M IS FOR MARKETING

Creative Ways to Promote Your Library

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ALASKA LIBRARY ASSOCIATION CONFERENCE 2017
WHY MARKET YOUR LIBRARY?

• Increase awareness of resources and services
• Reinforce library’s presence and make the library easily recognizable
• Decrease library anxiety
• Combat computer/technology anxiety
• Improve information literacy
• Create lifelong library users
MARKETING AT OUR LIBRARY

• UAA’s Marketing Workgroup
  – What we did
  – What we’re doing now
  – What we’d like to do in the future
CAMPUS EVENTS
UAA STAFF DEVELOPMENT DAY
CAMPUS KICKOFF

[Image of people at an outdoor event with a booth promoting library resources]

We Can Help You Succeed!

Convenient, Fast, and Free
Your Online Gateway

Convenient
Fast
Free
Your Online Gateway

[Table of library resources and services]

Personalized Service
One-on-one research help

[Table of library resources and services]

Consortiumlibrary.org
GIVEAWAYS WE’VE MADE

• Chocolate books
  – Saw idea on Pinterest. Link to instructions:

• Mini chocolate bars with quotes
  – Idea from Librarian Design Share
    https://librariandesignshare.org/2013/05/24/minature-marketing/
MORE GIVEAWAYS WE’VE MADE

• Pokémon pins
  – Idea from Library Marketing and Outreach (LMaO)
    https://www.facebook.com/groups/acrl.lmao/permalink/1308653515840741/
SOCIAL MEDIA

UAA/APU Consortium Library added 2 new photos.
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Hey Pokemon trainers!
The Foucault pendulum and the Beacon of Knowledge are Pokestops! Luckily, you don’t need a Pokemon with fly to visit the Beacon.

Welcome new and returning students! Stop by the library and check out the digital media resources we have on display. We’ve also got helpful library handouts and PokemonGo buttons to give away.

Beth Misemer: I don’t know who designed those pins but they are amazing and a fantastic idea. 😊 Love love love this display!
Like · Reply · 1 · August 29, 2016 at 12:23pm

UAA/APU Consortium Library: Thanks, Beth! Glad you like it. We adapted the idea from Florida State University Libraries, who generously shared their graphic with us, and the display was designed by our awesome student workers.
IDEAS FROM OTHER LIBRARIES

• Mascot
• Ways to expand on this with promotions:
  – Naming contest with prizes
  – Put the mascot on other giveaways
  – Other branded items for giveaways/sale

Photo courtesy Montana State University Library
MORE IDEAS

• Use vendor-supplied images and promotional materials
  – For example, Alaska Library Network Promotional Materials
    http://www.aklib.net/promotional-materials/
  – Other individual vendor sites (EBSCO, Mango Languages)
MORE IDEAS

• Promoting Auto Repair Reference Center
• Promoting Home Improvement Reference Center
LET’S CREATE

- Pins
- Chocolate books
DISCUSSION

• What have you done/are you interested in doing at your library?
PLACES TO FIND IDEAS

• Library Marketing and Outreach (LMaO) https://www.facebook.com/groups/acrl.lmao/permalink/1308653515840741/

• Librarian Design Share https://librariandesignshare.org/

• Pinterest (search “library marketing”) https://www.pinterest.com

• Alaska Library Network Promotional Materials http://www.aklib.net/promotional-materials/

• The Button Guy – free online button designer http://www.thebuttonguy.net/
FURTHER READING


THANK YOU!

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