

Marketing Basics

A beginner's guide to promoting your library's valuable resources

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Colorado State Library

s.lrs.org/marketingbasics



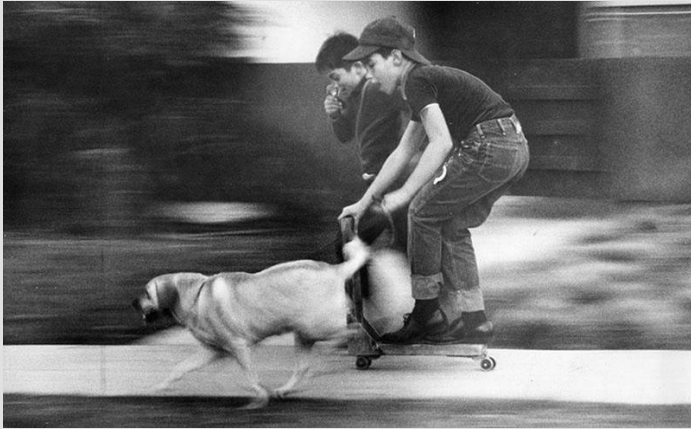
Session Outcomes

- Build a basic marketing plan that can be scaled to any budget
- Identify social media strategies that help you manage your workflow
- Understand basic graphic design principles that will help you create professional-looking marketing materials

s.irs.org/marketingbasics

Why Market?

Marketing is a type of communication that drives action.



<http://photos.lapl.org/carlweb/jsp/DoSearch?index=z&databaseID=968&terms=0005425994>



Your patrons don't
know what your
library has unless
you tell them.

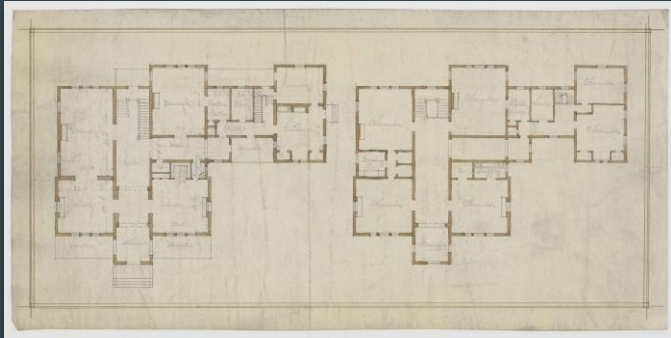
Marketing
communicates
your library's
values and
priorities.



<http://photos.lapl.org/carlweb/jsp/DoSearch?index=z&databaselD=968&terms=0000050886>

Building a Marketing Plan

Components of Your Marketing Plan



- ❑ Marketing team
 - ❑ Assessment
 - ❑ Goals
 - ❑ Budget
 - ❑ Content
 - ❑ Channels & partners
 - ❑ Collateral
-

Assemble your team



- No experts required!
- Go where the energy is
- Utilize your community, including teen groups
- Agree on roles & expectations

Assess the situation



<http://photos.lapl.org/carlweb/jsp/DoSearch?index=z&databaseID=968&terms=0000080291>

- Document current efforts: channels, campaigns, collateral, partners
 - Get feedback from your community through formal and/or informal evaluation
 - Interview internal & external stakeholders
-

Define your goals



<http://ulib.iupuidigital.org/cdm/ref/collection/Indy500Fest/id/6866>

- Prevent the dreaded scope creep
 - Goals help evaluate progress
 - Who is your audience?
 - Start small; keep it measurable
-

Identify your content



<http://photos.lapl.org/carlweb/jsp/DoSearch?in dex=z&databaseID=968&terms=0005433791>

- Events & programs
 - New materials
 - Historical collections
 - Digital resources
 - Experts in the library
 - Nontraditional resources
 - Meeting rooms
 - Interlibrary loan service
 - Outreach services
-

Build your budget



<http://digitalcollections.library.gsu.edu/cdm/ref/collection/lane/id/7205>

- Your budget may be \$0. You can still work with that.
 - Staff time is a factor.
 - Free and low-cost options exist.
 - Track your stats.
-

Choose channels; Find partners



<https://digitalcollections.hclib.org/digital/collection/MplsPhotos/id/22416>

- Local radio and paper
- Community buildings, newsletters, and message boards
- Local businesses, agencies, & extensions
- School liaisons/teachers
- Your website
- Library newsletter/email list
- In-library signage*
- Social media

Create your collateral



- Consider your media channels.
- Design work: in-house or outsourced?
- Templates. But seriously, templates.
- Align with your branding guidelines.

Social media

Social media is the digital space where you interact with your community.

Use analytics to avoid social media overload

Actions on Page

March 21 - April 17



We don't have data to show you this week.

Page Views

March 21 - April 17

111

Total Page Views ▲ 18%



Page Previews

March 21 - April 17

38

Page Previews ▲ 100%



Page Likes

March 21 - April 17

17

Page Likes ▲ 70%



Reach

March 21 - April 17

4,775

People Reached ▲ 145%



Recommendations

March 21 - April 17



We don't have data to show you this week.

Post Engagements

March 21 - April 17

868

Post Engagement ▲ 126%



Videos

March 21 - April 17

42

Total Video Views ▲ 100%



Page Followers

March 21 - April 17

18

Page Followers ▲ 64%



**USE ALL THE SOCIAL MEDIA
PLATFORMS!**



For best results,
feed and water
your social
media channels
regularly

The screenshot displays a social media notification feed with three columns of content:

- Column 1 (Notifications):**
 - Jon Walker liked** (1h): CO State Library @COStateLibr... 15h. The Colorado State Library's Book Club Resource recently added new social justice titles to inform, enlighten, and inspire your library's reading group. s.lrs.org/1471
 - Alex Frazier liked your Retweet** (10h): Anythink Libraries @lovelymany... 5d. Thanks to the @denverpost for highlighting @OneBook4Co & Eric Litwin's performance at Anythink Commerce City! Stop by your local Anythink for a free copy of "Groovy Joe: Disco Party Countdown." dpo.sl/2GZlFDZ
 - Charlene liked** (12h): CO State Library @COStateLibr... 15h. The Colorado State Library's Book Club Resource recently added new social justice titles to inform, enlighten, and inspire your library's reading group. s.lrs.org/1471
- Column 2 (Scheduled):**
 - Scheduled for: 11:38am · 19 Apr 2018**
Digitized annual/biannual reports of the State Land Board back to 1903 are available through the State Publications Library <http://cospl.blogspot.com/2018/04/tim-e-machine-tuesday-state-board-of.html>
 - Scheduled for: 4:48pm · 19 Apr 2018**
CSL is pleased to unveil 'A Teen Walks into the Library,' a new self-directed online course for working with teens in your library. <https://create.coloradovirtuallibrary.org/a-teen-walks-into-the-library/>
- Column 3 (Colorado Libraries @CO...):**
 - Platteville Library @PlattevillePL** (18h): The late Barbara Bush on libraries. #LibraryLife #BarbaraBush
 - Poudre Libraries @PoudreLibr...** (32m): Local author Daniel Ausema used the Library District's new #selfpublishing tools to make his sci-fi/fantasy serial fiction #SpireCity available to readers through the library catalog. Meet Daniel in this week's River's Mouth Blog. #FoCoWriters blog.poudrelibraries.org/2018/04/serial...
 - Lamar Public Library @lamarpl** (32m): KARAOKE FRIDAY, APRIL 20



Social Media Calendar



ahitchner@coloradovirtuallibrary.org

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 5 hours ago by Miranda Doran-Myers



Comments



100% - \$ % .0 .00 123 - Arial - 10 - B I U A - [Grid icons] - [List icon] - [Download icon] - [Link icon] - [More icon]

fx

	A	B	C	D	E	F	G	H	I
1	x=done SCH=Has been scheduled	Date	CVL	FB	TW	LIB	Post	Message	Image
2	x	5/17/17		x	x		IMLS funds over 40 library programs and services, like CHNC & OB4CO, yet costs less than a stamp. #SaveIMLS!		
3	x	6/3/17			x		"100 Things To Do Before You're 12." Pick up a copy of the list at your library. Proud to partner w/ @GreatOutdoorsCO #GenerationWild		
4	x	6/5/17		x	x		FREE webinar: Look at Me When I'm Talking to You, w/Jean Heilig, 6/22/17 12pm MST https://s.lrs.org/13bu		
5	x	6/6/17		x	x		Outside the Lines is Sept 10-16. What does your library have planned? #getOTL http:// http://www.getoutsidethelines.org/		
6	x	6/7/17		x	x		Join the new RIPL (Research Institute for Public Libraries) Online Community of Practice, open to anyone interested in public library data & ev		
7	x	6/8/17		x	x		Thanks to all who entered the 2017 Teen Video Contest! Watch a playlist of the winning submissions https://s.lrs.org/13ef		
8	x	6/9/17			x		Explore a State Park, No.18 on #100ThingsToDo. You can check out a State Parks Pass @ your library! @GreatOutdoorsCO #CheckOutColo		
9	x	6/12/17	x	x	x		Read to the Children kits include literacy materials like #OB4CO title Mouse Mess. https://www.youtube.com/watch?v=_8twvy0yB_E http://www		
10	x	6/12/17		x	x		Libraries as Community Catalysts Virtual Webinar 8/16/17 9-3 MDT (reg details coming soon). Partnering w/ @GeorgiaLibs @StateLibraryIA		
11	x	6/12/17		x	x		National Institute of Corrections is hosting a college internship for Evidence-Based Librarianship in Corrections. Apply by 7/26/17. https://vsfs .		
12	x	6/13/17		x	x		Colorado beekeeping resources are on the State Pubs Library blog		
13	x	6/13/17		x	x		"Doc Susie" was a rare 19th century female dr who lived here in CO and was even a county coroner!	https://drive.goo	
14	x	6/14/17		x	x		The Moffat tunnel was David Moffat's vision for railroad travel through the Continental Divide. #timetraveltuesday		

Campaign: #GetToKnowCSL



“
*I love seeing how
libraries impact their
communities.*

Mary Bills
Technical Coordinator
Colorado State Library

#GetToKnowCSL

Goals

- Generate awareness about CSL staff and their programs
- Put a human face on CSL
- Increase communication potential between CSL staff and CO library staff

Timeline

- March - June 2018

Collateral

- Staff profile graphics & post content
-

A very quick primer on graphic design

Visual Hierarchy

The most important element should be the first thing you see.




<https://collection.cooperhewitt.org/objects/18790061/>

White Space

White space is not your enemy.
Filling it unnecessarily creates
visual noise.

Bath Magic Inc.
Reglazing Solutions

**Got an Ugly Tub?
Don't replace it...Reglaze It !!**



[WHO WE ARE](#) | [WHAT WE DO](#) | [WHY US](#) | [HOW WE DO IT](#) | [OUR FINISHES](#) | [COLORS](#) | [SERVICE AREAS](#) | [QUESTIONS?](#) | [CONTACT US](#)
[CARE INSTRUCTIONS](#) | [4 HOUR CURE](#) | [ANTI-SLIP](#) | [DRAIN KITS](#) | [BATHMATS](#) | [TOUCHUP KITS](#) | [LINKS](#)



Ugly Tub?


Founded in 1993, Bath Magic is in the business of reglazing bathroom and kitchen fixtures. We can make that old tub, tile, or sink look great again at a fraction of the cost of replacement.


Our finish is strong, durable, and easy to care for. No more scrubbing with harsh cleaners. Most jobs take just a few hours to complete. Appointments set Monday - Saturday.

We offer Reglazing, Refinishing, and Resurfacing solutions! We can make those old worn out bathtubs, sinks, or tile look great again at a fraction of the cost of new. Servicing the Cincinnati, Columbus, Dayton, and Toledo Ohio areas, along with Detroit Michigan, Indianapolis Indiana, Louisville Kentucky, Rockford Illinois, and Madison Wisconsin.

**Specials
by City**

CINCINNATI, OH
COLUMBUS, OH
DAYTON, OH
DETROIT, MI
INDIANAPOLIS, IN
LOUISVILLE, KY
MADISON, WI
ROCKFORD, IL
TOLEDO, OH

 ACCREDITED BUSINESS
BBB Rating: A+

 <p>Ask about our 4 Hour Cure Coating!</p> <p>Our Coatings</p>	<p>Ugly Drain?</p>  <p>Drain Refacing</p>	<p>No Slippups!</p>  <p>Bath Safety</p>	 <p>Locations</p>
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Please



Only do business with a merchant you can Trust!

 BBB ACCREDITED BUSINESS

This site is best viewed at 1024x768 screen resolution.
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Bath Magic Inc., 120 N. Main St., Englewood OH, 45322
Last Revised 3/22/12

We offer Reglazing, Refinishing, and Resurfacing solutions! We can make those old worn out bathtub, sink, or tile look great again at a fraction of the cost of new. Servicing the Cincinnati, Columbus, Dayton and Toledo Ohio area, along with Detroit Michigan, Indianapolis

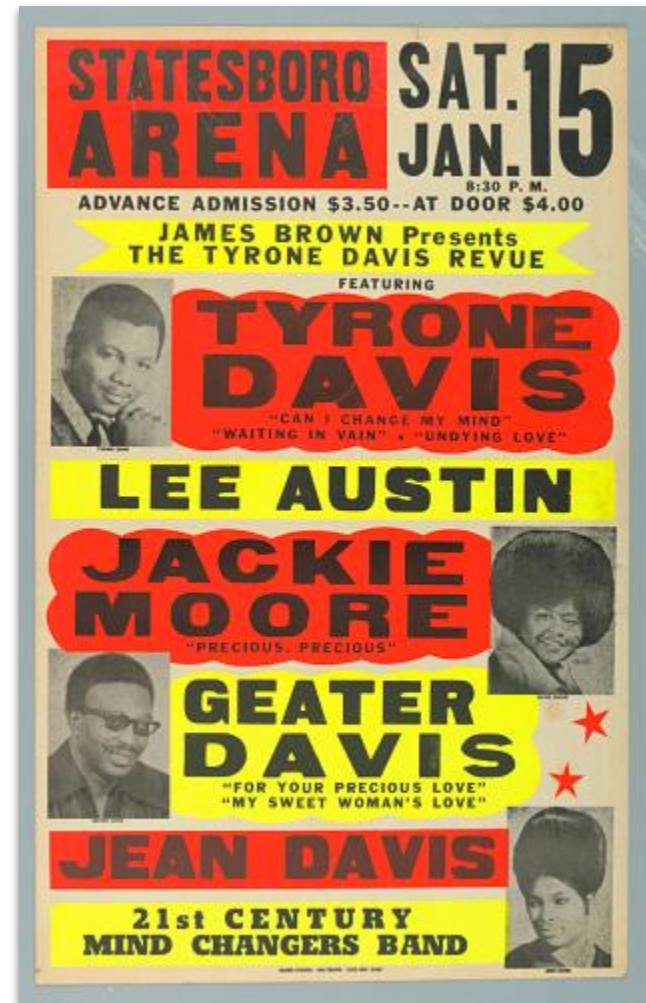
Word Art and Clip Art

Just say no to 90s graphics.



Fonts and Colors

Limit to 2-3 of each. The fewer the better.



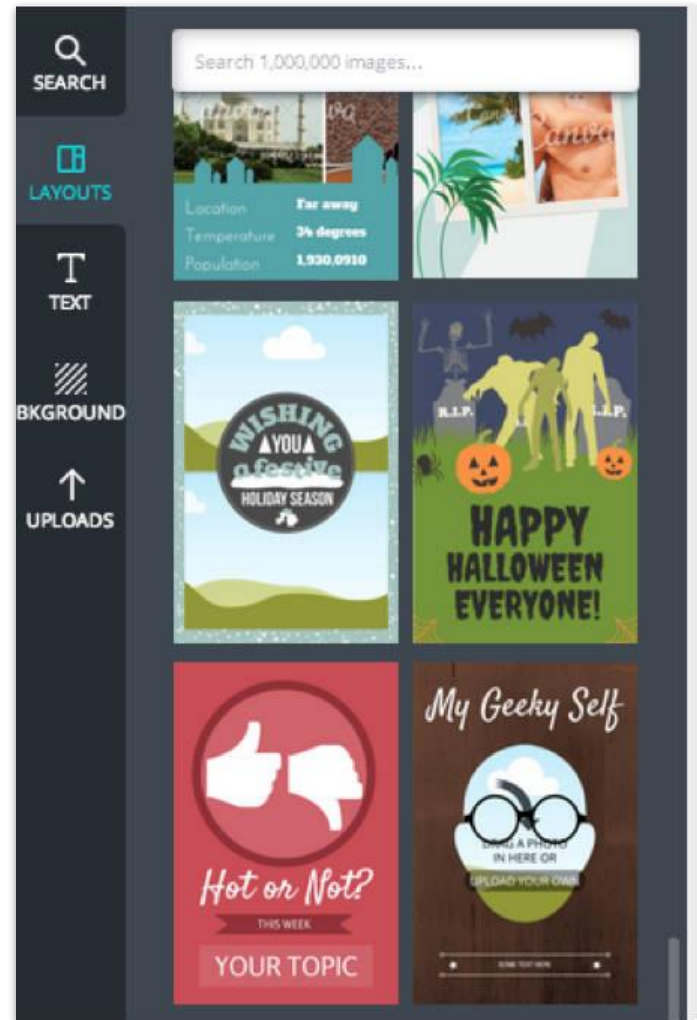
Images

Crop them or resize them proportionately. Don't distort them by stretching.



Templates

You'll wonder why you didn't use them before.



Blogs & Articles

- [How to get your word out the “right way”](#)
- [Creating compelling visual content for social media](#)
- [12 common image formatting mistakes](#)
- [Smashing Magazine](#) (blog)
- [Ad/Lib](#) (blog)

Learning & Training

- [TechSoup webinars](#)
- [Library Marketing & Communications Conference](#)
- [Wyoming State Library Training Calendar](#)
- [ACRL Library Marketing and Outreach Interesting Group](#) (Facebook group)
- [ALA PR Talk](#) (mailing list)

Images

- [Nobacks.com](#) Free stock images with no backgrounds
- [Vecteezy](#) Free vector art
- [Noun Project](#) Free icons
- Free high-resolution images
 - [Pixabay](#)
 - [Unsplash](#)
 - [Public Domain Archive](#)
 - [Wikimedia Commons](#)
- [2018 Social Media Image Sizes Cheat Sheet](#)

Design Tools

- [Canva](#)
- [Piktochart](#)
- [GIMP](#)

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