

# Library Marketing

Marketing is an ongoing conversation with your audience; a combination of promotion, advertising, publicity, and public relations.

Market what your library can do- the benefits of your service, not the books.

## General Tips

- Use the local media
- Bring the library to your community, don't wait for people to discover you
- Participate in parades and other community events
- Tell stories about your patrons' experiences
- Word of mouth is a powerful marketing tool- ask your regular people to invite a friend
- Avoid using jargon at all costs
- Design a logo and branding
- ALA has marketing tools through the Libraries Transform campaign
- Keep your website updated

## Print Media

- Use a regular newspaper column to tell your library's story
- A quarterly newsletter can be emailed
- enclose a note with the city utility bill

## Social Media

- Social media is supposed to be fun, at least 50% of your posts should be funny or interesting
- 50% or fewer of your posts should advertise programs
- Social media is always changing
- Each platform is designed for a specific style of use
- Use Instagram to show off arty photos
- Use TikTok for clever videos and challenges
- Use Facebook to market events and to post useful information or funny tidbits
- Facebook events reach a broader audience than posts
- Use pictures of your patrons when possible- much better than stock photos

## Resources

- Search for "Public Library Association" and "marketing strategies" they have a list of videos and links with a lot of useful information
- NCompass Live has archived marketing videos
- Canva.com is a free site where you can design professional looking media
- GIMP is an open source site where you can also design media and edit photos- for the more tech inclined