

12 Ways

To More Effective Marketing



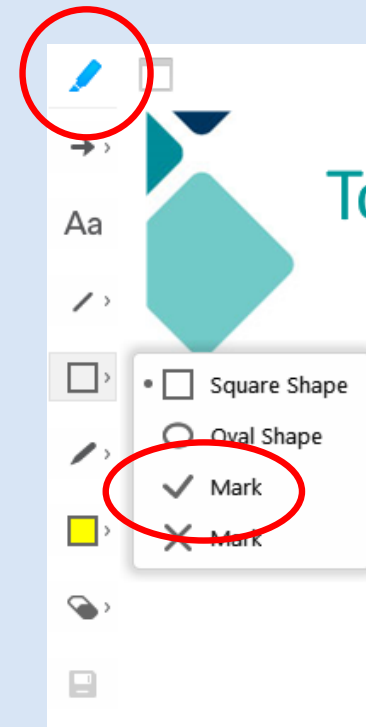
Jamie Matczak
Nicolet Federated Library System
Green Bay, WI

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

- 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.



you belong
@your library®



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



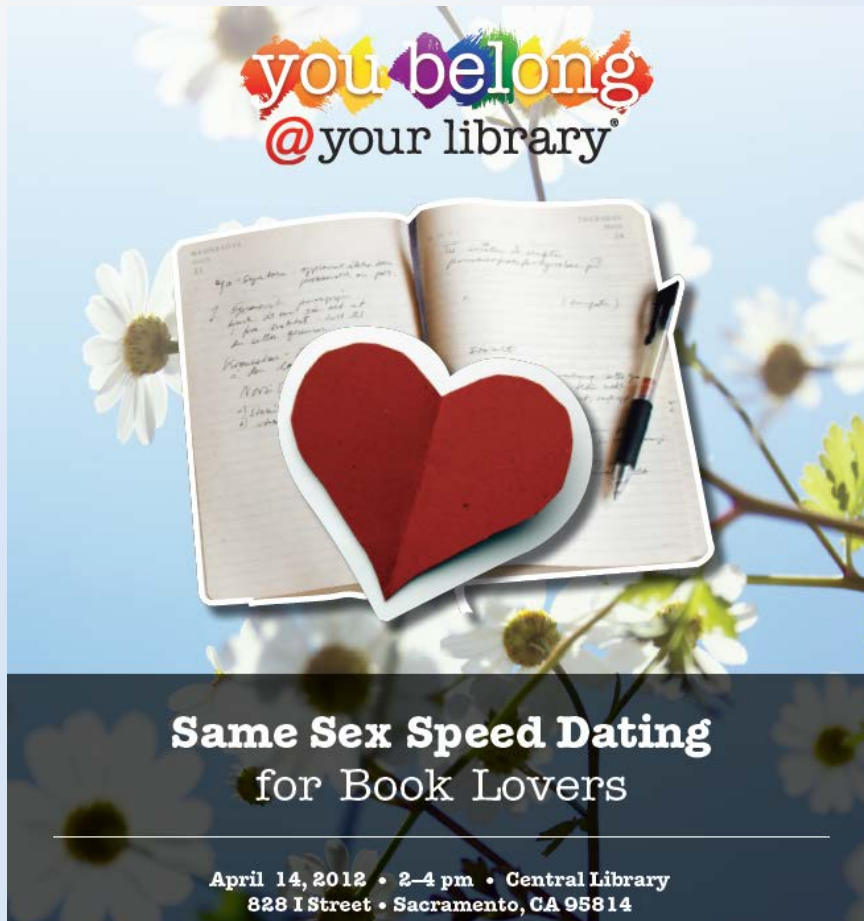
With Jumping Jack
Clown, mime and fantastic juggler!

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



Get your own Balloon Animal!

Which Flier is better?



you belong
@your library

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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?

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Why is This Happening?

1) Time

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Why is This Happening?

- 1) Time
- 2) Money



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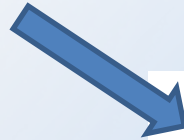
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Why is This Happening?



- 1) Time
- 2) Money
- 3) Marketing?

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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

1

Stop Writing a Book



Example 1

Hi, Carolyn,

Are you using ppt for your keynote?

Thanks!

Example 2

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

Sentence Length

Comprehension Rate

8 words

100%

15 words

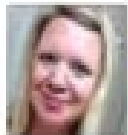
90%

19 words

80%

28 words

50%



Jamie Matczak

Just now

Don't forget to register for the Wild Wisconsin Winter Web Conference sessions, <http://www.wildwiscwinterweb.com/>, and if you are interested, submit a Trigger Talk, <http://www.wildwiscwinterweb.com/trigger-talks-info.html> and. If you miss a session, you will find the recording, on our website, too. <http://www.wildwiscwinterweb.com/recordings--hand-outs.html>

Like - Comment

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.

Learning Guide Question:

Look at some of your marketing materials.

How Much

Text is Present?

2



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.

3

Differentiate

From Your Competition

Learning Guide Question:

Who or What is Your Competition ?

Spring
Conference
2013



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 0:8:47
To: Anastasia Steele

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

Later, Baby.

Spring
Conference
2013



Fifty
Shades
of Libraries

4



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?



5

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!*

Memes

**The 2013 WAPL Conference-
50 Shades of Libraries,
will feel so good to attend**



it might be illegal.



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



WLA

GEN

WISLR

ALA

OSRT

CSLP

YSS

LD&L

MATS

WAPL

IL

ILL

WEMTA

WAAL

HIST

ALSC

ARSL

CIL

Article Databases	33%
Find Articles	47%
Find Journals	4%
Databases	6%
Articles	10%

Learning Guide Question:

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?)

7

Use Your Prime Real Estate Wisely

SOLD

H: 77°
Boulder
L: 53°



63°

WED	THU	FRI	SAT	SUN	MON
					
77°	86°	93°	94°	93°	92°

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, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon blah blah blah, blah, blah, blah, watermelon 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)

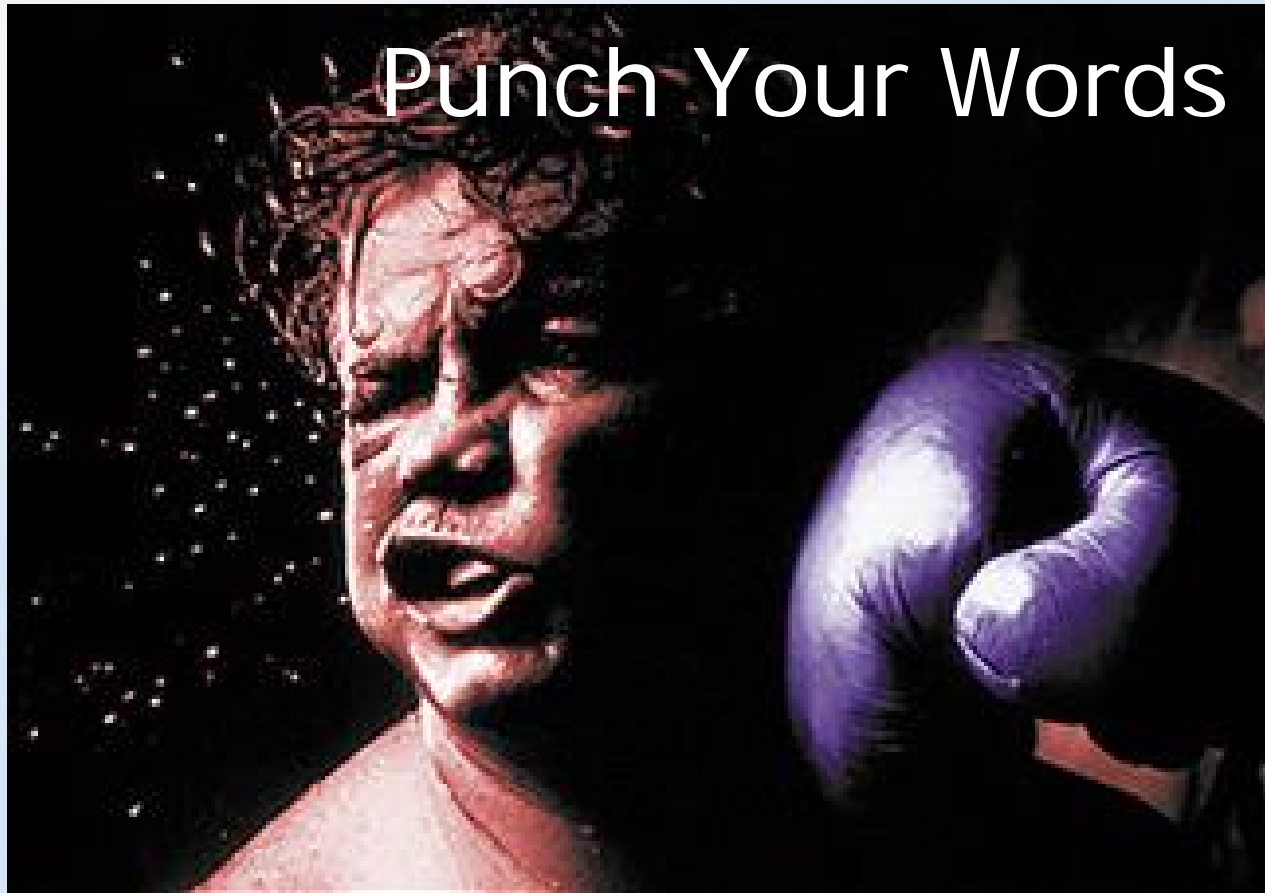
Learning Guide Question:

Look at your last 20 emails in your sent box:

How long are

Your Subject Lines?

Are they too long?





<http://www.youtube.com/watch?v=VSKn8RID7Is>

Join Us

Be There

Don't Miss It

V I T A L

#Come to our #cool #library
#event #tomorrow
on how to make #wine at
#home.

Use Multi-media



ANIMOTO

<https://animoto.com/>

Video Pad

<http://www.nchsoftware.com/videopad/>

*Beautiful Conference
Facilities*



https://www.youtube.com/watch?v=d_aLjAsNuSI

Get Help, Or Hire





RETRO ♥ CRAFTS

PRESENTED BY ALT+LIBRARY

FRIDAY MAY 4TH AT 7:00P.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

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](#))



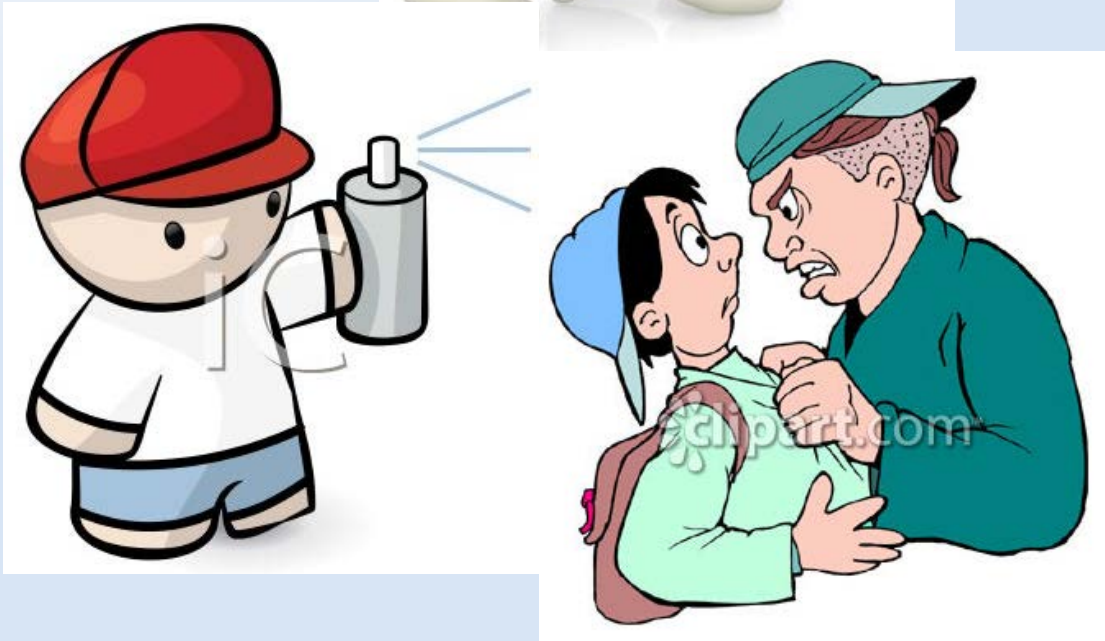
Help or Hiring Tips

- Coupon, Groupon, Deal Chicken
- Trades
- Hire online ([Elance](#))
- Others?



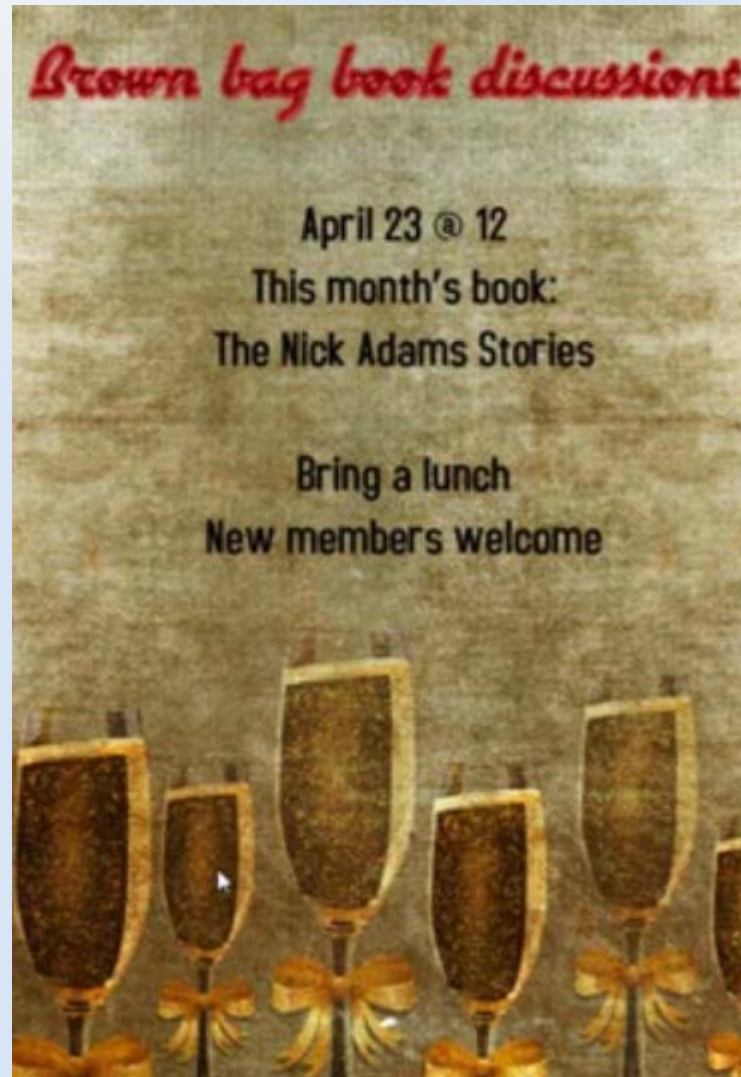
No More Word or Publisher (Please)





Some Better Options

- [Canva](#)
- [Lucidpress](#)
- [Piktochart](#)
- [Postermywall](#)



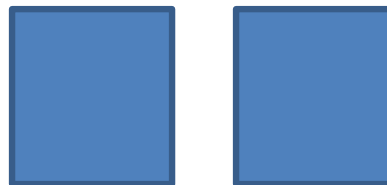
Don't Jump on Marketing Bandwagons



Our Library's Blog

April 3, 2012

Our Library's Pinterest Page



Learning Guide Question:

**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

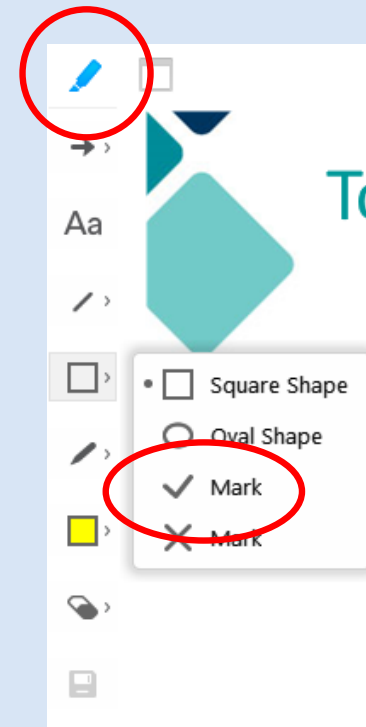
* Ask Your Patrons (& Non-Patrons)

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- Click on slide to indicate choice.



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?"

* Double Bonus

Use the Tools,
But Know Your **Limits**







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