IN-HOUSE

• Make better flyers
• Display flyers at the desk and in the bathroom
• Mini flyers in each item that goes out
• Create eye-catching displays
• Engage your patrons at the desk, hold a contest or have a quiz
• Shelf Talkers in the stacks
• WOMM: You staff is the first line of attack!
EXTERNALLY

• Your feet **must** hit the pavement!
• Schedule presentations at organizations and build partnerships
• Perfect the press release
• Try radio ads
• Visit local schools and send a flyer home with every child
• Market your event on local bigger city websites
• Start an email newsletter
• Don’t neglect your social media and remember to create events on Facebook!
IMAGINE Buffalo
Tuesday, November 15, 12 noon – 1 pm
Downtown Central Library

EXAMPLES
The Bad…

Gretchen Murray Sepik as Mary Jemison
Saturday, November 12 @ 1 pm
Downtown Library
EXAMPLES

The Good...

FREE Ice cream sundaes by First Cup Cafe

Ice Cream Social

Summer 2016 Grand Finale
Family Fun Night
August 16 at 6:30 pm
Hopscotch, hula hooping, jump ropes...
and more!
EXAMPLES

What could make these better?

SBCC Drama Club presents
Scenes on Diversity
Thursday, November 17
SBCC Library
5-6 pm
Script Reading & Discussion
because
Intellectual Diversity promotes
Cultural Diversity

The Little Free Pantry

Neighbours helping neighbours
Whether a need for food or a need to give, the Little Free Pantry facilitates neighbours helping neighbours, building community.
http://www.littlefreepantry.org/

Contact information would fit right here!

Too much text!

How is the library involved? Who do I contact?
MAKE BETTER FLYERS

• Find a template
• Utilize white space
• Limit the text and choose 1-2 fonts
• Grammar check!!!
• Remember who, what, when, & where
• Include your contact information
• Branding is important
• Include awesome images:
  www.fls.org/programming/programmingresources/#homeschooling (look just under Homeschooling!)
RESOURCES

• Microsoft Word & Publisher Training: http://www.gcflearnfree.org/subjects/office/

• Crash Course in Marketing for Libraries by Susan Webreck Alman (A30000555206)
• Blueprint for your Library Marketing Plan by Marcia H. Fisher (A20512919991)
• Bite-Sized Marketing by Nancy Dowd (A20519427521)

• https://americanlibrariesmagazine.org/2012/11/13/marketing-your-library/
• https://libraryconnect.elsevier.com/articles/12-fast-and-inexpensive-ways-market-your-library
• http://lj.libraryjournal.com/2013/04/opinion/advocates-corner/marketing-libraries-is-like-marketing-mayonnaise/
• http://lj.libraryjournal.com/2017/03/lj-in-print/mastering-marketing-library-promotion/
• https://designschool.canva.com/blog/50-brilliant-flyer-designs/
• https://www.canva.com/