

MARKETING YOUR SRP



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!



EXAMPLES

The Bad...



IMAGINE Buffalo

Tuesday, November 15, 12 noon – 1 pm
Downtown Central Library



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



Thursday
November 3, 2016
12:00 noon

Kean University
Conservatory of Music
Piano Recital
Kean University's Conservatory of Music boasts a strong reputation for the exploration of the depth and breadth of music culture. The Elizabeth Public Library is pleased to welcome Conservatory students from the wealth of talent found in their students, some of the finest performers from this world-class music program.



Main Library Auditorium
11 South Broad Street
Elizabeth, NJ 07202
(908) 354-6060, ext. 7203
www.elizpl.org
Free and secure parking available.



This program has been made possible by a grant from the Union County Office of Cultural and Heritage Affairs with funds from the New Jersey State Council on the Arts, Department of State, a partner agency of the National Endowment of the Arts.

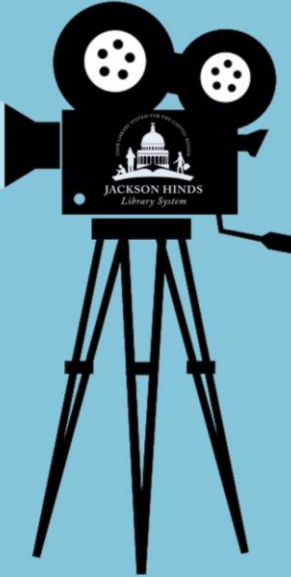
THE FAST TRACK: TRADE SCHOOL FAIR



INCLUDING:
NASCAR TECHNICAL INSTITUTE |
CAROLINAS COLLEGE OF HEALTH
SCIENCES | PAUL MITCHELL
SCHOOL | JOB CORPS | CPCC |
THE IRON YARD | SOUTHEASTERN
INSTITUTE | EMPIRE SCHOOL OF
BEAUTY | CAROLINA SCHOOL OF
BROADCASTING

CHARLOTTE MECKLENBURG
LIBRARY MARCH 18, 2017 • 2-4 PM
IMAGINON | 300 E. 7TH ST. | CHARLOTTE | 704.416.4660

TEEN ANIME CLUB



"ANIME": A STYLE OF JAPANESE ANIMATION

TEENS ARE WELCOME TO COME TO THE LIBRARY, HANG-
OUT, & WATCH ANIME FILMS ON A PROJECTOR.

**THURSDAYS
4PM-5:30PM**

R.G. Bolden/ Anna Bell-Moore Library
1444 Wiggins Road
Jackson, MS 39209
601-922-6076

EXAMPLES

The Good...

FREE Ice cream sundaes by First Cup Cafe



Summer 2016 Grand Finale

Family Fun Night

August 16 at 6:30 pm

Hopscotch, hula hooping, jump ropes...

and more!

Marcellus Free Library 32 Maple Street 673-3221 www.mflib.org

EXAMPLES

What could make these better?

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/>



Small acts, when multiplied by millions of people, can change the world.
~ Howard Zinn



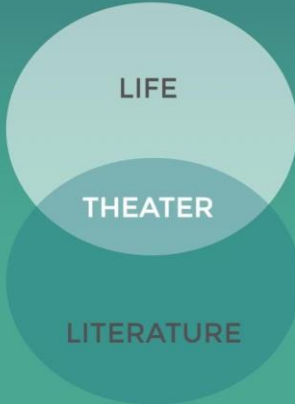
How is the library involved?
Who do I contact?

Too much text!


SBCC Drama Club presents
Scenes on Diversity

Thursday, November 17
SBCC Library
5-6 pm

Script Reading & Discussion



because
Intellectual Diversity
promotes
Cultural Diversity



Contact information would fit right here!

Elizabeth Daily Journal Goes Digital !

In August, the Elizabeth Public Library received a project grant from the New Jersey Historical Commission, a division of the Department of State, which is being utilized for the first phase of our Elizabeth Daily Journal Digitization Project. This Local History and Special Collections project will be in the works for three years.

The initial phase of this digital project will encompass the January 1871 through August 1915 issues of the Elizabeth Daily Journal. This project will make the Elizabeth Daily Journal available to the public not only from our area and state, but also to researchers around the world. Workshops on the use of the database will be offered from October through December.

In celebration of this new digital archive, the Elizabeth Public Library invites you to attend a reception and exhibit on

Thursday, November 3, 2016

6:30—7:30 pm

Main Library's 3rd Floor Exhibit Area

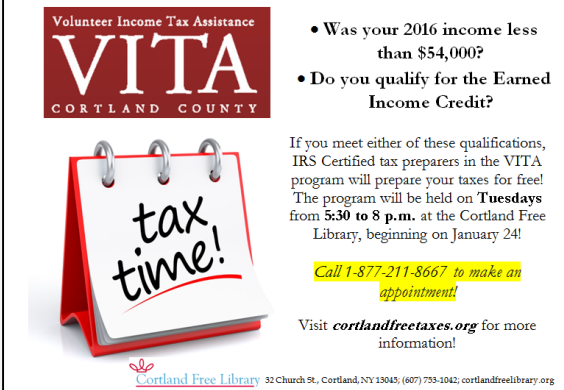
For more information on the Elizabeth Daily Journal Digitization Project or the Local History and Special Collections Department, contact Aimee Fernandez-Puente at (908) 354-6060 x. 7220 or e-mail afernandez@elizpl.org.



Elizabeth Public Library
Local History and Special Collections
11 S. Broad Street
Elizabeth, N.J. 07202
(908)354-6060 x. 7220
www.elizpl.org

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.flls.org/programming/programmingresources/#homeschooling (look just under Homeschooling!)



Volunteer Income Tax Assistance
VITA
CORTLAND COUNTY

- Was your 2016 income less than \$54,000?
- Do you qualify for the Earned Income Credit?

If you meet either of these qualifications, IRS Certified tax preparers in the VITA program will prepare your taxes for free! The program will be held on **Tuesdays** from **5:30 to 8 p.m.** at the Cortland Free Library, beginning on January 24!

Call 1-877-211-8667 to make an appointment!

Visit cortlandfreetaxes.org for more information!

Cortland Free Library 32 Church St., Cortland, NY 13845, (607) 753-1042; cortlandfreetaxlibrary.org



LIBRARY ADVOCACY DAY

SPEAK UP FOR LIBRARIES!
MEET WITH LEGISLATORS!
MAKE A DIFFERENCE!
RALLY FOR YOUR LIBRARY!
IMPACT THE FUTURE!

REGISTER ONLINE
www.flls.org/calendar-2

TAKE THE BUS
Ride to Albany with us for FREE!

Pickup Schedule:
6:00 AM | Ithaca
6:15 AM | Dryden
6:30 AM | Cortland

QUESTIONS?
Kristi Downham
FLLS State Programs Coordinator
kdownham@flls.org

FINGER LAKES LIBRARY SYSTEM

WHEN
March 1, 2017

WHERE
Albany, NY

WHO
Library supporters of all ages!



Read with Miss Martha!

of the Seneca Falls Library

Fall in love with some great stories AND Miss Martha!!

Tuesday @ 10am
Feb 21st

RESOURCES

- Microsoft Word & Publisher Training: <http://www.gcflearnfree.org/subjects/office/>
- *Crash Course in Marketing for Libraries* (A30000555206)
- *Blueprint for your Library Marketing Plan* (A20512919991)
- *Bite-Sized Marketing* (A20519427521)
- *The Librarian's Nitty-gritty Guide to Content Marketing* (A20519097033)
- *Breakthrough Branding* (A20517494263)
- *Marketing and Social Media* (A20518182623)

- <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/>

