**12 Ways to More Effective Marketing - Learner Guide**

**Event Description:** Marketing in libraries is often an afterthought rather than a priority embedded in planning. But times are changing! Community members now have more choices for books, information, entertainment and assistance. Don’t let your library become invisible due to perceived lack of time, money or marketing savvy. Jamie will help you think differently to achieve the basics of effective marketing without a ton of money or staff. From promotional videos to eye-catching emails, you'll learn about marketing techniques and tools available to even the smallest of libraries. Discover simple ways to gain attention and increase attendance.

**Presented by:** Jamie Matczak, Nicolet Federated Library System, Wisconsin

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Discussion/Reflection Question 1** | | |
| Look at some of your library’s marketing materials. How much text is present? Ask yourself, 'what does my patron really need to know?' | | |
| **Discussion/Reflection Question 2** | | |
| Who or what is your library's competition? How should you differentiate from it? | | |
| **Activity 1** |
| Ask 10 random patrons in your library if they know what a "database" means. What were some of their responses?  If not many know what a database is, consider calling them something else in your marketing materials. How else are library words affecting your marketing? |
| **Activity 2** | |
| Look at the last 20 emails in your sent box. How long are your subject lines? Are they look long? If you received that, would you read it ? | |
| **Activity 3** | |
| Take an inventory of your library's social media presence. Does you library have a blog/Pinterest page/site that is being ignored? | |

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| **Action Plan:** (include next steps, who, when, etc.) |
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