



Marketing Is Not A
Dirty Word

 **IFLS**
INSPIRING AND
FACILITATING
LIBRARY
SUCCESS



Early plumbers

The first known print ad is from:

1. 1704 CE
2. 1477 CE
3. 1000 CE
4. 435 BCE
5. 3000 BCE

Three things I've heard

- Ew. Marketing is kind of icky.
- I don't even know where to start.
- Marketing is pretty much a waste of time, yes or no.

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3000 BCE

Thebes, Egypt

The man-slave, Shem, having run away from his good master, Hapu the Weaver, all good citizens of Thebes are enjoined to help return him.

He is a Hittite, short, of ruddy complexion and brown eyes. For news of his whereabouts, half a gold coin is offered. And for his return to the shop of Hapu the Weaver, where the best cloth is woven to your desires, a whole gold coin is offered.

<https://qprintgroup.com.au/history-of-print-advertising/#:~:text=One%20of%20the%20earliest%20discovered,one%20of%20his%20lost%20slaves.>



105 CE

China

Cai Lun refined the process of papermaking using pulp that led to large-scale manufacturing.

https://en.wikipedia.org/wiki/Cai_Lun



1050 CE

China

Bi Sheng invented movable type, improving on previous method of large carved blocks.

<http://afe.easia.columbia.edu/songdynasty-module/tech-printing.html>



1000 CE

Song Dynasty, China

Jinan Liu's Fine Needle Shop: We buy high quality steel rods and make fine quality needles, to be ready for use at home in no time.

<https://depts.washington.edu/chinaciv/graph/tcommain.htm>

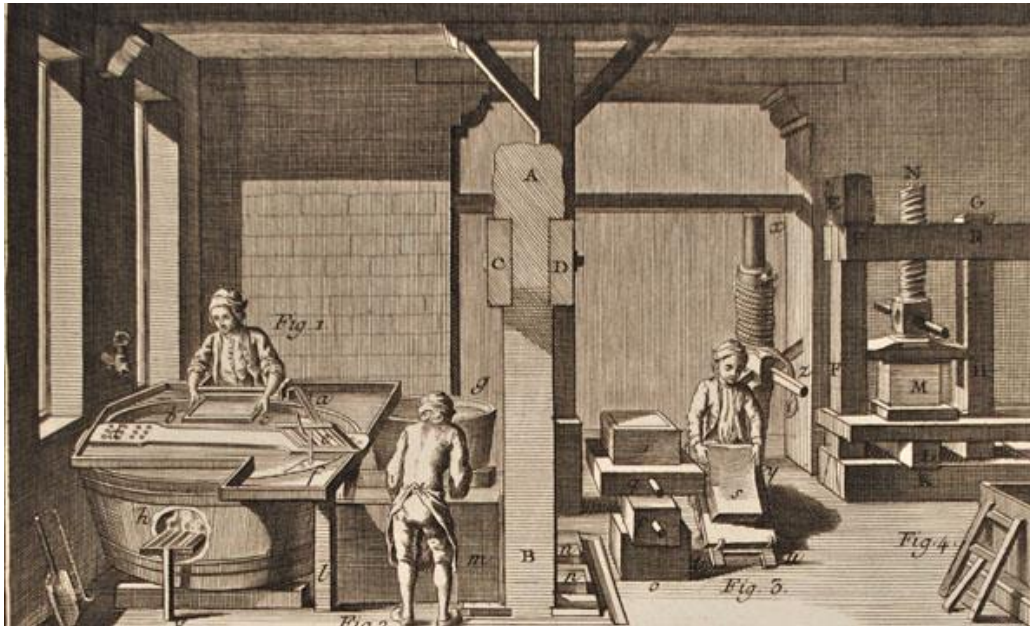


1085 CE

Toledo, Spain

The Arabs got their hands on papermaking technology around 750 CE. After a few hundred years paper made it to Europe. By the late 1300s mills were found throughout Europe.

https://en.wikipedia.org/wiki/History_of_paper



1440 CE

Mainz, Germany

Gutenberg. Etc.

<https://www.britannica.com/topic/publishing/The-age-of-early-printing-1450-1550>

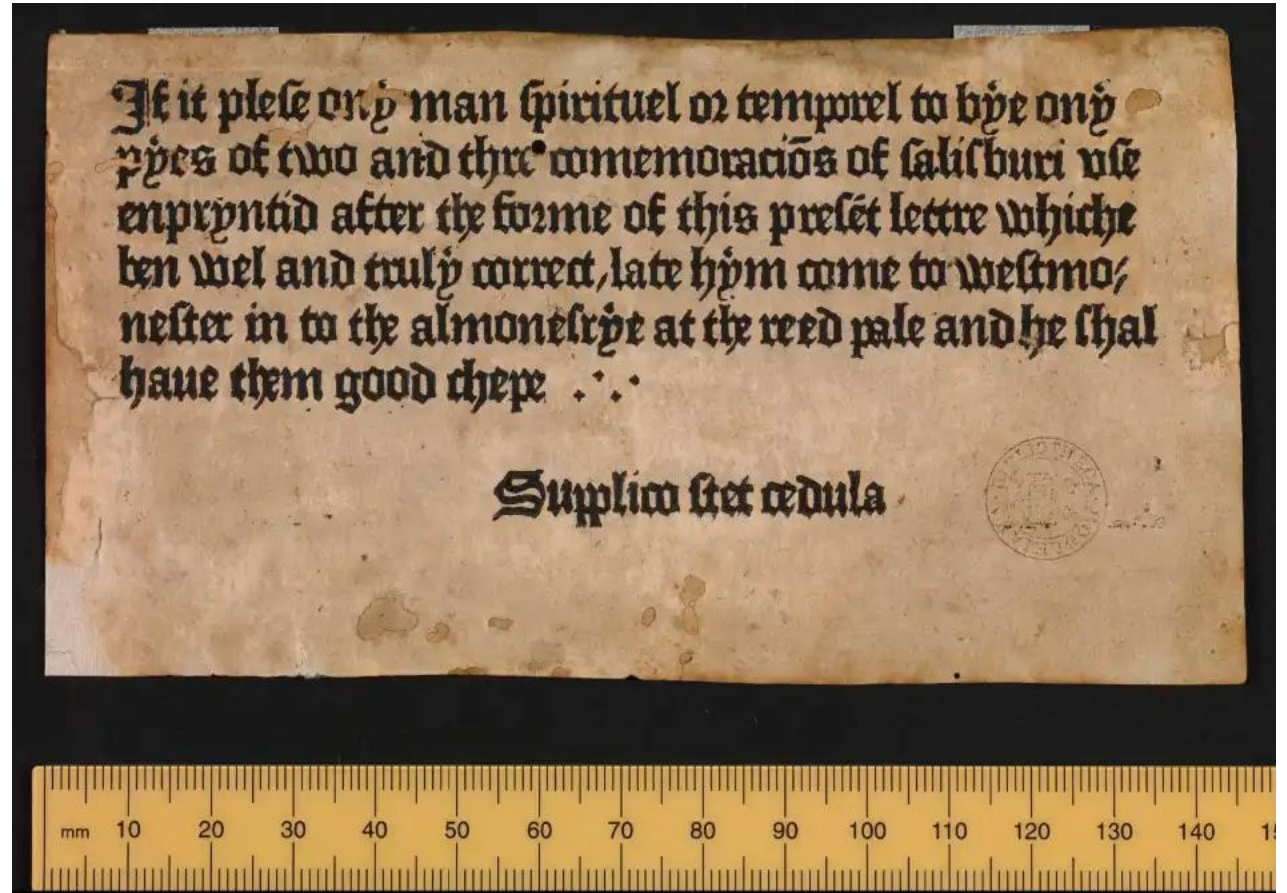


1477 CE

Westminster, England

One of the oldest surviving advertisement in English, printed by William Caxton to promote his book of prayers.

<https://medievalbooks.nl/2019/01/24/the-oldest-surviving-printed-advertisement-in-english-london-1477/>



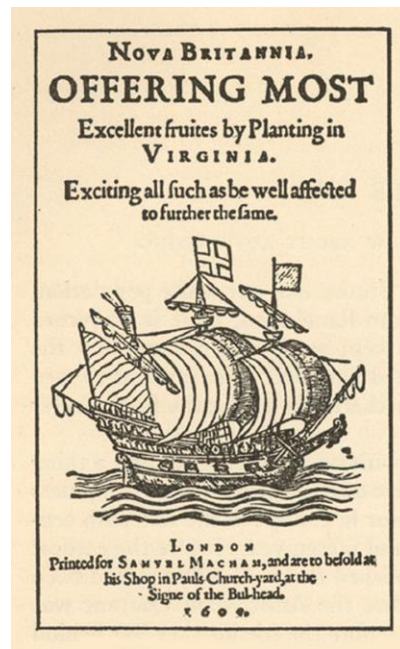
1605-09 CE

Europe

The first newspaper was published in Strasbourg in 1605.

Advertisements to colonize North America published in 1609.

https://muse.jhu.edu/article/193868#f_fig01



1704 CE

Colonial North America

A real estate ad in the Boston News-letter, thought to be the first newspaper ad in North America.

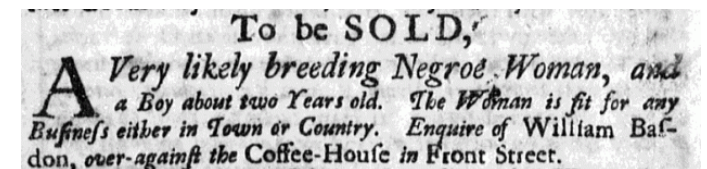
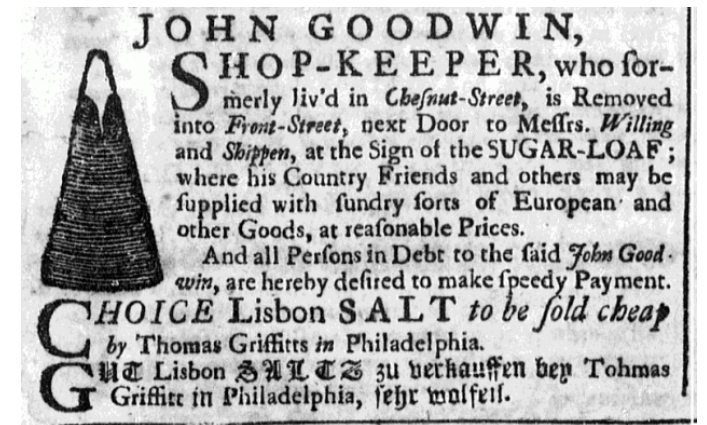


1736 CE

Philadelphia

Benjamin Franklin, Mathew Carey and others innovated newspaper and magazine advertisements to include multiple fonts, white space and graphic elements.

<https://adverts250project.org/tag/benjamin-franklin/>



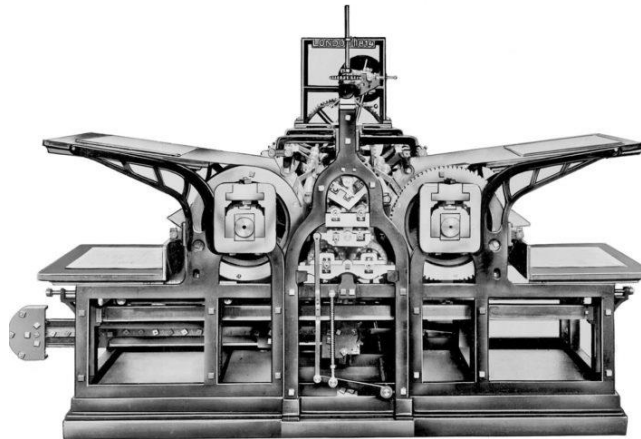
1800s

Europe & US

Steam-powered machines brought the Industrial Revolution to paper-making in the 1830s. In the 1860s US papermakers perfected using wood pulp instead of cotton and linen rags to make paper even cheaper.

Steam power also speeded up the printing process. Lithography allowed color and illustration.

<https://www.erih.net/how-it-started/history-of-industries/paper>



These innovations created an explosion of popular newspapers and magazines. In the US, total annual circulation of all newspapers between 1828 and 1840 doubled from 68 million to 148 million copies. Newspapers emerged for specialized audiences.

<https://www.library.illinois.edu/hpnl/tutorials/antebellum-newspapers-city/>

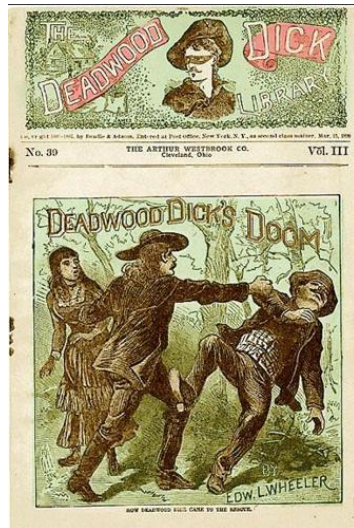


1800s

Moral dangers of cheap paper

"Pulp fiction" is the beginning of modern mass media, and is blamed for a wide variety of moral ills.

<https://slate.com/technology/2017/08/the-19th-century-moral-panic-over-paper-technology.html>



1905

The **Great American Fraud** published in Colliers.

<https://www.gutenberg.org/files/44325/44325-h/44325-h.htm>

Commodities to branding

Expanded audiences increased competition and made advertising lucrative. Commodities started to be marketed with brand names.



Emergence of advertising in America: 1850-1920

<https://repository.duke.edu/dc/ea>

1917 (WW1)

PSA or propaganda?

President Woodrow Wilson established the Committee on Public Information, which played a major role in convincing the public to support the war effort.

<https://www.psaresearch.com/a-brief-history-of-public-service-advertising/>



1920

Radio!

The US government took control of fledgling US radio during WW1. In 1920, the Westinghouse Company applied for and received a commercial radio license which allowed for the creation of KDKA., the first radio station officially licensed by the government. It was also Westinghouse which first began advertising the sale of radios to the public.



Westinghouse
RADIO SETS
COMPLETE AND READY TO SHIP

Type "R. C." A highly sensitive long distance receiver. Valve set, embracing Armstrong Regenerative Circuit (patented) tuner and two-stage amplifier.	Aeriola Jr. For reception of local broadcasting. Crystal set, including everything necessary for this type of receiver. A compact outfit.	Aeriola Sr. Has greater range than Aeriola Jr. Valve set, makes use of Regenerative Circuit (Armstrong patent).
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If your dealer cannot supply you write our nearest office.

MADE IN CANADA

Canadian Westinghouse Company Limited
Hamilton, Ontario
District Offices: Toronto, Montreal, Winnipeg, Calgary, Vancouver.
Edmonton, Fort William, Ottawa, Halifax.

1922

First radio ad

The American Telephone and Telegraph Company brought advertising to American radio when their New York City radio station, WEAf, began selling time for "toll broadcasting." Its first radio commercial, broadcast on August 22, 1922, was a 15-minute real-estate ad offering apartments in Jackson Heights, Queens. Wheaties made the first singing ad in 1926.



This page brought to you by Wiki, PBS and General Mills.

WPA & WW2

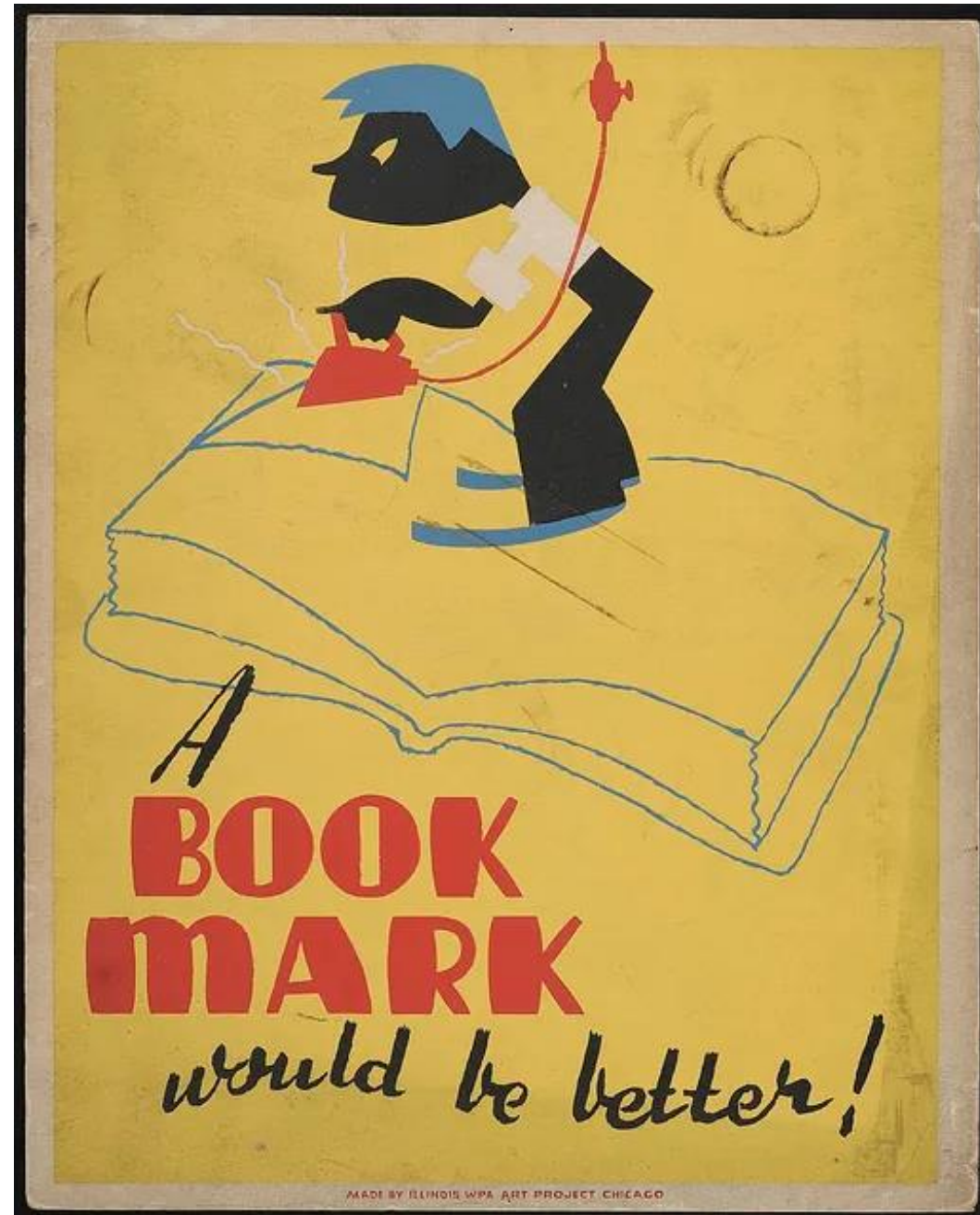
1934: FCC was founded

1935: The New Deal hired artists as part of its Works Progress Administration.

<https://www.themarginalian.org/2010/04/08/works-progress-administration/>

1939: FDR first president to appear on a televised event.

1941: The Ad Council established specifically to advertise for social good.



1940s to 1950s

TV!

The first TV station was launched in 1928. Then history happened. TV marched on. By 1947 both NBC and ABC were broadcasting regionally. By 1955 half of all US homes had TV sets.



The magnificent Magnavox DIFFERENTIAL TV stands with 20-inch screen.

Magnavox...prized source of endless pleasure

THERE IS an indefinable something extra that comes with owning a Magnavox. It's a sense of rightful pride and lasting satisfaction which you enjoy with only the very finest television exquisitely housed in cabinetry of heirloom-quality. Television makes such an important contribution to the happiness of every member of the family that it is just good judgment to buy the best television—Magnavox! Once you see its sharp, clear, glare-free pictures . . . and once you hear its glorious, full-range sound . . . then you will understand why

Magnavox Big Picture Television is the choice of America's smartest homes. Special built-in filter takes out glare and makes televiewing easy on precious eyes. And Magnavox values are unequalled! Your family deserves a Magnavox . . .

lasting investment in gracious living. Only the finest sources—those known for exceptional service—are selected to sell Magnavox. They are found in radio sections of classified telephone books. The Magnavox Company, Fort Wayne 4, Indiana.

• Open the full-length doors of The Chippendale for life-sized, lifelike TV on 20-inch rectangular screen.

the magnificent
Magnavox
television - radio - phonograph

BETTER SIGHT, BETTER SOUND. BETTER BUY...

July 1, 1941 at 2:30 p.m.

First tv ad

The Brooklyn Dodgers were playing the Philadelphia Phillies. Bulova aired an ad just before the first pitch.



Oh my, the 1950s

The post-war consumer frenzy and optimism mad for some remarkable advertising innovation, creativity and weirdness. Some people refer to it as the golden age of advertising. Firms started using research and psychology to make more effective ads.

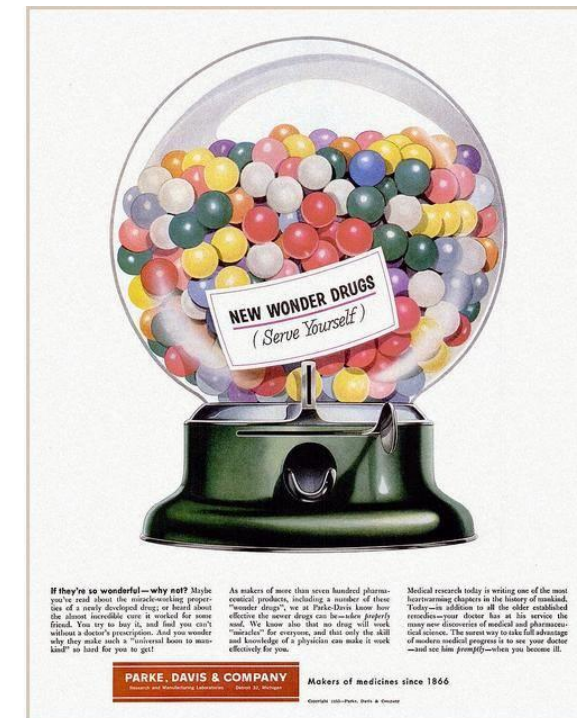
Watch Mad Men...



1957

Vance Packard published *The Hidden Persuaders* criticizing advertising methods.

https://www.goodreads.com/book/show/3730.The_Hidden_Persuaders



1983

Birth of the public internet.

1989

Commercial internet providers come along.

Oct 27, 1994

First internet ad for the precursor of Wired magazine.



([Consuming Kids](#), [Social Dilemma](#))



It's complicated

- Marketing can be ethical or not.
- Your marketing should align with your ethical obligations as a public library.
- If it feels icky, it might be icky. Reconsider and seek advice.
- *Ethics in Advertising* from the Muse project:
<https://muse.jhu.edu/article/221968>

If you don't frame your library's message, somebody else will.

Their message will reflect their priorities and serve their ends.

Next up

- I don't even know where to start.
- Marketing is pretty much a waste of time, yes or no.

Then

- Ideas and resources.

public relations

promotion

pushy

branding

market share

propaganda

marketing

The action or business of promoting and selling products or services, including market research and advertising.
(Oxford Dictionary)

advertising

annoying

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. (American Marketing Association, Approved 2017)

Brand positioning

design

creative

Multi-touch revenue attribution



My definition of marketing for your library

- Authentic and effective communication with your library's users, community members and funders that creates relationships.
- It's a process that has a toolkit.

Good news! You have a head-start.

- Public libraries are intensely local and relevant to people's day-to-day lives. People know you!

#1: What's your brand

- You probably already have one. Maybe your brand includes: generous, inclusive, accessible, friendly.
- Use your vision and mission as a guide.
- Visual consistency is useful (and templates save time).



#2: What's your goal?

- If you don't know where you're going, it's harder to get there.
- Make it measurable so you know what success looks like.
- How does it support building relationships and your library?
- Make a date with your goal. Have a beverage and look at successes and challenges. Learn and repeat.

https://www.ucop.edu/local-human-resources/_files/performance-appraisal/How%20to%20write%20SMART%20Goals%20v2.pdf



#3: Now think about who you're talking to

- Talk to one person. Who are they?
- Where can you find them?
- What problem can you solve for them? Are you giving them the right tools?

#4: You're ready to start!

- What's your message? Hint: it's not about what you want to say.
- Give people something to do.
- Which tools will you use? How will you notice if those tools are working? Hint: ask people. Ask at programs, when people sign up for a library card, when they pick up a book from the hold shelf. The answers you get will help you figure out what works—and what doesn't—so you can stop wasting time on things that don't work.



Pick one thing

- Three ideas to get your marketing brain going.
- These ideas don't work for you? Remember the power of "awesome."
- Scale for your library and staff capacity. Start small and build.

Idea #1: Cross Promote

- Why? Your current users are your easiest audience to reach. Tell them about ALL the programs and services you have at the library.
- How?
 - Include at least one announcement before every program or gathering at the library.
 - Give them the tools to invite friends.
 - Don't make assumptions about your audience. Let them decide what's relevant.
 - Ask your board and Friends to help promote and give them the tools!

Idea #2: We Have Answers



- Why? Easy and relevant content creation! You already do this, so it's not a lot of extra work to aggregate these questions and your answers. You can bet that if one person asks you, many people are wondering the same thing.
- How?
 - Post one at a time on Facebook. Make sure to link back to your website and tell people how they can get an answer.
 - Include in your e-newsletter. Either make a section for Q&A, or attach the question to related content.






Idea #3: Analyze your numbers

- Why? You probably spend a lot of time on your newsletter and Facebook page. Is all that work paying off?
- How? You're looking at engagement numbers. Let's take a look at mine on MailChimp.





 Create



 Campaigns 



All campaigns



Email templates



Email analytics



Reports

 Audience 

 Automations 

 Website 

 Content 

 Integrations 





Upgrade

1








R

Rebecca IFLS

View by Status

-  All
-  Ongoing
-  Draft
-  Completed

View by Type

-  Emails
-  Automations
-  Landing Pages
-  Ads
-  Postcards
-  Social Posts
-  Surveys

 Create Folder



 Find a campaign by name or type

Sort by

Last updated 

You can also search by [all audiences](#).

October, 2022 (1)

<input type="checkbox"/>		The News from IFLS: book club on the road; our take on intellectual freedom (Oct)	Sent	124 Opens	26 Clicks	View Report 
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Regular ·
Newsflashes

Sent **Tue, October 11th 1:45 PM** to 293 recipients by you

August, 2022 (1)

	The News from IFLS: Explore MORE prize winners; dog days of summer, and...	Sent	45.9% Opens	3.9% Clicks	View Report 
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Feedback



Top links clicked

<https://www.wxpr.org/education/2022-09-23/te...> 12

<https://woodvillelibrary.org/event/traveling-book...> 8

<https://www.facebook.com/GeraldineEAnderson...> 4

<https://www.facebook.com/photo/?fbid=457764...> 4

<https://docs.google.com/document/d/1Jsik2Xv9...> 3

[View All Links](#)

[View this email in your browser](#)



The News: October 2022

**Intellectual
Freedom: a core**

Characteristics you and your peers share

Industry

Non-Profit

Your industry was either self reported or predicted using natural language processing techniques. You can update it in [your settings](#).

Audience demographics

Over 65% Female, from 55 and up

Audience size

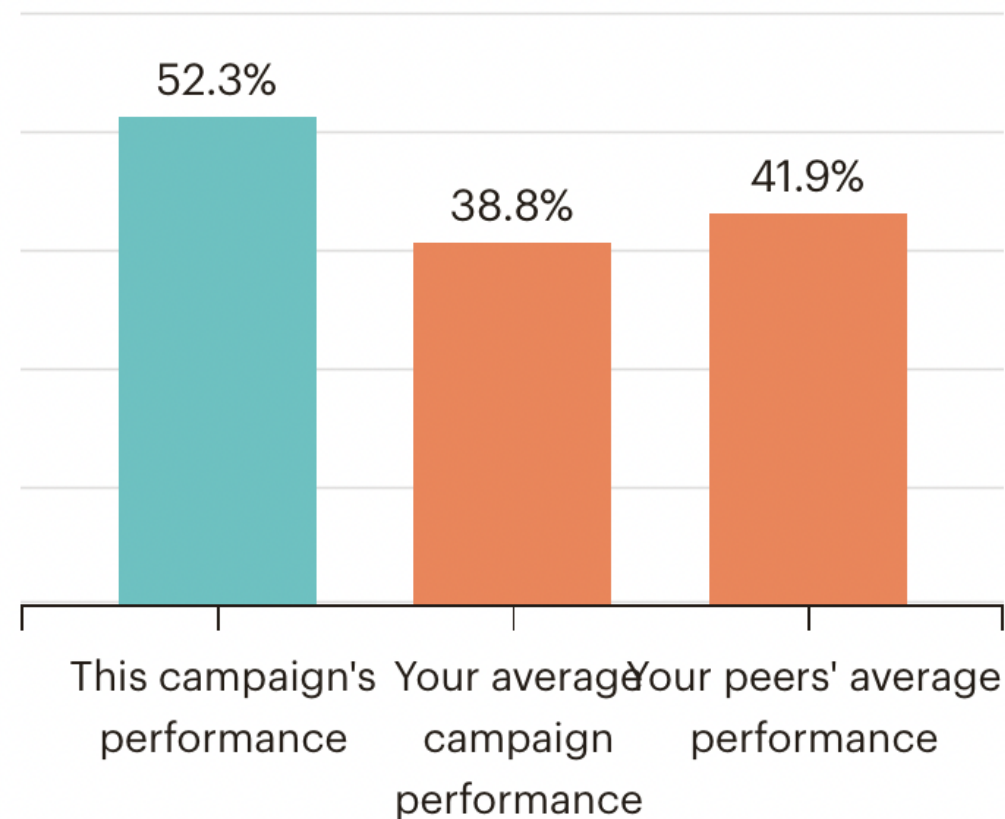
200 - 2,000

How your email campaign compares

Open Rate

Click Rate

Unsubscribes





Create



Campaigns



All campaigns

Email templates

Email analytics

Reports



Audience



Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

Upgrade



Rebecca
IFLS

they open and click your emails.

49%

Often

Your percentage of subscribers who are highly engaged and often open and click your emails.



15%

Target with Campaign 

Target with C

21%

Rarely

Your percentage of subscribers who are not very engaged and rarely open and click your emails.



Facebook and social media: engage

- Focus on engagement statistics. Most of the rest are vanity numbers.



Content

Schedule, publish and manage posts and stories, and more.

Export data

Create story

Create reel

Create post



Content

Posts

Stories

A/B Tests

Feed & grid

Mentions & tags

Clips

Collections

Creative ass...

Improve engagement for IFLS Library System

Find out which text, images or links get more reactions by testing different versions of a post.

See how it works

Posts from similar businesses

Get inspired by posts businesses like yours are sharing with their audience.

Published

Scheduled

Drafts

Post type

Filter

Clear

Search by I...

Last 90 days: Jul 22, 2022 – Oct 19, 2022

Columns

	Title		Date published	Reach	Engage ments	Likes and...	Commen ts	Shares
<input type="checkbox"/>	 News from Barron's IFLS Library Syst...	Boost ...	Tue Aug ...	258 People re...	85 Post enga...	18 Reactions	1 Comments	0 Shares
<input type="checkbox"/>	 This post has no text IFLS Library Syst...	Boost ...	Mon Aug ...	241 People re...	13 Post enga...	10 Reactions	0 Comments	1 Shares
<input type="checkbox"/>	 Do you remember ... IFLS Library Syst...	Boost ...	Thu Aug ...	134 People re...	15 Post enga...	1 Reactions	0 Comments	0 Shares

Facebook and social media: engage



- Focus on engagement statistics. Most of the rest are vanity numbers.
- It's more like a dinner party than a podium. Visit community partner pages, share their good news, comment on their posts.
 - Can you recruit super-users, Friends and board members to regularly share your content and comment on it?
 - Social media is a time suck. Scheduling is a great way to cut down the time you waste on Facebook.

Facebook and social media: engage

- Focus on engagement statistics. Most of the rest are vanity numbers.
- It's more like a dinner party than a podium. Visit community partner pages, share their good news, comment on their posts.
- Does it build relationships? People love seeing you and your people.

IFLS Library System
Published by Rebecca Schon Kilde · 6d · 🌐

Something new in Ellsworth.

Ellsworth Public Library
October 12 at 4:00 PM · 🌐

The new library signs went up today! 🎉 One more step towards opening in January 2023! [#newlibrary](#) [#community](#)

Thank you to Signation for creating these for the library 🙏

229 People reached 26 Engagements — Distribution score [Boost a post](#)

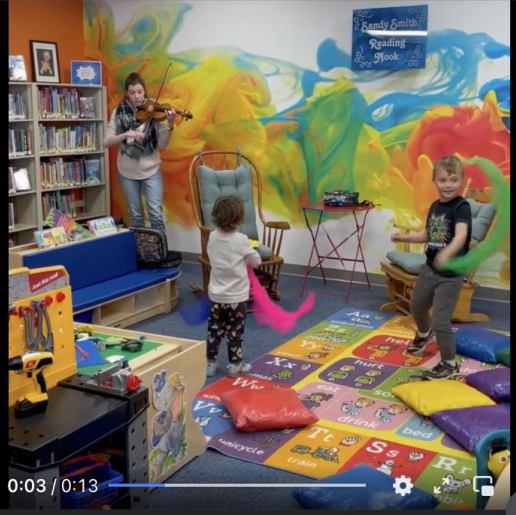
Colfax Public Library
6d · 🌐

Lisa and Jolene talk about the upcoming auditorium show "Failure is Impossible", put on by Eau Claire Women in Theater, the Colfantastic Spooktastic Event, and Quarters for a Cause. Also memorial donations and the Elevator Project are mentioned.




0:05 / 4:17

Join us Wednesdays at 10:00 AM for story and music time with Rachel! 📖 🎵



0:03 / 0:13



10 1 Share



23

Facebook and social media: engage

- Focus on engagement statistics. Most of the rest are vanity numbers.
- It's more like a dinner party than a podium. Visit community partner pages, share their good news, comment on their posts.
- People love seeing you and your people.
- Every post should have a link to your website. You can also include a link to an event.

Take-aways

- Marketing is a process and a set of tools.
 - Plan and evaluate, improve and repeat. This will help you focus on the most effective use of your time.
- If you don't frame your message, somebody else will.
- Build on your strengths: local, responsive, relationship-based.
- Start small and build.

Resources

- Jim Tripp's [Advocacy 101](#) webinar on the IFLS [webinar archive page](#).
- Angela Hursh's recently posted a [blog](#) especially for very small libraries. Highly recommended! Her [Super Library Marketing Blog](#) and weekly short videos are great resources.
- University of California's [guide to creating SMART goals](#).
- *Un-marketing*, second edition by Scott Stratten and Alison Kramer. Sorry, it's not in the MORE catalog. Email and you can borrow my copy.
- Library Marketing Book Club on Facebook. You have to join. There's active conversation on this page from people who do library marketing.
- That cute little [emoji](#)