Selling Your Story

Marketing Strategies for Summer Reading Program
"Marketing involves understanding what a customer needs, creating a quality product, and then effectively educating the customer about that product."

Susan Webreck Alman
Crash Course in Marketing for Libraries
It's all about your audience.
Follow a plan

Develop a plan of what marketing tools you use and how you evaluate the effectiveness.

Prioritize wisely

Not every marketing tool is right for every audience.
Know which one works best.
Plan it out.

Know the ins and out of your event

Think about what is essential for people to know: who, what, where, when, how.

Jot down a paragraph about what your event is about, using adjectives and phrase that will capture your reader.

Catchy titles are always a good idea, as long as they don't confuse the audience.

What: Green Thumb Gardening: Five-Part Educational Series

Where: Hay Memorial Library (great place to specify area in library)

When: April 30, May 7, May 14, May 21, July 9 – begins at 5:30 pm

How: Register by calling the library. Limited to 20 people.

Who: Partnership with Cornell Cooperative Extension

Event Description: Want to grow your own veggies? Join Hay Memorial Library and Cornell Cooperative Extension for a gardening series that will teach you the basics! Perfect for beginners looking to grow their own produce, you'll learn different skills including garden prep, planting, weeding, maintaining plants, and harvesting.
Best platforms to use: Facebook, Instagram, Nextdoor, Eventbrite

Facebook: Events (ties in with Eventbrite and reservation feature), information, reminders

Instagram: curated images, information, reminders (Visual does better over graphics)

Nextdoor: information and reminders
Four rules to follow.

1. Stay consistent and create a schedule (using Later.com)!
2. Duplicate, duplicate, duplicate.
3. Listen to what your users engage with. (Fast tips, pictures of new books, funny memes, etc.)
4. Create a community - respond.
Word of Mouth marketing.

The best tool you have at your disposal are your community members!

People trust friends and family's opinion most.
IDEAS

- Create programs and services that get people talking.

- Coach staff to talk up programming while checking out patrons. Get them excited about upcoming programs.

- Use hashtags and encourage people to take photos and post them on social media.

- Collect post-program surveys and present questions that will make great testimonials.

- "Referral Program" where a patron brings a friend to an event and gets an incentive - think teen programming!
Create visually appealing content.
Additional Ideas

- Coordinate a visit with the school
- Send home info in Friday folders
- Partner up with a local organization
- Press Release - find an angle
- Strategically placed flyers in library
- Sandwich Board Signage
- Outreach tables for Sign-Ups

Any others?
Ask me your questions.