12 Ways To More Effective Marketing

Jamie Matczak
Nicolet Federated Library System
Green Bay, WI
The tool buttons will open in a row on the left side of your screen, once you **click on the blue marker**.

### Check mark

- Click on square, half-way down.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.
On a scale from 1 to 10,
1 = “I’m not comfortable doing marketing”
10 = “I’m a marketing guru,”
indicate where you are at on the line.
Same Sex Speed Dating
for Book Lovers

April 14, 2012 • 2–4 pm • Central Library
828 I Street • Sacramento, CA 95814
Spring Reading Party!!

Saturday, May 10, 2011
1:00 p.m.—3:00 p.m.
Joliet Library—Patio Area

With Jumping Jack
Clown, mime and fantastic juggler!

* A fun and totally free occasion—all ages and everyone welcome!
* A wonderful chance to sign up for the Summer Reading Program.
* Great door prizes, including tickets to the Joliet Festival at the Shorewood Picnic Grounds on June 14th!
* Free bowls of popcorn, and drinks of thirst quenching punch!
* Temporary tattoos applied, along with other great activities!!!

DIG Into Reading

Get your own Balloon Animal!
Which Flier is better?

**Spring Reading Party!!**

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**Same Sex Speed Dating**
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Get your own Balloon Animal!
Would a high school let an English teacher teach Advanced Calculus?
As talented as he is, would the Milwaukee Brewers baseball team let Green Bay Packers quarterback Aaron Rodgers pitch for them?
Why is this happening in libraries?
Why is This Happening?

1) Time

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Get your own Balloon Animal!
Why is This Happening?

1) Time
2) Money
Why is This Happening?

1) Time
2) Money
3) Marketing?

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DIG Reading
Get your own Balloon Animal!!
Hi, I'm Sally. I'm great at reference!
But,

Marketing is a **Skill**.
Sure, I...suppose I could create that flyer for you.
Hi, I’m Aaron. I throw footballs. Not baseballs.
When it comes to marketing in libraries, there are some bumps.
12 Ways To More Effective Marketing
Stop Writing a Book
Hi, Carolyn,
Are you using ppt for your keynote?  
Thanks!
Hi, Carolyn,

I’m in a web meeting right now with our conference committee. Our technical person is wondering if you will be using powerpoint for your keynote presentation? He needs to make sure the necessary equipment is in the room, because if you aren’t using powerpoint, he won’t have to request a laptop from the hotel conference center. We’ll be charged every time we use the hotel’s IT equipment, so we don’t want to request it if it’s not needed. If you could let me know as soon as possible, that would be great.

Thanks!
Jamie
What Jean Said:

“As librarians, we are trained to give our patrons as much information as possible. We want to provide them with enough tools to get the answer they need. We probably tend to give them more than they want.”

Ok, But...
## Comprehension

<table>
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<th>Comprehension Rate</th>
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<tr>
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<tr>
<td>15 words</td>
<td>90%</td>
</tr>
<tr>
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<td>80%</td>
</tr>
<tr>
<td>28 words</td>
<td>50%</td>
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</tbody>
</table>
What Jean Said:

“As librarians, we are trained to give our patrons as much information as possible. We want to provide them with enough tools to get the answer they need. We probably tend to give them more than they want.”

OK when helping patrons.
Not OK for marketing.
Exercise Time
Exercise

Booklovers, ready to meet people who share your passion for the printed page?

Come check out Sacramento Public Library’s “Same Sex Speed Dating” program! Bring a favorite or hated book to spark a conversation and who knows what other sparks may fly. This is a great way to socialize with other like-minded singles without the pressure of a date; it’s only a 5 minute conversation.

Get out of the bars and into the library to meet someone fabulous!
My Example:

Bring a book to Sacramento Public Library’s Same Sex Speed Dating Program. Socialize and mingle in the library without the pressures of a date.
Look at some of your marketing materials.

How Much Text is Present?
This is publicity in your library, promoting a library event.

If someone is reading this in your library, they already know your library’s address.

This is a publicity in your community, promoting a library event.

If someone is reading this, they might not know where the library is. They might not know the event is free. There is a lot they might not know.
Differentiate

From Your Competition
Who or What

is Your Competition?
Spring Conference 2013

WAPL

Fifty Shades of Libraries
From: Christian Grey  
Subject: Weekend  
Date: March 7 2013 0:8:36  
To: Anastasia Steele  

Miss Steele  
I trust you made it to work ok. Are you excited for our weekend in Lake Geneva?  

Christian Grey  
CEO, Grey Enterprises Holdings, Inc.

From: Anastasia Steele  
Subject: Lake Geneva  
Date: March 7 2013 08:37  
To: Christian Grey  

Mr Grey  
I did, thank you.  
Where is Lake Geneva?  

Ana
Lake Geneva is in southeast Wisconsin, Miss Steele. We’re staying at the Grand Geneva Resort. Check it out. www.grandgeneva.com

Christian

From: Anastasia Steele
Subject: ??
Date: March 7 2013 08:41
To: Christian Grey

Looks lovely, Mr Grey. But why now? Why not go when it’s warmer?

Ana

From: Christian Grey
Subject: Library Conference
Date: March 7 2013 0:8:43
To: Anastasia Steele

There’s a public library conference going on May 1-3, so I want to go when there isn’t a crowd of crazy librarians running the place, for rooms at $99 a night.

Christian
From: Anastasia Steele
Subject: Great Deal
Date: March 7 2013 08:46
To: Christian Grey

Sounds like a great deal for those librarians, Mr Grey. Must be quite a conference.

Ana

From: Christian Grey
Subject: Yes
Date: March 7 2013 08:47
To: Anastasia Steele

It is, Miss Steele. Now get back to work.
Gotta run.

Laters, Baby.
Show.
Don’t Tell.
Jeremy Bolom of the Lincoln Parish Library in Ruston (Louisiana) will help you revitalize parts of your collection.

Who is Jeremy ????
Craft tubes to make an easel?

Looking to jazz up your collection on Westerns?
Risqué is Ok
Thousands Protest Wisconsin Gov. Scott Walker’s Anti-Union Attack
Actually, that's not true.

But now that I have your attention, please keep reading! :)

If you register for the WAPL Conference before March 31st, you are eligible to win a $25 gift card for the Heartland Grill at the Sheraton Hotel!

Who doesn't like free stuff?

So, if you've been meaning to register and haven't "gotten around to it," do it today!

The conference will be held May 4-6 at the Sheraton Hotel in Madison! Click here for more info.
I guess you are assuming we librarians are all liberal Democrats! Not so!
Perhaps you should resign!
The 2013 WAPL Conference - 50 Shades of Libraries, will feel so good to attend

it might be illegal.

Nobody puts Baby In a bad conference session.

http://memegenerator.net/
Take the Good…

I love your promotions for WAPL!

Publicity was well done - just enough reminders to keep me mindful of the registration deadlines.

I love reading your creative e-mails! You sure know how to grab the reader's attention.
With the Not As Good...

I think that the publicity done with the theme of "50 Shades of Libraries" was inappropriate and actually quite offensive. Publicizing the conference with pictures of Channing Tatum and other quirky innuendos was not very professional.
Stop Using Library Speak
<table>
<thead>
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<tr>
<td>Article Databases</td>
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<tr>
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<td>4%</td>
</tr>
<tr>
<td>Databases</td>
<td>6%</td>
</tr>
<tr>
<td>Articles</td>
<td>10%</td>
</tr>
</tbody>
</table>
Ask 10 random patrons:

What is a Database?
Hey, use our cool databases!
We have lots of databases!
We love databases!

(Why isn’t anyone using our databases?)
Use Your Prime Real Estate Wisely

SOLD
Here is My Library’s Home Page

Mission Statement
"The mission of the Pine Valley Library is to improve the lives of our patrons through information and education. The Library values the citizens of Redville County and responds to their needs by providing blah, blah, who reads this, blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah..."

And here, in this small area, is the information you really need.
Subject Lines

This subject line is long enough (27)

This subject line is long enough and should not be any longer (50)
Look at your last 20 emails in your sent box:
How long are Your Subject Lines? Are they too long?
Exclamation Points

!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
Join Us
Be There
Don’t Miss It
VITAL
#Come to our #cool #library #event #tomorrow on how to make #wine at #home.
Use Multi-media

Video Pad
http://www.nchsoftware.com/videopad/

https://animoto.com/

https://www.nchsoftware.com/videopad/
Get Help, Or Hire
RETRO CRAFTS
PRESENTED BY ALT+LIBRARY

FRIDAY MAY 4TH AT 7:00 P.M.

Make like it's the late 70s with macramé, decoupage, and Shrinky Dinks. Put a modern twist on these craft classics or keep them authentic—we’ll provide materials in wonderful 1970s colors like avocado, sunset, and brown. So, put on something polyester and get crafting. Bring records to share and save room for fondue!

NORTH SACRAMENTO LIBRARY
2109 DEL PASO BLVD. SACRAMENTO

This program is for adults. Enter library through back door.
www.altlibrary.com  ❤️  RSVP at www.meetup.com/altlibrary

Sacramento Public Library  saclibrary.org
Help or Hiring Tips

- Coupon, Groupon, Deal Chicken
Help or Hiring Tips

- Coupon, Groupon, Deal Chicken
- Trades
Help or Hiring Tips

- Coupon, Groupon, Deal Chicken
- Trades
- Hire online (Elance)
Help or Hiring Tips

- Coupon, Groupon, Deal Chicken
- Trades
- Hire online (Elance)
- Others?
No More Word or Publisher (Please)
Some Better Options

- Canva
- Lucidpress
- Piktochart
- Postermywall
Don’t Jump on Marketing Bandwagons
Does your library have a blog/Pinterest page/site that is being ignored?

What is the better option?

Keep or delete?
*Bonus

Ask Your Patrons & Non-Patrons
Recap of 12 +

Stop Writing a Book

One Size Doesn’t Fit All
Differentiate from your Competition
Show. Don’t Tell.
Risqué is Ok

Stop Using Library Speak
Use Your Prime Real Estate Wisely
Punch Your Words
Use Multi-Media

Get Help, or Hire

No More Word & Publisher
Don’t Jump on Marketing Bandwagons
* Ask Your Patrons (& Non-Patrons)
Annotation Tools

The tool buttons will open in a row on the left side of your screen, once you click on the blue marker.

Check mark

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Take Away?

What is **one** thing you feel you can start working on when marketing events at your library?

1 = “I’m not comfortable doing marketing”
10 = “I’m a marketing guru”

Do you think you can move closer to a “10?”
Use the Tools,
But Know Your Limits

* Double Bonus
Hi, I’m Sally. There are limits to my awesomeness.
I can try creating a poster, but I need more training and guidance.

Or

If I create something with my current level of expertise, I’m concerned it won’t look professional.
Thank you

Jamie Matczak
Nicolet Federated Library System
jmatczak@mail.nfls.lib.wi.us
Facebook, LinkedIn
Twitter: Travelingjamie