Library Event Marketing

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What Is Marketing?

**Branding** – who you are, what your story is, what you value (the “library” is a brand for many people)

**Marketing** – strategies for how you build awareness of your products, services, and experiences (research, data and analysis)

**Advertising/Promotion** – a tactic or specific activity to introduce a product or service to an audience (implementation), usually measured in use, sales, adoption rates, or attendance
Madison Public Library Brand

**Madison Public Library Vision**
Madison Public Library: your place to learn, share, and create.

**Madison Public Library Mission**
Madison Public Library provides free and equitable access to cultural and educational experiences. We celebrate ideas, promote creativity, connect people, and enrich lives.

**Madison Public Library Values**
- Learning in all forms
- Diverse perspectives
- Intellectual freedom
- Customer experience
- Collaboration
- Innovation
- Making a difference
Madison Public Library Marketing

Data, demographics, & strategy - plan programs to achieve goals

Know your library’s data - who uses the library, who attends programs (who doesn’t, and why?)

Customer segmentation - no library program is really for “everyone”

What’s your strategy - for engaging customers and driving event attendance

Make a plan - intended audience, publicity checklists, event timelines
Madison Public Library Advertising

- Web site
- Social media
- Digital signage
- Print: Posters, flyers, handbills, bookmarks
- Signs
- Press releases
- TV/radio
- Email newsletters
- Newspaper ads
- News stories
- Brochures
- Handouts

- Signage
- Displays
- Events
- Vehicle wraps
- Giveaway items
- Merchandise
- Partner networks: school district, city, performers, community groups, friends, foundation, more
Example: Equity Book Group

**Branding**
How does group advance library’s goals for equity and literacy?

**Marketing**
What is audience for program? How did we reach audience? Were they involved in planning? What made the experience successful?

**Advertising**
Less about getting people to attend, more about sharing the success story. Who is audience for story?
Example: Drag Queen Story Time

Madison Public Library

celebrates

PRIDE MONTH

Drag Queen Storytime

Branding
How does event advance library’s goals for equity and literacy?

Marketing
What is audience for program? How did we reach audience? Were they involved in planning? What made the experience successful?

Advertising
Single events part of larger promotion. Used photos from past programs. Used a variety of promotional tools, including media partnerships.
Planning Exercise
<table>
<thead>
<tr>
<th>Topic</th>
<th>Audience</th>
<th>How</th>
<th>When</th>
<th>Messenger</th>
<th>Main Message Points</th>
<th>Person Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Fill out a separate line for each topic and audience</em></td>
<td>What audience is the communication for?</td>
<td>What method will be used to communicate?</td>
<td>What is the frequency or on what specific date you will the message be communicated?</td>
<td>Who is the best messenger given the communication's goals?</td>
<td>Consider: - What does the audience already know? - What is the goal of the communication? Is there a desired action/feeling?</td>
<td>Are there any process or message approval steps to note?</td>
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<td>Drag Queen Story Time example</td>
<td>LGBTQ community</td>
<td>Flyer sharing with groups; announcement in OurLives; email and calendar; partnership</td>
<td>6 weeks prior to event</td>
<td>Program planner (partner outreach); Media coordinator (specific media outlets), social media</td>
<td>Library programs are for your families We hire LGBTQ employees and contractors We recognize you</td>
<td>Approve language, pronouns by community members; approve photos/message; approve event details</td>
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<td>Parents with young children</td>
<td>Library publicity; event listings in usual places</td>
<td>1-6 weeks in advance, depending on method</td>
<td>Library staff, library publicity, family media outlets</td>
<td>Family friendly event; event details</td>
<td>No approvals needed</td>
</tr>
<tr>
<td></td>
<td>Funders (grant, Friends, etc.)</td>
<td>Photos and stories through direct feedback</td>
<td>Sometimes before; sometimes after event</td>
<td>Friends or whomever secured the gift</td>
<td>Your gift is making this happen; your gift made this happen</td>
<td>Approve publicity language recognizing gift</td>
</tr>
<tr>
<td></td>
<td>Media</td>
<td>Interviews; press releases; tool kits</td>
<td></td>
<td>Marketing manager, lead programmer</td>
<td>Why this program; How to attend</td>
<td>Identify who talks to media in advance; create talking points</td>
</tr>
</tbody>
</table>
Promoting Your Library Events
Create Tools
Why Social Media.

Increase library and program/content visibility
Empower and engage patrons
Foster conversation and welcome feedback
Reinforce the mission and vision of the library
Build relationships with community partners
Recognize donors/grants, Friends groups, Foundation support, sponsors
Choose the Right Platforms.

What goals do you have for social media? (Ex: event/program promotion, storytelling, sharing news, connecting with authors, connecting with community)

- Event/program promotion - Facebook/Twitter
- Storytelling - Facebook/Instagram
- Sharing news - Twitter/Facebook
- Connecting with authors - Twitter (Facebook - 2nd, Instagram - 3rd)
- Connecting with community - All (each will hit different audiences)
General Best Practices.

Be responsive - perhaps the most important part of social media.

Vary your content and messages

Tweak content for each platform - don’t just copy/paste.

Tag partners, donors, community organizations, authors, etc. whenever appropriate.

Create appropriately sized graphics/images for each platform’s specifications.

Upload videos directly to the platform for better engagement.

Use social media to tell your library’s story.
Best Practices.

Facebook:

Quality vs. quantity

Max 2x/day - Min. 2-3x/week

Experiment with scheduling posts times/types of posts
Facebook Events, photo, link, video, etc.

Facebook is still most used network among ages 18-29 - more women

Great platform to reach a wide demographic

**Best day to post:** Thursdays  | **Time of day (weekdays):** Between 10am-3pm
Best Practices.

Twitter:

More is okay!

Less text & conversational - photo (not always necessary), short links (Bit.ly)

Use hashtags but not too many - follow conversations, RT/reply to folks

Twitter popular with younger demographic (18-29), more even gender demographics than Facebook

More college-educated, higher-income folks on Twitter than Facebook

**Best day to post:** Fridays  |  **Time of day (weekdays):** Between 10am-12pm
Best Practices.

Instagram:

1 post/day - max Instagram stories - more, okay.

Be authentic, creative/unique content - storytelling, contests, (short) videos - HIGH quality.

Definitely not a platform to post the exact same content as on FB

Much younger demographic (59% - 18-29), more women than men

Evenly split on location and income level demographics

**Best day to post:** Thursday  |  **Time of day (weekdays):** Tues-Fri, 9am-6pm
Storytelling.

Promote Resources.
Engage Folks. Connect to Partners.
Promote Programs & Events.
Brand Awareness.
Other Resources.

Facebook Groups:

Libraries & Social Media - facebook.com/groups/LibrarySocial

Library Think Tank - facebook.com/groups/ALAthinkTANK

Library Marketing & Outreach Interest Group: facebook.com/groups/acrl.lmao

Social Media Breakfast (Madison area)

Webinars, Conferences, Other Social Media/Marketing Folks
Telling the Story: Photos and Testimonials
More Resources.

Marketing Library Services newsletter
http://www.infotoday.com/mls/default.shtml

Public Relations & Marketing (PLA)
http://www.ala.org/pla/resources/tools/public-relations-marketing

David Lee King: Social Media, Emerging Trends & Libraries
https://www.davidleeking.com

Pew Research Center
http://www.pewresearch.org