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!
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

EXAMPLES

The Bad...
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!

Marcellus Free Library 32 Maple Street 673-3321 www.mflib.org
EXAMPLES

What could make these better?

- Too much text!
- Contact information would fit right here!
- 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!)
• 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)

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• 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/
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