WebJunction

Welcome!

The webinar will begin at 2:00 Eastern/11:00 Pacific
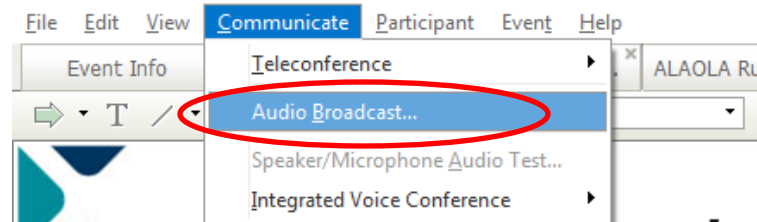
Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:
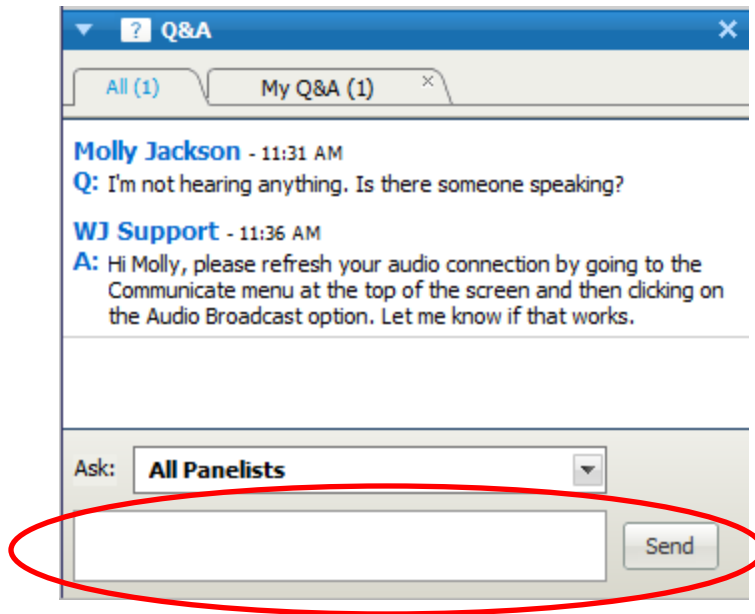
Lost all sound? Hear an echo? Click on the **small radio tower** icon (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.

Need Help?

Please post **technical support questions** into the **Q&A Panel**.
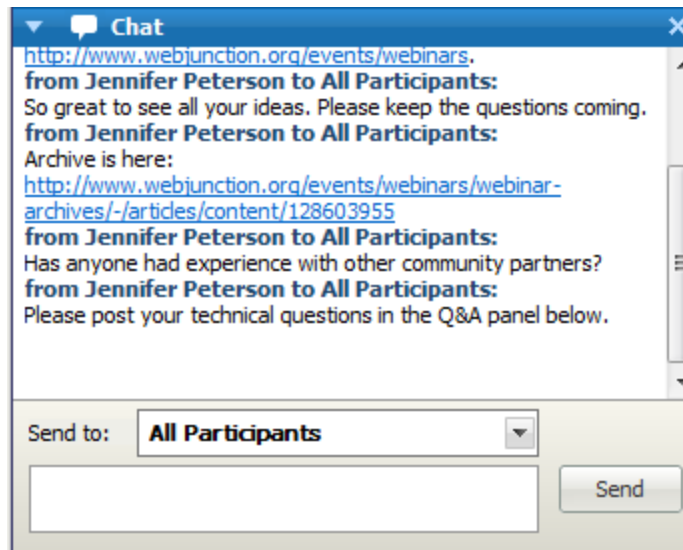

Step 1: Type the problem in the **dialog box.**

Step 2: Click **Send**.

Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.
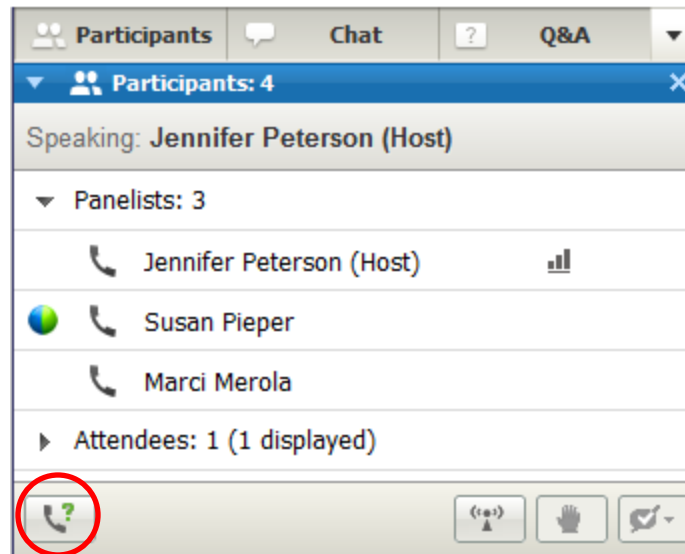
Do not post technical questions to Chat.

And if you're tweeting, use this hashtag: **#wjwebinar**

Telephone Access

If you not able to listen via your computer, you may join by phone.

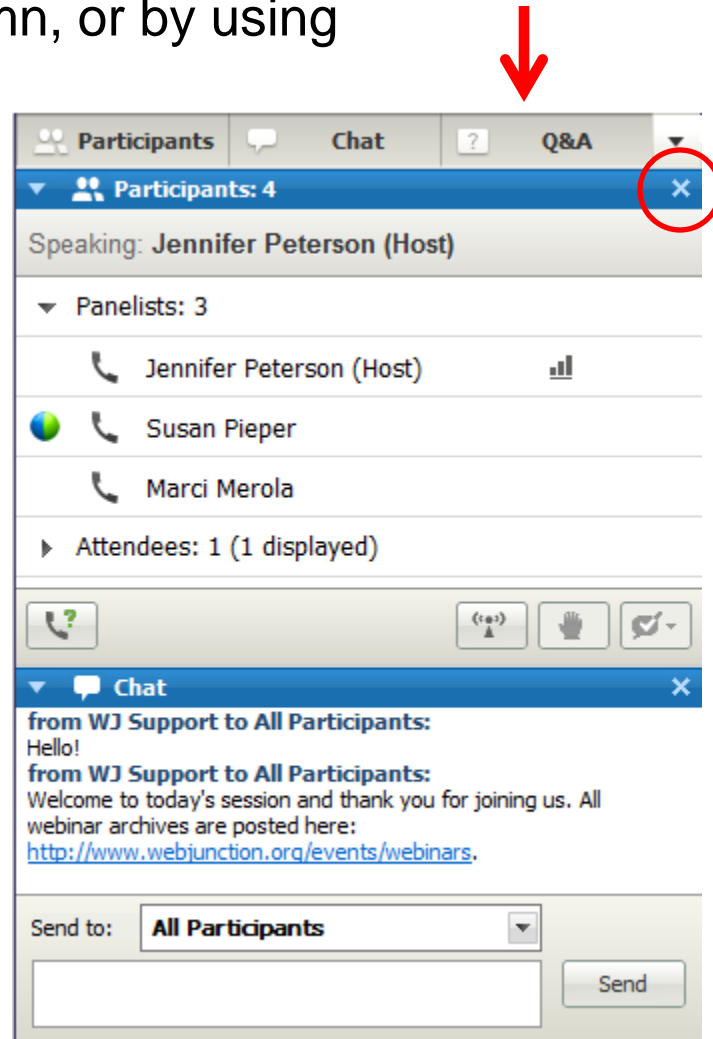Step 1: Click on **Phone Icon** under the Participants list.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** and **Attendee ID** provided.

Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

Remember to post to **Q&A panel**
if you need technical assistance.

Other Technical problems?

Contact WebEx support

Event Number: 718 841 126

Phone: 1-866-229-3239

Co-Produced by:

Jennifer Peterson

WebJunction Community Manager

Co-Produced by:

Sharon Streams

Senior Program Manager, Community Relations, OCLC

WebJunction™

Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

Arizona State Library, Archives and Public Records
Connecticut State Library
Florida Department of State's Division of Library and Information Services
Georgia Public Library Service
Idaho Commission for Libraries
Illinois State Library
Indiana State Library
State Library of **Kansas**

Maine State Library
Minnesota State Library Agency & Minitex
Missouri State Library
State Library of **North Carolina**
State Library of **Ohio**

Access **Pennsylvania**
Texas State Library & Archives Commission
Library of **Virginia**
Washington State Library

The Association for Rural & Small Libraries

Become an ARSL Member Today!
Join us for more ARSL webinars
Receive quarterly member e-newsletter
Connect via member's only Listserv
Get discount on Annual Conference
September 27-29, 2012
Raleigh, North Carolina

Today's Presenters

Michelle A. McIntyre
MSLS,
Director,
Roaring Spring
Community Library
Roaring Spring, PA

Melinda Tanner
MLS,
District Consultant
Librarian
Washington, Greene &
Fayette Counties,
Pennsylvania

Best Kept Secret

Michelle A. McIntyre and Melinda Tanner
Best Kept Secret
WebJunction Webinar
June 7, 2012

Is this how the public sees your Library?

Is this the perception of your staff?

Marketing

- Process by which companies determine what products and services might be of interest to customers

The 4 "P's" of Marketing

- Product
  - Library services (ILL, Ref., Programs, Electronic resources, Wi-Fi, e-books)
- Price of Service
  - Direct & indirect costs to produce and deliver the product & any actual fees
- Place
  - Delivery and distribution of products
  - Location of service & availability & accessibility
- Promotion
  - How libraries let users know what products are available.

Creating a Marketing Plan

- Mission Statement
- Target Market Data
- Services
- Marketing & Promotional Strategies
- Identify Competition
- Establish Measurable Goals
- Monitor Results
- Budget

Marketing = Connecting

21st Century Marketing

- Community
- "Original Social Network"
- Board Members Marketing
- Staff Marketing
- "Amazon"
- Local "Celebrities"
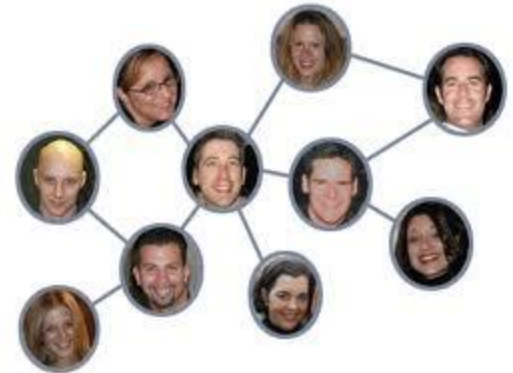
Tips to prove your Value

- Exploit library services
- Staff as marketers – personal touch
- Websites, Blogs, Wiki's, Twitter and Facebook
- Flickr = Collaboration
- E-mail vs snail mail
- Face to Face – Get out of the building!
- Open Source Marketing

How much is your library worth to you?

Polar Plunge

Market Your Worth

- The 5 W's -Press Releases
- Advertising
- BE Visible
- Build a Sales Team
- Working the meeting circuit
- Follow up marketing
- Continuous marketing

Press Releases

Branding

- A Library "Experience" brand
- Recognizable logo
- Tag Lines

Tag Lines

- Your "Information Station"

Personal Brand

- Self Packaging = Success
  - 4 Steps to Personal Branding
    - Discover
    - Create
    - Communicate
    - Maintain
- Hot Mess vs Style Statement
- The Journal
- Reality TV

Formal Advertising

- Print, Radio, Television, Billboards
- Advertising Meeting
- Budget
- Rock Bottom or No Cost
- Sponsorships

Getting your seat at the table

- Outreach
- Getting on your Community's Leadership Team
- Be heard and Be seen
- Volunteer
- Develop a community involvement process plan

Sponsorship Information Packet

- Information about the library
- Document outlining Sponsorship levels
- Outline Sponsorship Recognition
- Deadlines
- Drawbacks

Fundraiser vs Friendraiser

- Raise Money
  - vs
- Build Relationships

Signature Events

- Create One!
- Substantial Funding
- Planning
  - Preparation is key
  - Problems
- Sponsorships
- Sponsor Recognition

Relationship Building with Reporters

- Cozying up with the 4th Estate
- Stay in Touch
- Offer Congratulations
- Be Flexible
- Be Persistent
- Never say "No Comment"

4 e's
Creating Experiences

- Entertainment

- Education

- Escapism

- Esthetics

Acknowledgements

- Thank you notes
- Congratulatory Notes
- Acknowledgements
- Accomplishments
- Giving Support

Best Practices

- Build Partnerships
- Promote new website with fortune cookies
- Invite elected officials to library events
- Become active in Chamber of Commerce
- Host lunch and learn
- Incorporate library logo on all materials
- Hold raffles each month for new cardholders
- Be visible
- Give presentations to local community groups
- Instead of being asked, do the asking
- Ask to be present at school fairs and PTO meetings

Resources

WebJunction

www.webjunction.org/explore-topics/marketing-outreach

Public Library Association Planning for Results kit by Sandra Nelson

Ohio Library Council Web based training for Public Libraries

www.olc.org/marketing

OHIOLink Swap and Shop

www.ohiolink.edu/ostaff/marketing/gallery/

Library Support Staff.com Marketing our Library

www.librarysupportstaff.com/marketinglibs.html

Chris Olson and Associates Marketing Treasures electronic newsletter

www.chrisolson.com

American Library Association Toolkit for Winning Support for your Rural Library

ala.org/ruraltoolkit

Mid-Hudson Library System

http://midhudson.org/funding/marketing/main.htm

Library Marketing Best Practices Wiki

http://www.libsuccess.org/index.php?title=Marketing

Marketing Ideas for Non-profits and Libraries

http://themwordblog.blogspot.com/

State Library of North Carolina Marketing Toolkit

http://statelibrary.ncdcr.gov/ld/NCLIbraryToolKit.pdf

Village Library of Morgantown

2009 winner of Commonwealth Libraries Marketing for Lifelong Learning Award

http://www.villagelibrary.org/

LIBRARY CLIP ART AND IMAGES

**Deviant Art** www.deviantart.com
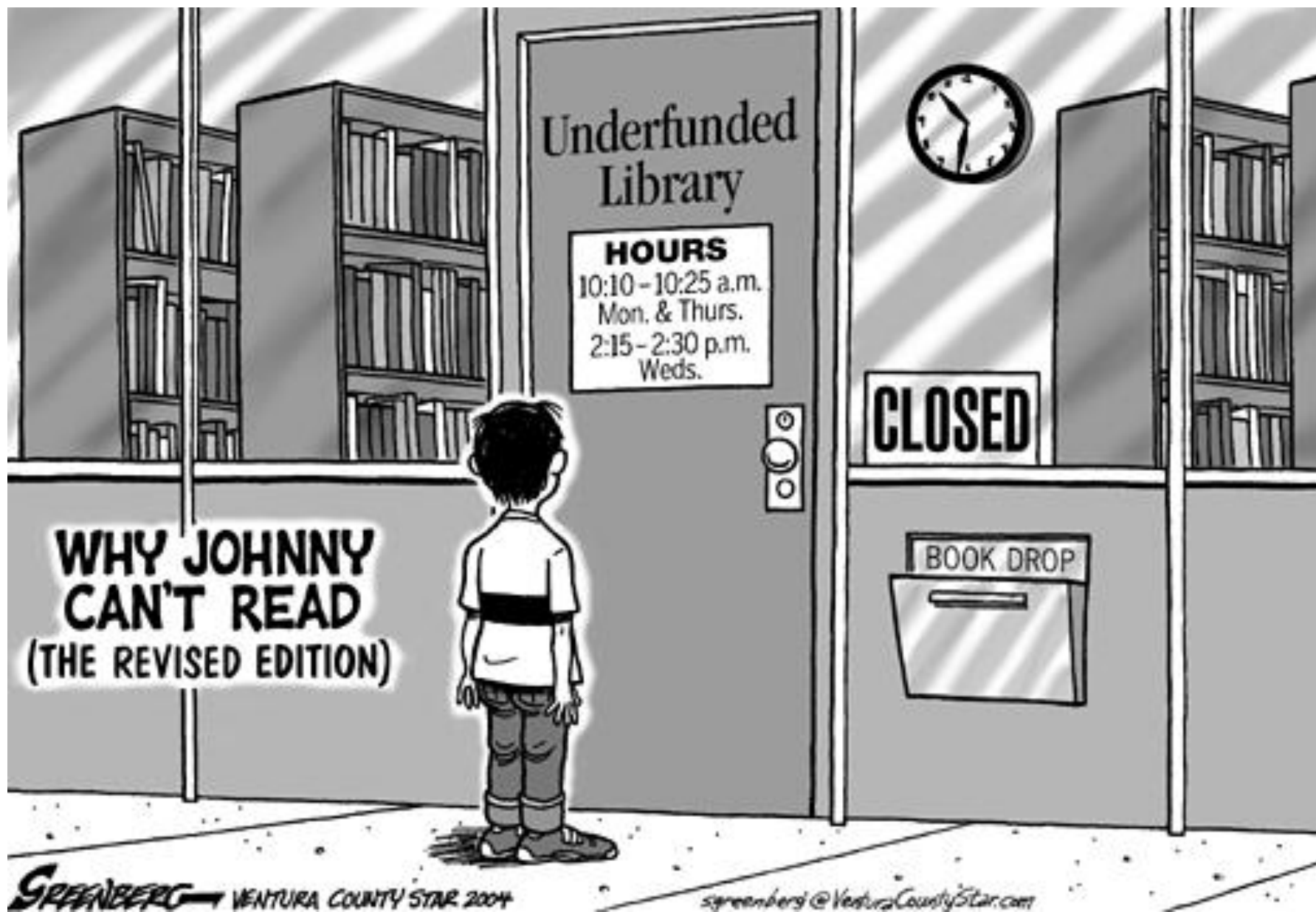
Google Images

Q & A

Contact information

Michelle A. McIntyre, M.S.L.S. Director
Roaring Spring Community Library
320 East Main Street
Roaring Spring, Pennsylvania 16673
814-224-2994
mmcintyre@roaringspringlibrary.org

Melinda Tanner, MLS
District Consultant Librarian
Citizens Library & District Center
55 S. College Street
Washington, PA 15301
724-222-2400 ext. 229
mtanner@citlib.org

Marketing Rural & Small Public Libraries chapter can be found in:
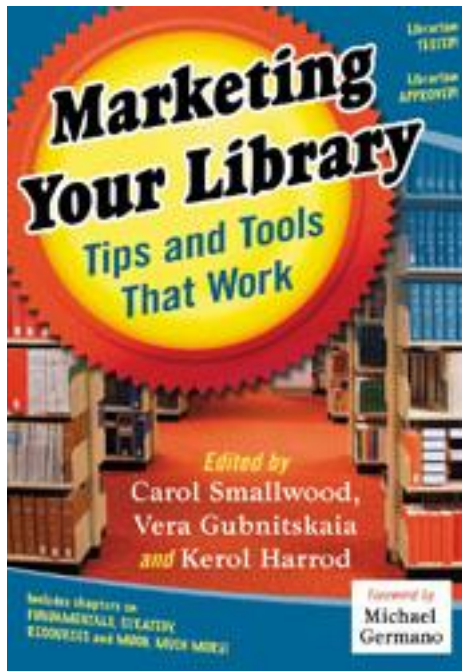
Thank You

Stay Involved

On WebJunction

   webjunction.org

Crossroads (monthly newsletter)

   Subscribe on homepage

Events

   webjunction.org/events/wj

Association for Rural & Small Libraries

   arsl.info and join us in Raleigh this Sept!