Webinar

4 Simple Ways to Beef Up Your Library Marketing

November 17, 2016

Start time: 2:00 p.m. ET  
1:00 p.m. CT  
12:00 p.m. MT  
11:00 a.m. PT

End time: 3:00 p.m. ET  
2:00 p.m. CT  
1:00 p.m. MT  
12:00 p.m. PT

Presenter

Angela Hursh  
Content Team Leader  
Public Library of Cincinnati and Hamilton County

Angela.Hursh@cincinnatilibrary.org  
@webmastergirl

Moderator

Liz Bowie  
Content Strategy Manager  
Demco, Inc.

lizb@demco.com

#demcoideas
FOUR SIMPLE WAYS TO

BEEF UP

YOUR LIBRARY MARKETING
Angela Hursh
Public Library of Cincinnati and Hamilton County
SuperLibraryMarketing.com
@Webmastergirl
Call to Arms

#LibraryMarketing
Change is Hard

#LibraryMarketing
Customers want experiences
#LibraryMarketing
Step One

**Content Marketing**

Turn your blog or newsletter into a content marketing effort.

#LibraryMarketing
The average human being has an attention span of eight seconds.

#LibraryMarketing
TRANSIENT ATTENTION

Short-term response to a stimulus that temporarily attracts/distracts attention.
SELECTIVE SUSTAINED ATTENTION

Focusing on a particular object for an extended period of time.

#LibraryMarketing
CONTENT MARKETING
TELL A STORY, SHARE INFO

without directly promoting a product or service.

#LibraryMarketing
Main Library Commemorates King Records' 70th Anniversary

In September 1943, singer-musicians Grandpa Jones and Merle Travis made the first recording for Cincinnati's King Records, which was founded by record producer Syd Nathan. King Records' list of artists went on to include James Brown, Steve Lawrence, Bob Braun, Trini Lopez, Minnie Pearl, Mickey Rooney, Hank Ballard, Freddie King, Betty Clooney, the Standley Brothers, and Cowboy Copas.

This year also marks the 60th anniversary of R&B vocalist Otis Williams' first recording for King Records. Williams, a Walnut Hills native, was attending Withrow High School when he signed to King Records in 1953.

Several special events and programs are being held around the city in September to mark King Records' anniversary, including the following ones at the Main Library.

KING RECORDS AUTHOR VISITS

Join author Susan Whitall at 3:30 p.m. on Saturday, September 7, in the Genealogy & Local History program space on the third floor of the Main Library. She'll talk about the amazing music and tragic life of King Records artist Little Willie John. In her book Little Willie John: A Fast Life, Mysterious Death and the Birth of Soul, Whitall traces John's meteoric climb to the top of the music charts after bursting onto the scene in 1955 as a 17-year-old with a huge, blues-drenched voice. Arguably one of the greatest voices in music, Little Willie John went on to have 15 hit singles on the Rhythm and Blues chart, with considerable cross-over success in Pop. He was inducted into the Rock and Roll Hall of Fame in 1996.

KING RECORDS MUSIC PROGRAMS

The Popular Library has a special King Records theme for its program series “Listen to This,” held on Wednesdays in the Popular Library Reading Lounge at 7:00 p.m. On Wednesday, September 11, the featured album will be “James Brown Live at The Apollo,” which was released 50 years ago in 1963 by King Records. On Wednesday, September 25, the album “This is Otis Williams and the Charms,” released in 1958, will be featured.

For more information about the King Records programs, call (513) 249-6000.

Jazz of the Month Club Concerts

Groove to the sounds of live jazz in the atrium of the Main Library during Jazz of the Month concerts at 2:00 p.m. on Saturdays. This program is sponsored by jazz artist and educator Jamey Aebersold.

September 14 Cohesion Jazz Ensemble
Jim Anderson, bass
Bobby Scott, drums
Jeremy Long, tenor saxophone
Terry Twitty, trombone
Rusty Burge, vibes

October 19 Chris Barick Quartet
Chris Barick, vibes
Ben Walkerhauer, tenor saxophone
Peter Gemini, bass
Tom Buckley, drums

November 16 Jamey Aebersold Quartet
Jamey Aebersold, alto saxophone
Phil DeGreg, piano
Tyree Wheeler, bass
Jonathan Higgins, drums

December 7 Holiday Jazz Concert
Steve Schmidt Quartet featuring Steve Schmidt, piano

One City One Symphony

CINCINNATI SYMPHONY ORCHESTRA

ONE CITY, ONE SYMPHONY PROGRAM RETURNS THIS FALL

In a community-wide initiative described by sold-out audiences as “fascinating,” “moving,” and “soaring,” new Music Director Louis Langrée and your Cincinnati Symphony Orchestra are proud to reprise One City, One Symphony. We’ll again bring our community together in a remarkable shared experience to explore the themes of fate and redemption, first in a series of listening parties throughout...
THE GRAND LIBRARY ADVENTURE!
A Madeira man and his son set out to visit all 41 Library locations in one day!
Find out how they did it on page 6.

Celebrate with us at a Cincinnati Reds game and at the opening of the Cincinnati Streetcar!
Get details on page 3 and 4.

The Library makes a MONSTER book purchase.
See what we added to our collection on page 8.
The Grand Library Adventure
A Madeira man and his young son set out to visit all 41 Library locations in one day!

A visit to just one of our 41 library locations can be a magical experience — summer reading at the library or a storytime at a branch. But what about visiting all 41 library locations in one day? That's exactly what Dan Miles and his 10-year-old son, Kevin, recently did as part of a personal challenge to visit as many library locations as possible.

"I always enjoy these types of make-believe plans and seeing how fast they can visit different places," said Miles, who often visits the Madeira Branch library.

Some of the other interesting timed adventu...
Tell your story on your terms

#LibraryMarketing
ASK LIBRARY WORKERS
to be on the lookout for great story ideas.

#LibraryMarketing
CROWD SOURCING
Social Media

Twitter
LinkedIn
Facebook
Pinterest
Tumblr
The Grand Library Adventure
A Madeira man and his young son set out to visit all 41 Library locations in one day!

A visit to just one of our 41 Library locations can be a magical experience — go imagine visiting all 41 of these locations in the same day! That’s exactly what Dan Miller and his 11-year-old son, Josh, recently did as part of a personal challenge to visit the entire Library system and check out a book from each location.

“I’ve always enjoyed these types of route optimization plans and seeing how fast I can visit different places,” said Miller, who most often uses the Madeira Branch library.

Some of his other interesting timed adventures include visiting all 68 counties in Ohio in 24 hours, visiting all 57 counties in the six New England states in 21 hours, jumping in all five of the Great Lakes in nine hours, and riding his bike the full length of every street in Madeira for a total of about 50 miles in under five hours.

Miller started thinking about tackling the 41 Library visits several years ago. He originally considered trying it on his bike, but changed his mind when his son decided to join in on the fun.

The Public Library of Cincinnati and Hamilton County is one of the largest library systems in the country, consisting of the Main Library in downtown Cincinnati and 40 additional locations stretching to some of the farthest corners of the county including Harrison, Loveland, and Anderson Township.
CHECK THE CALENDAR

for library-related events.

#LibraryMarketing
Don’t Pitch, Tell Stories

#LibraryMarketing
STEP TWO

REDUCE PROMOTIONS to increase the effectiveness of your marketing.

#LIBRARYMARKETING
STOP TRYING to do everything and be everywhere.

#LibraryMarketing
Define goals and success

#LibraryMarketing
PROGRAM STANDARDS are a big help.

#LibraryMarketing
Right message in front of the right people.
LESS PROGRAMMING but more quality programming.

#LibraryMarketing
MARKET YOUR COLLECTION because it's what cardholders want and where your library spends budget.

#LIBRARYMARKETING
66% of library users borrow books

17% of library users attend a class, program or lecture

#LIBRARYMARKETING
6.5 MILLION VISITORS
426,000 PROGRAM ATTENDEES
(8% OF VISITORS)

18 MILLION ITEMS CIRCULATED
620,000 TOTAL CARDHOLDERS
29 ITEMS PER CARDHOLDERS

#LIBRARYMARKETING
$275,000 versus $8.6 million!
TARGETED EMAILS are the best way to market your collection.

#LibraryMarketing
Check out these new books for kids!

**Fuzzy Furry Hat**

*For all ages.* A lonely bear who lives in a magical tree provides shelter for countless animals in his fuzzy, furry hat as they all withstand a deluge and become forever friends.

**If You Give a Mouse a Brownie**

*For ages 4-8.* Mouse is back in this ninth picture book in the beloved #1 *New York Times* bestselling series! If you give a mouse a brownie, he's going to ask for some ice cream to go with it. When you give him the ice cream, he'll probably ask you for a spoon. He'll start drumming on the table. Drumming will get him so excited he'll want to start a band.
Where do I start?

#LibraryMarketing
MAKE SOCIAL MEDIA WORK especially organic posts.

#LIBRARYMARKETING
WHAT IS GOING ON?

Are you starting conversations?
Are your posts shared?
Are your posts generating clicks?

#LibraryMarketing
FOLLOW COMPETITORS

See what bookstores and libraries of similar size are doing right... and wrong.

#LibraryMarketing
WHERE IS BENEFIT?

Which platforms are the best use of your resources?

#LibraryMarketing
CREATE STRATEGY

Write it down and hold yourselves accountable.

#LibraryMarketing
The Snapchat Story

#LIBRARYMARKETING
Social media is fluid.

#LibraryMarketing
You Can Do It!

#LibraryMarketing
Angela Hursh
Public Library of Cincinnati and Hamilton County
SuperLibraryMarketing.com
@Webmastergirl
Thank You for Attending!

**Presenter**

Angela Hursh  
Content Team Leader  
Public Library of Cincinnati and Hamilton County  
Angela.Hursh@cincinnatilibrary.org  
@webmastergirl

**Moderator**

Liz Bowie  
Content Strategy Manager  
Demco, Inc.  
lizb@demco.com

**Upcoming**

Transform Your Children’s Library into an Interactive STEAM Learning Environment  
February 8, 2017  
2:00 p.m. ET / 1:00 p.m. CT  
Presented by: Amparo Leyman Pino, Assistant Director  
Family Engagement Institute at Foothill College