caregivers are their children's first and most important teacher.
 - Parents/caregivers have a strong influence on their children's learning
 - Increased awareness of the library
 - Potential volunteerism

Promote Yourself to the Parents

- **Strategy-** Create a Library Newsletter
 - Updates the community (including teachers) on activities, resources, events in the library
 - Identifies the library as an important part of the school

EXAMPLE: Create a Library Newsletter

Promote Yourself to the Parents

- **Strategy-** Host a family night

EXAMPLE: [Family Night Ideas](#)

Promote Yourself to the Parents

- **Strategy-** Ask for parent volunteers

EXAMPLE- Are There Any Volunteers?: A pain-free approach to getting the very best out of parents



PROMOTE THE
LIBRARY TO ALL
THREE GROUPS



Promoting to all three groups

- **Strategy-** Online promotion (social media)
- **Audience-** students, teachers and parents
- **Reasons-**
 - Ability to reach all groups with the same medium
 - Ability to potentially reach others in the greater community as well
 - More people are online...need to meet users where they're at



Instagram

- Share photos of your library
 - Displays
 - Student art
 - Programs
 - Behind the scenes
 - Feature the staff

EXAMPLES: [Instagram Book Face Examples](#)

[Instagram Library Displays](#)



Pinterest

- Share book reviews/reading lists
- Showcase reference/research skills
- Create collaborative boards with teachers
- Share learning materials for teachers

EXAMPLES: [Travis Middle School Library](#)

[Elkhorn High School Library](#)

Twitter



- Advertise events, contests, etc. to students, teachers and parents
- Connect with other local businesses for potential partnerships
- Connect with other libraries

EXAMPLE: [WPG Public Library](#)

[New Trier High School Library](#)

Others...

- Your users may not be on Instagram, Pinterest, or Twitter...
 - Find out where they do “hang out” and meet them there!

Discussion Questions

1. What do you already do to market and promote your library?

2a. Name one thing that your library does well that you could promote

OR

2b. Name a new thing you could implement to promote your library.

3. Name a new way you can promote it.

Questions?

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