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WAYS TO MARKET WITHOUT SOCIAL MEDIA: Where are they when they aren't online?

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WAYS TO MARKET WITHOUT SOCIAL MEDIA

Where are they when they aren't online?



BASIC MARKETING TACTICS

- Practice talking about your library.
 - Prepare a brief explanation of what you do and why it matters.
 - Rehearse this talk in front of the mirror, family, or co-workers.
- Make friends with like-minded businesses.
- Make friends with businesses in which you can serve a need they have.



SOCIAL MEDIA TACTICS OFFLINE

- Encourage existing audience or customers to bring their friends to generate more users.
- Create a positive word-of-mouth.
- Be aware of how to describe and “sell” your library.
- Networking with both customers and fellow businesses.



A FEW QUICK TIPS

- Market the librarians, not just the library.
 - Display of Librarian's favorite books
 - Map of places Librarians and staff have traveled
 - Have a "Get to know your Librarian" board
- Focus on one service at a time.
- Advocacy and Marketing need to go hand in hand.



PAPER MEDIA

- Flyers
- Bookmarks
- Posters



ELECTRONIC MEDIA

- E-mail
- Web Presentations
- Radio Ads or Talks



PRINT MEDIA

- Local Newspaper
- School Newspaper
- Newsletter




OTHER IDEAS

- Sidewalk Chalk
- Window Markers
- Fine Forgiveness Day
- Synchronized Book Cart Pushing



OTHER IDEAS

- Open house
- Photography/Art Show
- Music Concert



**WORDS CARRY IMMENSE POWER. OUR
CHOICE OF WORDS CAN MEAN THE
DIFFERENCE BETWEEN OTHERS PERCEIVING
US AS MARGINAL AND ORDINARY, OR AS
INDISPENSABLE AND EXTRAORDINARY.**

--Valerie J. Gross

Questions?

RESOURCES

- Transforming Our Image, Building Our Brand: The Education Advantage, By Valerie J. Gross
- The Library Marketing Toolkit
 - www.thelibrarymarketingtoolkit.com
- How to ace marketing without social media
 - <https://www.brookmccarthy.com/marketing-without-social-media/>

RESOURCES

- Marketing your Library
 - <https://americanlibrariesmagazine.org/2012/11/13/marketing-your-library/>
- Learn About Effectively Marketing Library Services
 - <http://ideas.demco.com/blog/marketing-library-services/>
- Library Success – Marketing
 - <http://www.libsuccess.org/Marketing>

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