



What is Marketing? Everything

Every time you have contact with the public you have an opportunity to market your services

Marketing is:
Newsletters, advertising, promotion

And...
Customer service, interior signage, social media, outreach, graphics on vehicles, nametags, programs...

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Marketing Vs. Public Relations

Marketing	Public Relations
<ul style="list-style-type: none">• Marketing is sales• Seeks new and return customers• Product promotion• Proactive	<ul style="list-style-type: none">• Builds relationships with all constituents• Creates favorable climate for your product• Information flow• Reactive

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First- Define and Understand your market

- 1 Claim your service area
- 2 Communicate it to staff/board
- 3 Understand who you serve
- 4 Set goals for usage/participation growth
- 5 Plan to achieve those goals

Understanding The Area You Serve

Is the area growing? Are you trying to reach people who are new to the area who may not know what you do or where you are located?

Is the area shrinking? Are you trying to get more of the population in the door for the first time?

Are the people changing? Is the population aging? Are there more children or fewer children?

Understanding The Area You Serve

Are the needs changing? Is the economy changing? Are people changing jobs? Is employment growing or shrinking?

Are your schools changing? Are new schools being built or are schools closing?

How's your funding source? Are you facing budget cuts? If you are a taxing authority, are property values increasing or decreasing?

Resources for Understanding Your Service Area

- 1 Census Bureau projections
- 2 State Data Center
- 3 County PVA and clerk
- 4 Internet resources and databases
- 5 Consultants

Effective Marketing Starts With A Plan

Staff resources are wasted unless you have a plan that is specific and measurable

Step 1 → Step 2 → Step 3 → Step 4

Determine your marketing channels	Set Goals: Increased traffic, circulation, program participation	Plan the whole year for all channels. Execute the plan daily	Measure and adapt
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Marketing Channels - Two Types

Pull Marketing- They come to you	Push Marketing- You go to them
<ul style="list-style-type: none">• Passive• No Permission required• Requires additional marketing to get them to come to you• Website, in-library marketing	<ul style="list-style-type: none">• Active• They give you permission by signing up, "Liking" or following you• Works on your time table- Events, deadlines, "New", etc.• Facebook, Twitter, Instagram, Email

Marketing Types- Two Types

Internal Marketing to existing patrons	External Marketing to new patrons
<ul style="list-style-type: none">• Internal library signage• Newsletters passed out with checkouts• Bookmarks, calendars, flyers• Electronic signs	<ul style="list-style-type: none">• External signs- on the road, corners, etc• Traditional media- newspaper, Radio, TV• Email blasts• Social Media -Facebook, Twitter, Instagram

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Internal Marketing



Need Books?
Posters on the walls of public areas. Move them regularly.
Think Library.
Scott County Public Library

Shelf end signs help people find your collection and explore new things!

Light pole banners in your parking lot

Banner stands- you can use them both inside and outside the library. Move them regularly.

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External Marketing



Newsletters- sent out to your card holders and community leaders. Mail to entire zip codes.

Email Blasts- Send monthly to card holders and community leaders.

Paid Media- Offer to write regular material for local papers. New books, staff picks, Directors column.

Social Media- Make a plan, stick to it. Consider paid ads.

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Social Media - Push Marketing

Each channel has different demographics

Thousands of Daily Users

Good Tools for Libraries- All Free

Facebook Strategy

- Free, easy to use and create a page
- 72% of adult internet users/62% of entire adult population*
- Trending older- Over 50% of adults 50+ are on Facebook* Good place to reach adults
- Great for events, photo albums, daily updates
- Do:
 - Post every day
 - Use lots of photos
- Don't:
 - Start then stop
 - Catch up- posts weeks worth in an hour

*New Center Demographics of Social Media study

Facebook Ideas

- Archive Item of the week
- Staff Book Pick of the week
- If you like _____, you'll love _____
- Library "Shelfie"
- New Book of the week
- Children's book of the week
- Events

Facebook Ideas



- Who to follow:
 - New York Public Library
 - San Francisco Public Library
 - LA Public Library
 - Burlingame Public Library
 - Houston Public Library
 - Louisville Public Library
 - Dallas Public Library
 - Harris County Public Library

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Twitter Strategy



- Skews much younger than Facebook
- Harder to stand out- You don't want controversy and you aren't a celebrity
- Focus is on the conversation, not just the post. It's easy to lose control if you aren't extremely savvy.
- Mirror your Facebook posts for an easy Twitter account
- Many regular Twitter users are not on Facebook anymore

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Instagram Strategy



- It's free and easy to create an account.
- A good way to reach younger users and women. 55% of Adults 18-29 are on Instagram*
- Focus is on photography, video and graphics, not text or links
- Good way to feature events- Create traffic
- Many regular Instagram users are no longer using Facebook

*New Center Demographics of Social Media study 18

Instagram Examples



- Book Face Friday
- Travelling Library Card
- Library Scavenger Hunt
- Library “Shelfie”
- Live event video

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Instagram Examples



- Who to follow:
 - New York Public Library
 - San Francisco Public Library
 - LA Public Library
 - Burlingame Public Library
 - Houston Public Library
 - Louisville Public Library
 - Dallas Public Library

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Pinterest Strategy



- 44% of online women are on Pinterest- Mostly 18-49*
- Focus is lifestyle- Links, photos, examples
- Be deliberate- Understand why people are there. You want people to re-pin your posts
- Pinterest and Facebook are a good compliment to each other. Use Facebook to share pins.

*Pew Center: Demographic of Social Media study 21

Pinterest Examples



- Library Events
- "How To"
- Library workshops and classes
- Book profiles/reviews
- Maker space info

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Blog Strategy



- Blogs can be tailored to different ages
- Excellent tool to use the expertise of library staff- staff book reviews, top ten lists, new releases, if you like....
- A good outlet for long-form articles.
- Provides content for other social media- Post blog entries on Facebook
- Provides dynamic content for website- connect live feed to website
- Many free options, Blogger, WordPress, Tumblr

Blog Examples



- David Lee King- <http://www.davidleeking.com>
- Jenny Arch-<https://jenny-arch.com>
- Librarian.net-<http://www.librarian.net>
- Bloomsburg Public Library- <http://www.bloomsburgpl.org>

Steps to Creating A Marketing Plan

- 1 Strategic plan
- 2 Board/Trustee buy In
- 3 Determine your marketing goals
- 4 Determine your marketing channels
- 5 Written plan with measurement



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Challenges to an Effective Marketing Plan

- 1 Money
- 2 Board/Trustee buy-in
- 3 Staff buy-in
- 4 Tying results to effort
- 5 Sticking with it



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Keys To Success

DO:	DON'T
<ul style="list-style-type: none">• Have patience• Be consistent- Choose and use the same colors, fonts and logos. Create a marketing style sheet• Make a written plan, at least a quarter at time.• Stick to it!	<ul style="list-style-type: none">• Start then stop• Split marketing responsibilities• Work in a vacuum, Involve staff• Give up



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Keys To Success Follow the CASE Method



- Copy And Steal Everything
- A good idea is a good idea.
- Reach out to other libraries, use their good ideas. Don't reinvent the wheel

Resources

- Facebook for nonprofits- <https://nonprofits.fb.com>
- ALA Media Relations Guidebook-
– <http://www.ala.org/advocacy/advleg/publicawareness/campaign@yourlibrary/prtools/handbook>
- ALA-Blueprint for Your Library Marketing Plan-
<https://www.alastore.ala.org/detail.aspx?ID=2237>
- PLA Public Libraries Online-
<http://publiclibrariesonline.org/2012/12/blogs-by-and-for-librarians/>
- Texas State Data Center-<http://osd.texas.gov>
- US Census Population Estimates-
<https://www.census.gov/popest/data/counties/totals/2015/index.html>

Thank You!

Dan Miller
Miller Consulting Group
www.dmillergroup.com
dan@dmillergroup.com
