

Promoting Your Collections: Merchandising and More

Kathy Dempsey, Libraries Are Essential consultancy

Wisconsin Collection Development Webinar Series: Nov. 3, 2017

Hi, I'm Kathy Dempsey! 😊



Why Worry About Marketing?

- ▶ Curating great collections is vital. But what good does it do to have materials for people if you don't tell everyone they're available?
- ▶ This is why it's essential to spend some time, thought, and maybe even a few dollars to promote your collections.

**Why spend
thousands of \$\$\$\$
on collections,
and then spend
\$000 to tell
people that you
have them?**

How to Successfully Promote Collections

1:
Do not
promote the items
you bought.

Instead,
promote the *benefits*
of the items
in the collection.

Tell people how their lives can be better, easier, and more fun by taking advantage of items the library has secured for them.

How to Successfully Promote Collections

2.

Do not
promote everything
to everyone,
in general terms.

Instead,

target your messages
carefully and purposefully.

To get people's attention and increase the chances of them actually reading and remembering your messages, send different info only to the people who care about those items. This is "target marketing." Segmented email lists are the key.

How to Successfully Promote Collections

What Not To Say:

- ▶ “We’ve added 25 new novels and 14 new children’s books to our shelves!”
- ▶ “Come in and borrow our music CDs and movie DVDS.”
- ▶ “We have a collection of 58,000 titles.”

What You Should Say:

- ▶ “Bored? Stimulate your brain and your children’s brains with our new books!” (send to parents)
- ▶ “Want to hear some new music or see more movies without breaking the budget? Borrow them, free!” (send to Millennials + 25-55-y-o)
- ▶ We’ll help find a book you’ll love.

How to Successfully Promote Collections

Try Content Marketing!

- ▶ Instead of talking about items, tell stories.
- ▶ What benefits have others gotten?
- ▶ How does the library make people feel? How has it changed their lives? Has it helped them get jobs, pass tests, build confidence, find social comfort?
- ▶ <http://www.ilovelibraries.org/share-your-story>

“When I was young,
we couldn't afford
much. But, my
library card was my
key to the world.”
~ John Goodman, actor

Content Marketing Info

“Telling ‘Libraries Transform’ Stories to Celebrate National Library Week,” by Doug Cataldo. *Marketing Library Services*, Nov/Dec 2017.

The Librarian’s Nitty-Gritty Guide to Content Marketing, by Laura Solomon. ALA, 2016.



Poll Questions

1. Do you already employ content marketing and telling stories in your collection promotions?

- A. No, I don't really "get" content marketing.
- B. No, don't have permission / support.
- C. Yes, a little.
- D. Yes, all the time.

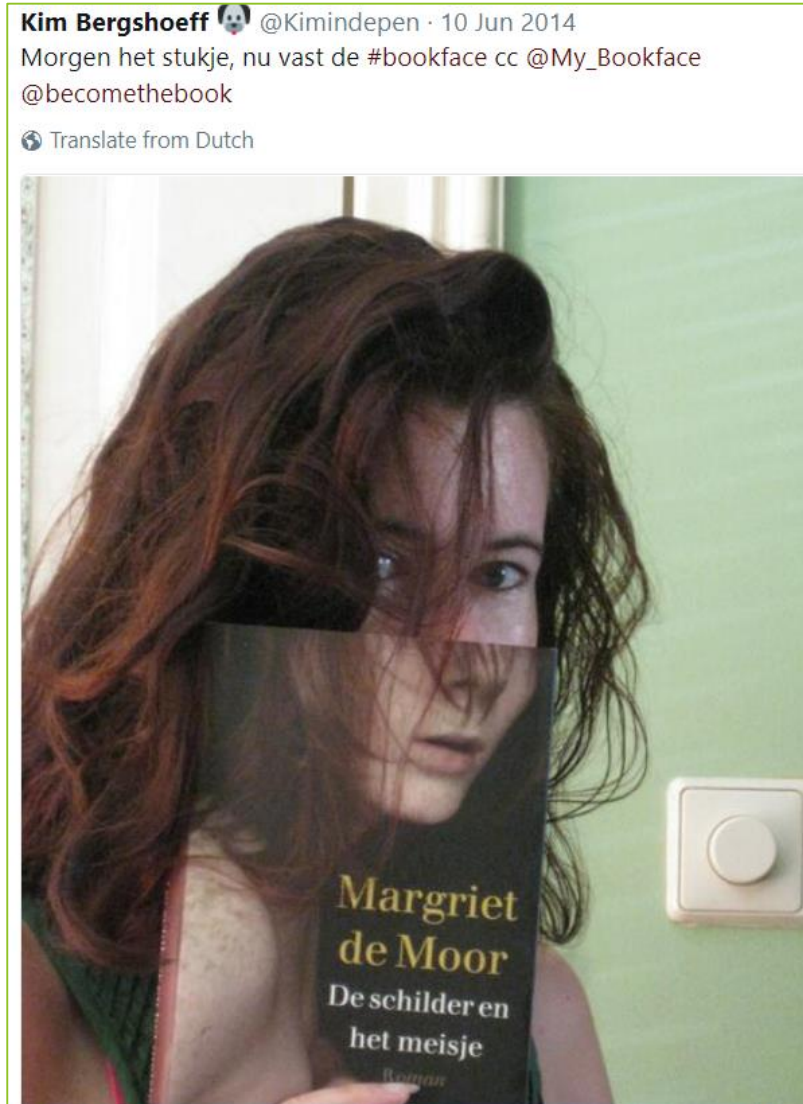
2. Do you subscribe to or regularly access *Marketing Library Services* newsletter?

- A. No, I'm not aware of it.
- B. No, I'm familiar but we don't subscribe.
- C. Yes, sometimes.
- D. Yes, our system subscribes.

www.MarketingLibraryServices.com

Use Social Media Effectively

- ▶ Instead of just posting about new purchases, do something fun and memorable.
- ▶ Ask followers to participate! Ask for “shelfies” (selfies taken in front of bookshelves) and try “bookface Fridays” (hold a book in front of your face and blend into the cover).
- ▶ Make social media more about the followers, less about the library.



Use Social Media Effectively

- ▶ Seek out “library love” on your social sites.
- ▶ Read “Bringing Out the Library Love” by Evelyn C. Shapiro, Marketing Library Services, Nov/Dec 2017.
www.MarketingLibraryServices.com
- ▶ Have contests; post trivia questions.



How to Successfully Promote Collections

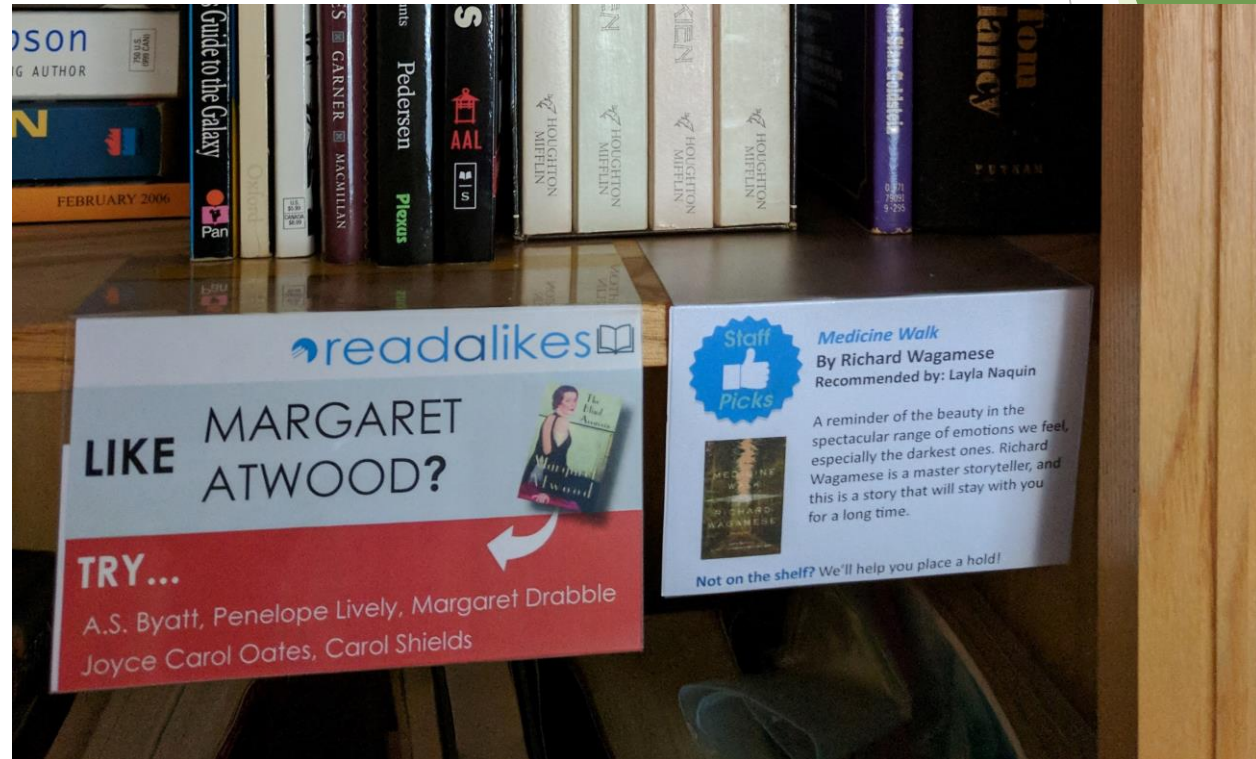
Use tools and resources to save you time and to get tested images, quotes, and ideas.

- ▶ <http://www.ilovelibraries.org>
- ▶ <http://www.ala.org/advocacy/advocacy-university/quotable-facts-about-americas-libraries>
- ▶ <http://www.ilovelibraries.org/libriestransform>
- ▶ <https://www.ebscohost.com/novelist/idea-center>



Cross-Promotion

- ▶ Take advantage of it when books are made into movies. Set up displays in theaters or advertise in movie-screen previews.
- ▶ Promote resources that relate to current events and local news.
- ▶ Promote databases and ebooks in the stacks to catch patrons as they browse or as they're seeking things in a certain section / topic.



Cross-Promotion

- ▶ Tie social media promotions to the weather for digital offerings.
- ▶ You can buy ads on the bottom of The Weather Channel app and arrange for them to appear only during certain weather forecasts / conditions.
(www.infotoday.com/mls/jul16/Interviews-With-Marketing-Masters--Trenton-Smiley-Brings-Marketing-MBA-to-Libraries.shtml)
- ▶ Bad weather = good timing for reminding people about your online services and downloadable materials (esp. in rural areas).
- ▶ Build relationships and ask weather personalities to mention the library!



Speaking of Weather and Seasons ...

- ▶ January is a great time to hold classes to teach folks how to use whatever hot new tech they've gotten as holiday gifts.
- ▶ For senior citizens, take the classes to them: Travel to senior centers and care homes.
- ▶ Better yet: Post short video instructions on how to download ebooks from the library's website. Share the videos everywhere!
- ▶ Promote the benefits: "You don't even have to go out in the cold to use library materials!"



[This Photo](#) by Unknown Author is licensed under [CC BY-ND](#)

How to Successfully Promote Collections

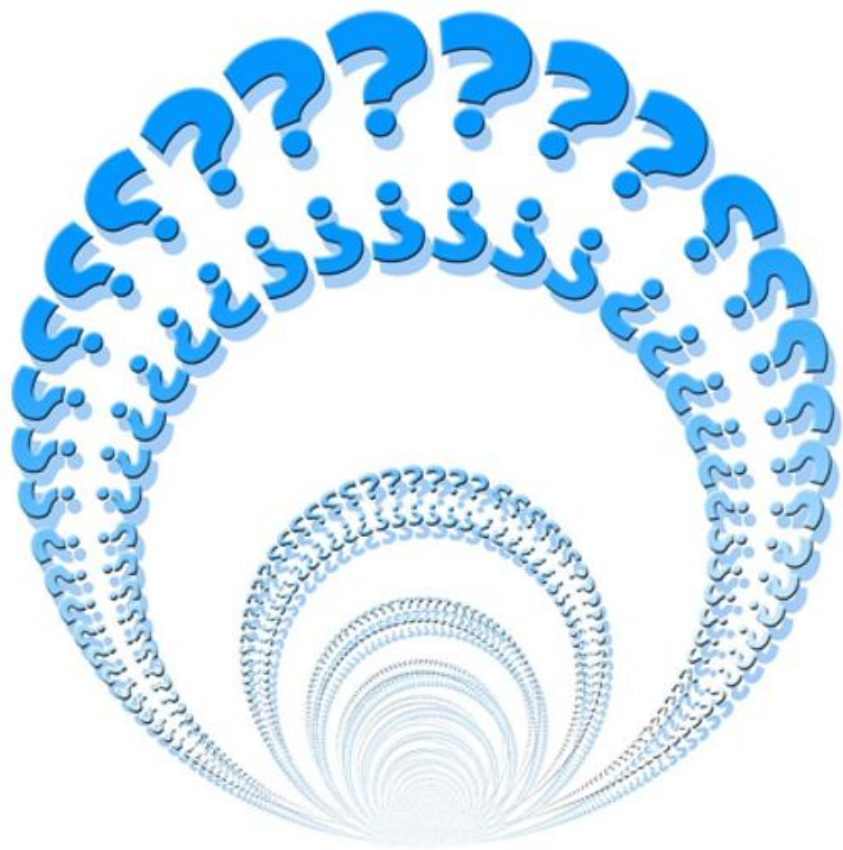
Tie collections to activities:

- ▶ Winter Adult Reading Club
- ▶ Programs on New Year's resolutions
- ▶ Book Club in a Bar
- ▶ Talks by local authors

Tie collections to campaigns:

- ▶ One Book, One [town name]
- ▶ Try One New Author in 2018





Merchandising!

It's More Than Just ...

- ▶ Making book displays
- ▶ Putting some books face-out on your shelves
- ▶ Creating signs and posters

What Merchandising Can Do ...

- ▶ Draw positive attention
- ▶ Reinforce your brand
- ▶ Increase in-house usage and check-outs
- ▶ Highlight under-used materials
- ▶ Differentiate various areas of the building

It's like “silent readers’ advisory.”

To Achieve Great Merchandising ...

- ▶ Keep displays neat, clean, full.
- ▶ Make it everyone's job to check them, and making certain people responsible for their upkeep.
- ▶ Develop clear, professional-looking signage.
- ▶ Keep color and symmetry in mind.
- ▶ Choose fonts carefully.



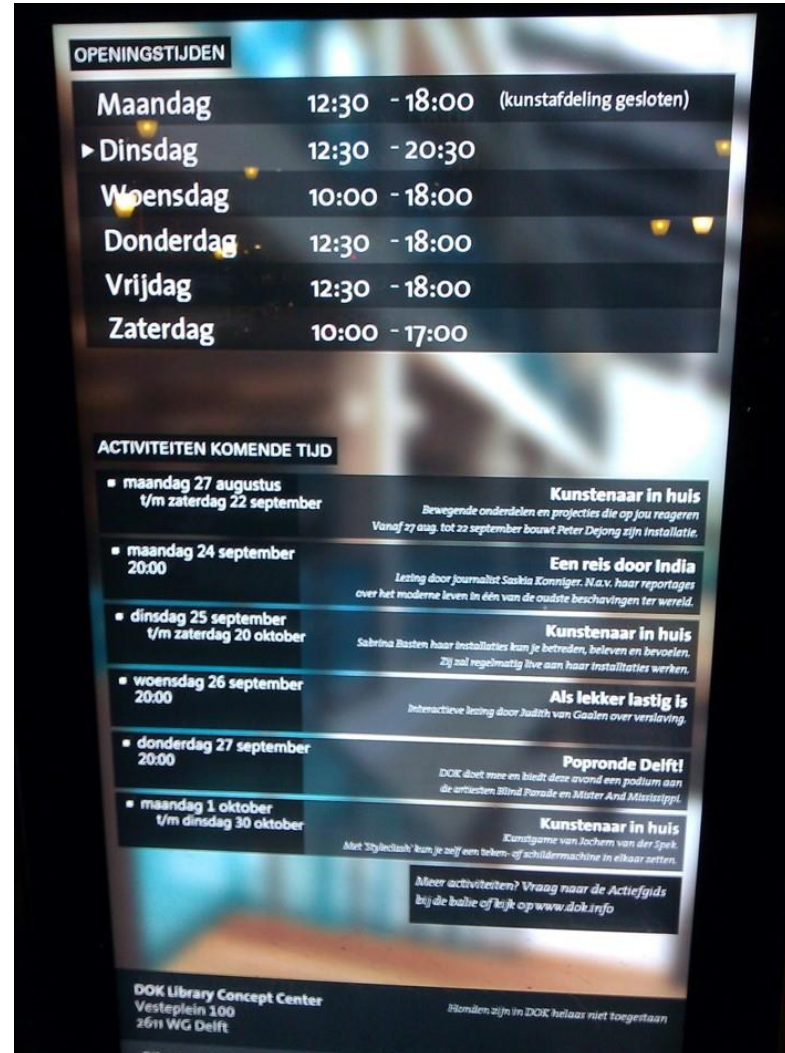
Great Merchandising Means ...

- ▶ The outside of your building matters too! Keep it clean, neat, and inviting.
- ▶ Your website and landing pages are vital to merchandising your digital offerings. Make them clean and welcoming, and ensure that your instructions are clear to people who haven't used these resources before.



Professional Signage Is Vital

- ▶ External signage matters as much as internal signage (especially when trying to attract new users).
- ▶ Make sure it's clean and up-to-date.
- ▶ Electronic signage shows the world that you're tech-savvy (not just all about books).



Professional Signage Is Vital

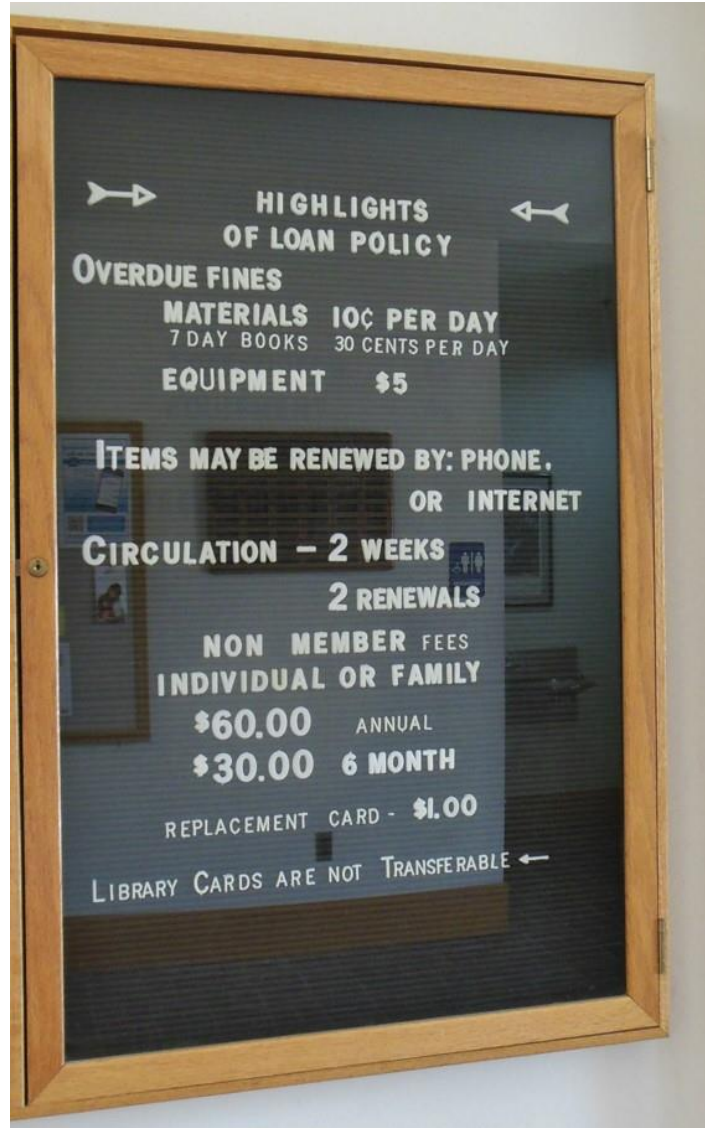
- ▶ Follow basic rules of good design.
- ▶ Photos are better than clip art—as long as they're high-quality.
- ▶ Never post hand-written signs!
- ▶ Use easy-to-read fonts (but not too many of them).
- ▶ Always have someone proofread!
- ▶ Branding, branding, branding



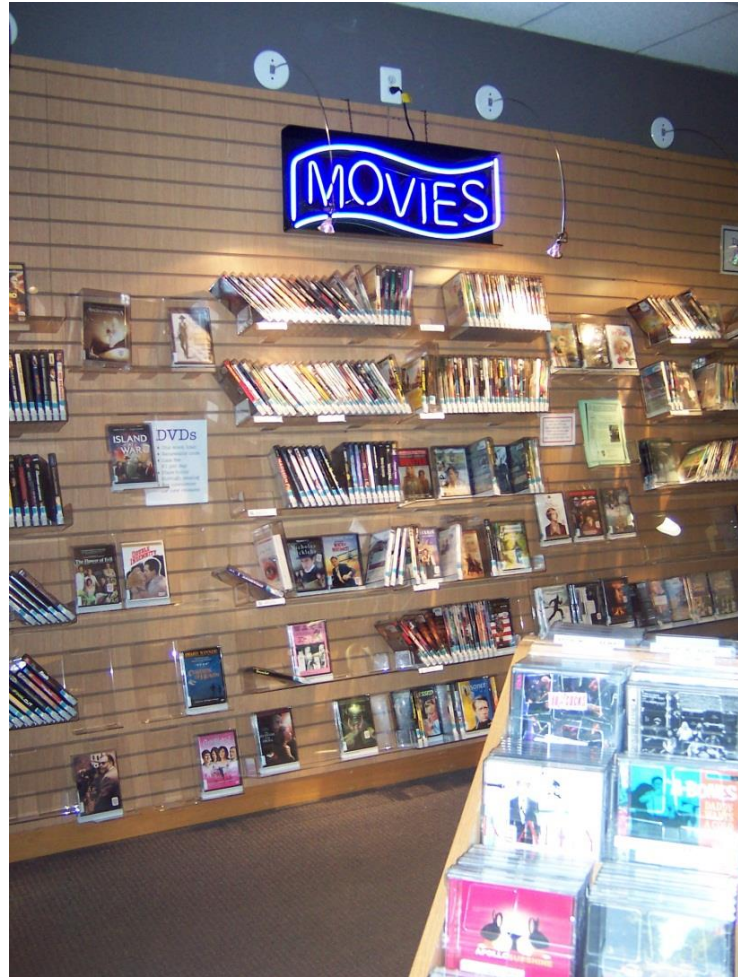
Your Entryway Says a Lot



Your Entryway Says a Lot



Highlight Special Sections



Slatwall = Extra Space



Use Screens to Get Attention

- ▶ Digital screens that are programmable
- ▶ Digital frames of any size with changeable memory sticks
- ▶ Digital signage with scrolling words



Decorate Displays, But ...

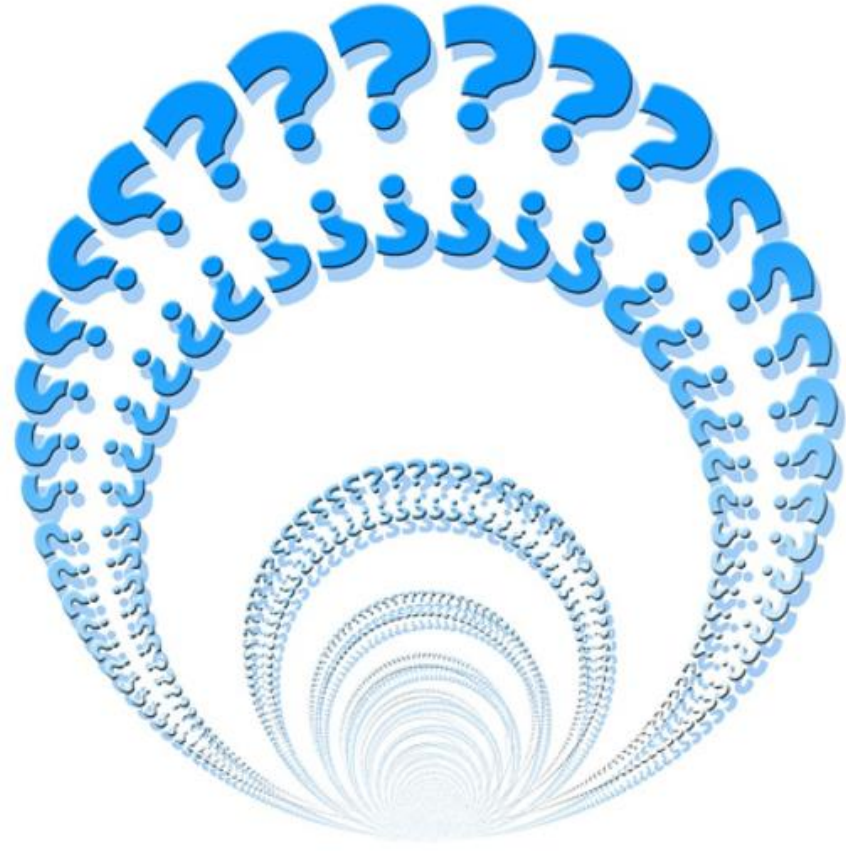


www.LibrariesAreEssential.com

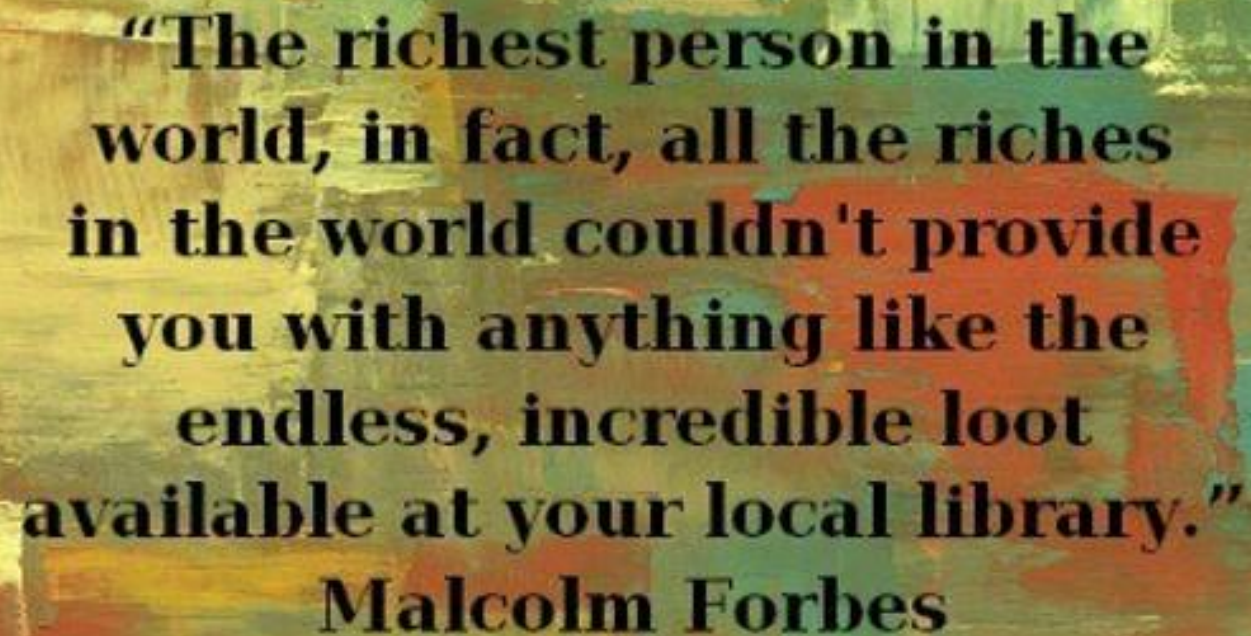


'Staff Picks' Make Personal Connections





You Can Always Fall Back on Quotes

The quote is centered on a rectangular area with a textured, abstract background of various colors including yellow, green, and red. The text is in a bold, black, serif font.

“The richest person in the world, in fact, all the riches in the world couldn't provide you with anything like the endless, incredible loot available at your local library.”
Malcolm Forbes

Kathy Dempsey

Libraries Are Essential
Kathy@LibrariesAreEssential.com

Facebook:

Facebook.com/LibrariesAreEssential

Author:

The Accidental Library Marketer
www.LibrariesAreEssential.com

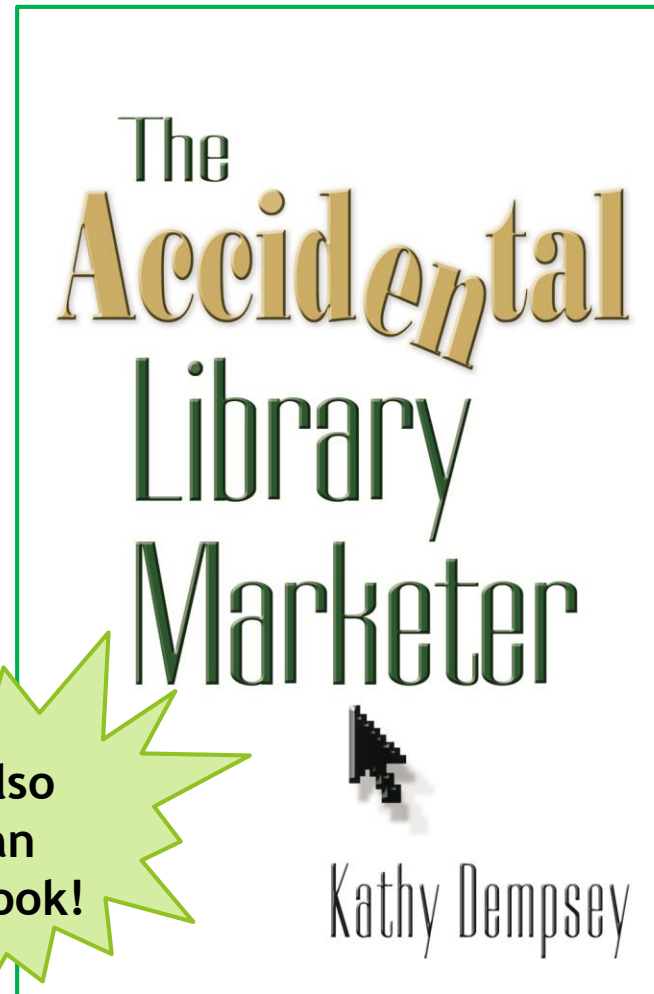
Editor:

Marketing Library Services newsletter
www.infotoday.com/MLS

Blogger:

The M Word: Marketing Libraries
www.themwordblog.blogspot.com

www.LibrariesAreEssential.com



**Also
an
ebook!**