

Four Practices for Better Marketing in Public Libraries

Nov 21, 2019



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 (market research, data and analysis) and **tactics or specific activities** to introduce a product or service to an audience (implementation), usually measured in use, sales, adoption rates, or attendance

AMA Definition of Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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
- Building design
- Customer service training
- Strategic & marketing plans
- Customer segmentation

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

1. Develop Your Brand

What is “your message”? – train staff, volunteers, and stakeholders to share your message

What is “your look” and “your voice”? – be consistent, everywhere! Deb Haeffner can help!

What are “your tools”? - help staff develop ways of incorporating data and best practices into every new service, program, or collection you introduce to your patrons; re-evaluate existing programs, services and collections regularly

Consistent Branding Creates Familiarity



MADISON PUBLIC LIBRARY

ALA American Library Association #eBooksForAll

Type your search and hit go! Search LINKcat (catalog) Go

- My Account
- Search LINKcat
- LINKcat Help
- Hours & Locations
- Library Cards
- Kids
- Teens
- Adults
- Research & Discovery
- Reading & Viewing
- eBooks
- Services & Collections
- Events & Classes
- Special Events
- About the Library
- IMPACT Stories
- Support the Library
- The Bubbler
- MPL Foundation
- Insider Newsletters

Ukulele in Community

Learn more

Check It Out

MADreads

Upcoming Events

- The Hate U Give Sparks Discussion
- JILL PATTON
- Preschool Storytime, Friday, Nov 8, 9:30am

Create Tools

MADISON PUBLIC LIBRARY LOGO

Horizontal



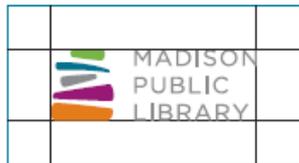
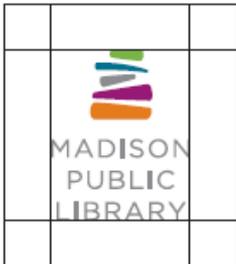
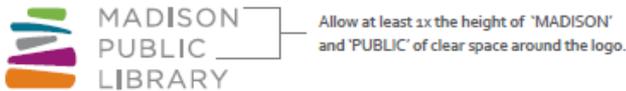
Vertical



As the primary identifier, the logo has been developed to represent Madison Public Library in all communications. To ensure consistency please use the logo according to the guidelines on the following pages.

MADISON PUBLIC LIBRARY LOGO CLEAR SPACE

To maintain the integrity of the logo, clear space must be maintained to avoid competition with other visual elements. Clear space is based upon the height of the 'PUBLIC' and 'LIBRARY'. Visual elements may not be closer than the corresponding height of 1x the height of the character 'PUBLIC' and 'LIBRARY'.



C: 39 M: 0 Y: 16 K: 0
R: 151 G: 213 B: 215



C: 55 M: 3 Y: 95 K: 5
R: 121 G: 179 B: 86



C: 0 M: 58 Y: 100 K: 8
R: 226 G: 123 B: 28



C: 49 M: 40 Y: 38 K: 3
R: 136 G: 138 B: 141

Create Tools

MADISON PUBLIC LIBRARY		
Publicity Plan		
Project		
Project contact		
Project dates		
	Date Scheduled	Notes
Press release		
MPL web page		
MPL web feature		
MPL Facebook		
MPL Twitter		
City - Mayor's news		
City feature		
Email newsletter		
- Check it out		
- Bubbler		
- Library Kids		
- Wi Book Festival		
- Other		
Other:		
NBC15		
Paid ads		
Calendar		

 MADISON PUBLIC LIBRARY MADISON PUBLIC LIBRARY PHOTO RELEASE	Date and Location
	<p>I, (print name) _____ give Madison Public Library, the Friends of Madison Public Library, Madison Public Library Foundation, and the City of Madison the absolute right and permission to use my photograph(s) or that of my minor child(ren), _____, in its promotional materials and publicity efforts. I understand that the photograph(s) may be used in a publication, print ad, direct-mail piece, electronic media (e.g., DVD, video, Internet) or other form of promotion or information. I release Madison Public Library, the Friends of Madison Public Library, Madison Public Library Foundation, and the City of Madison, their agents, staff, and the photographer from liability for any violation of any personal or proprietary right I may have in connection with such use.</p>
Address Street, City, State, Zip Code	Telephone
Signature	Email

Create Media Kits

New Linkcat Media Kit

File Edit View Insert Format Tools Add-ons Help See new changes

100% Heading 2 Arial 16 B I U A

Outline

LINKcat Media Kit

- PRESS RELEASE: 11/21
- FIRST WEBSITE FEATURE: 11/21
- NEWSLETTERS: 11/21-12/2
- FIRST DIRECT EMAIL: 12/2
 - While we're offline
- FIRST SOCIAL MEDIA POST: 12/2
 - Twitter
- DIGITAL SIGNAGE: 12/2-12/9
 - While we're offline:
- PRINTED RECEIPT MEMO 11/21
- SECOND SOCIAL MEDIA POST: ...
- SECOND WEBSITE FEATURE 12...
- SECOND DIRECT EMAIL: 12/10
 - Subject: LINKcat is Live
- FINAL SOCIAL MEDIA POST: 12...



LINKcat Media Kit
Nov 21, 2019 - Dec 10, 2019

16 Arial B I U A

FIRST SOCIAL MEDIA POST: 12/2



Facebook
@LINKcat will be offline for a scheduled update beginning at 9 p.m. on Friday Dec. 6 and ending on Tuesday Dec. 10. For more information, visit <https://help.linkcat.info>.

Twitter
.@LINKcatinfo will be offline for a scheduled update beginning at 9 p.m. on Friday Dec. 6 and ending on Tuesday Dec. 10. <https://help.linkcat.info>

DIGITAL SIGNAGE: 12/2-12/9

LINKcat will be offline for a scheduled update beginning at 9 p.m. on Friday Dec 6 and ending on Tuesday Dec. 10.

While we're offline: 

help.linkcat.info

2. Know Your Audience

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

Know your library's data - who uses the library, what do they use, why do they use it?

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

Create a strategy - for engaging customers and driving use

Make a plan - identify intended audience, create publicity checklists & event timelines for others to follow

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

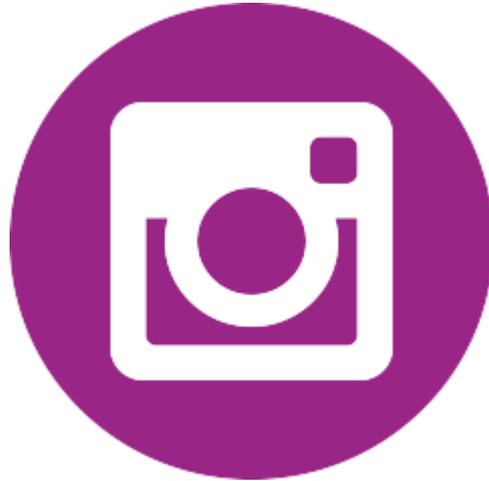
What is **audience** for program? How did we reach audience? Were they involved in planning? What made the experience successful?

Advertising

Single events part of larger promotion. Used photos from past programs. Used a variety of promotional tools, including media partnerships.

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

3. Set Goals and Measure Your Progress



Building a Strategy

Goals: What are you hoping to gain from using social media? How will social media support the overall goals of your business?

Time: How much time will you have to commit to social media?

Sustainability: Will you be able to maintain the level of commitment over time?

Audience: Be honest about who you're reaching and who you're not reaching. Adjust content/messaging accordingly. Posts are not a one-size-fits-all.

Reports & Analytics

Data you'll want to track over time...

Post Reach: The number of **people** your Page post was served to. It is the total number of people who see your content.

Post Impressions: The number of **times** your content is displayed, no matter if it was clicked or not.

Post Engagement: Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

Other measurables: Did you share a web page? Use Google Analytics to see if social media drove traffic. Did you post about an event? Have a short event survey to see if people found out about it through social media.

What Makes a Post Engaging?

Emotional Impact: Make people feel something. They're more likely to share and to engage.

Audience Relevance: Are you posting to the right platform? Do you know your audience?

Timing: Post when people are using the platforms.

Tagging: Engage and include others; they'll be more likely to share. It's the whole point of social media!

Example: Database Promotion

The screenshot shows a library website interface. At the top left is the Madison Public Library logo. A red banner at the top right features the text 'ALA American Library Association #eBooks'. Below the banner is a search bar with the placeholder text 'Type your search and hit go!'. The main navigation menu on the left includes links for 'My Account', 'Search LINKcat', 'LINKcat Help', 'Hours & Locations', 'Library Cards', 'Kids', 'Teens', 'Adults', 'Research & Discovery', 'Reading & Viewing', 'eBooks', 'Services & Collections', 'Events & Classes', 'Special Events', 'About the Library', 'IMPACT Stories', 'Support the Library', 'The Bubbler', 'MPL Foundation', and 'Insider Newsletters'. The main content area displays the title 'Mango Languages' with sub-navigation options 'View', 'Edit', and 'Outline'. Below the title is a promotional banner for Mango Languages, which includes the text 'Mango is a fast, easy, and effective way to learn to speak a foreign language!' and an image of a laptop and smartphone displaying the app. The text describes Mango as an online language learning system that teaches real conversation skills through interactive lessons. It lists 70 languages available, including Spanish, French, German, Japanese, Italian, Russian, Chinese (Mandarin), Hebrew, Thai, and Vietnamese. At the bottom, it mentions that there are 20 English courses for non-native speakers.

Branding

How does offering online magazines meet our collection and digital access goals?

Marketing

What is our audience? How do we reach them? How do we evaluate success?

Advertising

What specific things will we do to connect audience with database? Or build new audience?

Sample Posts

Post Details



Madison Public Library

Published by Madison Mifflin · January 3 ·

Khurelbaatar and Erdentuya's first visit to Alicia Ashman Library was just over a year ago. They had recently moved to Madison from Mongolia and were hoping to file for asylum. With the help of staff and resources (and many more trips to the library!), Khurelbaatar and Erdentuya found what they needed to not only file for asylum but also launch their small business. Helping people feel safe and welcome goes a long way - and all of us at Madison Public Library are grateful for the opportunity to work together in supporting new members of our community. #LifeLibertyLibraries

Read their full story at: <http://bit.ly/Khurelbaatar-Erdentuya>



✔ Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,800 people.

👤 8,512 people reached

Boost Post

👍❤️👏 417

2 Comments 44 Shares

👍 Like

💬 Comment

🔗 Share

Performance for Your Post

8,512 People Reached

693 Reactions, Comments & Shares

476 👍 Like	316 👍 On Post	160 👍 On Shares
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155 ❤️ Love	102 👍 On Post	53 👍 On Shares
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4 😲 Wow	3 👍 On Post	1 👍 On Shares
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16 💬 Comments	2 👍 On Post	14 👍 On Shares
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44 🔄 Shares	44 👍 On Post	0 👍 On Shares
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1,244 Post Clicks

89 👁️ Photo Views	89 🔗 Link Clicks	1,066 👁️ Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post 2 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Sample Posts



  anthology218



madisonpubliclibrary

madisonpubliclibrary #Repost Happy birthday, @anthology218! Thanks for your support of @madisonbubbler! Anthology on State St. is donating 10% of weekend sales to #TeenBubbler. ♥♥♥



61 likes

MARCH 16

Add a comment...

Sample Posts



Madison Public Library

Published by Madison Mifflin [?]

Page Liked · November 6 · 🌐

Democratic candidate for Governor Tony Evers stopped in the Central Library to vote this morning, along with a lot of news crews! We are proud to have supported the City of Madison, Wisconsin Government's City Clerk's office in absentee voting and voter registration efforts these last few weeks, and we're proud that six of our nine libraries are polling places today. If you haven't already, get out and #vote!

(And, keeping in line with our comments policy, please keep any comments shared with us focused on your enthusiasm for the democratic process or support for libraries vs. sharing your political views or endorsements of candidates).

📍 Tag Photo

📍 Add Location

✎ Edit

👍👎👉 294

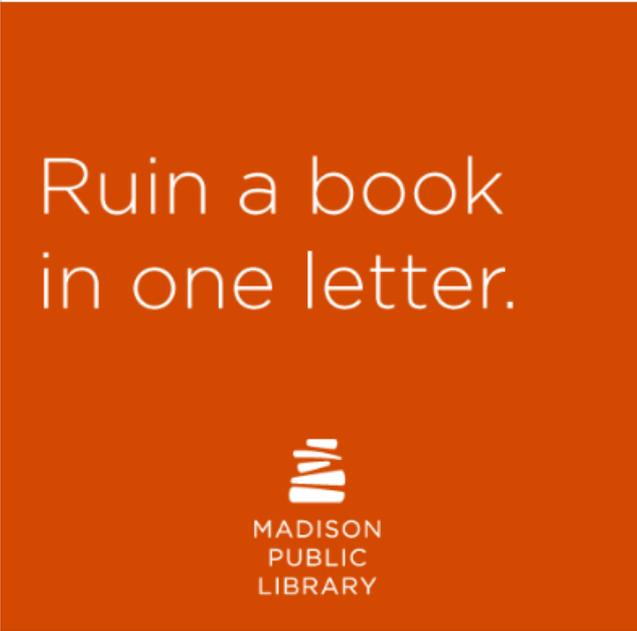
10 Comments 8 Shares

Sample Posts

Post Details

**Madison Public Library**
Published by Madison Mifflin [?] · October 24 · 🌐

Ruin a book (or movie) in one letter. We'll go first: Anne of Green Tables. #MadisonPublicLibrary #RuinABookInOneLetter



🟢 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 4,900 people.

176,541 People Reached	97,057 Engagements	Boost Post
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👍👎❤️ Paul Left, Katy Petershack and 231 others · 945 Comments · 545 Shares

👍 Like 💬 Comment ➦ Share ⋮

Performance for Your Post

176,541 People Reached

30,924 Reactions, Comments & Shares ⓘ

1,738 👍 Like	138 On Post	1,600 On Shares
195 ❤️ Love	24 On Post	171 On Shares
1,043 😂 Haha	82 On Post	961 On Shares
12 😱 Wow	0 On Post	12 On Shares
2 😞 Sad	0 On Post	2 On Shares
4 😡 Angry	0 On Post	4 On Shares
27,391 Comments	1,066 On Post	26,325 On Shares
557 Shares	545 On Post	12 On Shares

66,133 Post Clicks

3,610 Photo Views	9 Link Clicks	62,514 Other Clicks ⓘ
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NEGATIVE FEEDBACK

31 Hide Post	8 Hide All Posts
0 Report as Spam	1 Unlike Page

Reported stats may be delayed from what appears on posts

Activity: Create a Post!

Sample Posts: Resources

Sprout Social Graphics Guide for Social Media

<https://sproutsocial.com/insights/social-media-image-sizes-guide/>

Canva Graphic Generator

<https://www.canva.com>

Facebook Help

<https://www.facebook.com/help/>

Twitter Help Center

<https://help.twitter.com>

Instagram Help

<https://help.instagram.com/>

Pew Research Center: Internet & Technology

<https://pewresearch.org/internet>

4. Tell Your Story



[What's Impact](#)

Stories from Madison Public Library



Hi don't you think that's a pretty big sandwich?

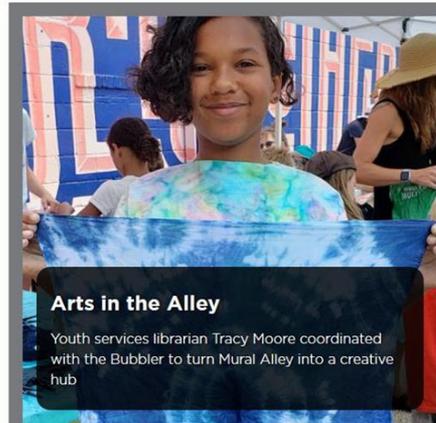
She is still eating that sandwich. I think she...

I'm done with my sandwich. Now stop asking me to eat my sandwich. I'm done!

Create Your Own Comic Adventure

A special Summer Reading celebration invited kids to be the star of their own comic story

Early Literacy 9/26/19



Arts in the Alley

Youth services librarian Tracy Moore coordinated with the Bubbler to turn Mural Alley into a creative hub

Community Events 9/4/19



Committing to Sustainability

The Library works to improve efficiency and make environmentally-conscious decisions.

Operations 8/12/19



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?

Share Your Stories



...
wing ▾ Share ...
[Learn More](#) ✎

 **Madison Public Library**
Published by Madison Mifflin [?] · April 17 at 10:30am · 🌐

Thanks to everyone who helped us celebrate #NationalLibraryWeek! From your heartfelt stories to delicious treats - we're so grateful for your support and kindness.

(A special shout out to Ariel Ford and Friends of the Goodman South Madison Library for helping staff feel extra appreciated last week!)



Learn More

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>

Librarian's Nitty Gritty Guide to Content Marketing. Laura Solomon. ALA Editions, 2016.

Letting Go of the Words. Ginny Redish. Interactive Technologies, 2nd ed, 2012.

Four Practices for Better Marketing in Public Libraries

SCLS All Directors Meeting
November 21, 2019

Tana Elias

Digital Services & Marketing Manager

Madison Public Library

608-266-4953 telias@madisonpubliclibrary.org