



MADISON  
PUBLIC  
LIBRARY

## Marketing & Promotion Timeline for (Most) Events

### first

Enter in Evanced Event Calendar - write a clever description (see tips!) and be sure to include funding information whenever applicable.

### 2-3 weeks

Facebook event, if applicable (Kristen)  
Web feature (Kristen/Tana)  
Initial post on social media (Kristen)  
Post to event calendars (Various)

### post-event

Upload photos to Flickr  
Post-event photos may be used to wrap up event promo, to promote related events, or for next year's event promo  
Share event/library stories with Kristen

### 4-6 weeks

Determine scale of promo (Tana/Kristen)  
Flyers & other print materials (Marc)  
Press release, if applicable (Kristen)  
Post to neighborhood calendars  
Ads - print or digital, if applicable (Tana)

### 1-2 weeks

Follow-up on social media (Kristen)  
Email newsletters (Various)  
Print photo release forms/signs (Staff)

# Promotion Options

This is just a short list of options available to help promote your event. More is not always best, and some options may be better suited to your program/event than others. Please talk to Tana and Kristen to determine which would be the best fit.

## Print

- Flyers
- Postcards
- Posters
- Brochures
- Bookmarks
- Table Tents
- Ads
- Press Releases
- Calendar Listings

## Social

- Facebook
- Twitter
- Instagram
- Reddit
- Pinterest

## Digital

- Website
- E-Newsletters
- Web Features
- Media Kits
- Graphics/Banners
- Press Releases
- Calendar Listings
- Digital Screens
- Check-Out Screens

## SWAG

- T-Shirts
- Stickers
- Pens
- Buttons
- Library Card Holders
- Temp. Tattoos
- Canvas Bags
- Mugs
- Flash Drives

## Media

- Associated Press
- Wisconsin State Journal
- The Capital Times
- Madison.com
- 77 Square (Weekly: Thursdays, print; Wednesdays, online)
- Isthmus (Weekly; online, daily)

- Channel 3
- WKOW 27
- NBC 15
- WPTV
- WYOU
- Madison City Channel
- WMSN Fox 47

- WIBA 1310AM
- WERN 88.7FM (WPR)
- WORT-FM 89.9 (10-days notice)
- WTDY 1670 AM
- WRN

- Badger Herald
- Room of Ones Own Newsletter
- Madison Times
- UMOJA (Print, every other month)
- Dane 101
- In Business
- WisBusiness
- Thrive (Weekly e-news, social media, website)
- Wisconsin Technology Council
- Madison Magazine
- Brava (Monthly)
- EastSide News (Every other month)
- Edible Madison
- North Side News (Every other month)
- Sustainable Times (Monthly)
- Madison Magazine
- Our Lives

- Hulafrog (Website, social, emails)
- Raising Madison (Blog)
- Madison Consumer
- Madison Mamas
- Moms in Madison
- Madison on the Cheap (Social media, website, e-news)
- Preschool Life/Madison with Kids (Social, e-news, website)
- Greater Madison Convention & Visitors Bureau (Social, e-news)
- Central Business Improvement District (Social, weekly e-news)