LIBRARY MARKETING ON A SHOESTRING

Penny Hummel Consulting
Marketing is.....?

- the process by which an organization relates creatively, productively, and profitably to the marketplace.

- the art of creating and satisfying customers at a profit.

- getting the right goods and services to the right people at the right place at the right time at the right price with the right communication and promotion.

  -- Philip Kotler
2014: *From Distant Admirers to Library Lovers—and Beyond: A Typology of Public Library Users*

Four broad levels of library engagement:

- **High**: 80% used public library in last year
- **Medium**: 50% used public library in last year
- **Low**: 30% used public library in last year
- **Non-engagement**: never used a library

What kind of library users are in your community?
Small/rural libraries:

- Serve a lower proportion of highly engaged users
- Serve a higher proportion of non-users

Source: Pew Research Center’s Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013.
Who are your customers?

- Think users AND nonusers
- Review U.S. Census data
- Explore market segmentation: (Google “you are where you live”)
Four P’s of Marketing

- Product
- Price
- Place
- Promotion
The Marketing Mix

Every **product** has a **price** and must be made available in a **place** that **people** find out about through **promotion**.
What’s in the mix?

Blending all four P’s to surprise, satisfy and delight your customers!
+ Product

Anything (tangible or intangible) that can be offered to a market to satisfy a need.
Library Products

- Books
- CDs
- DVDs
- Periodicals
- Databases
- Games
- Internet access
- Readers Advisory
- Reference
- Test proctoring
- Storytimes
- Classes
- Meeting rooms
How to improve your product mix (on a shoestring)

- Weed your collection!
- Analyze usage data and shift resources
- Explore: Is there a unmet need in our community that the library could respond to with the resources we already have?
- Pursue the free, donated, grant funded.
Price

What your products cost—not only money, but also the time and effort it takes to acquire them.
What’s the price of using the library?

- Fines and Fees
- Travel time
- Wait time
- Access
- Convenience/Ease
+ How to lower the price (on a shoestring)

- **Money**
  - Food for Fines
  - Bring ‘em Back (uncataloged) books

- **Time**
  - Lucky Day collections
  - Shelve collections so they’re easy to browse

- **Convenience**
  - Bring your products to your customers

- **Access**
  - Offer computer labs for jobseekers during closed hours
  - Review policies and practices to “Think yes!”
<table>
<thead>
<tr>
<th>Can’t responses</th>
<th>Can responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next?</td>
<td>I can help you.</td>
</tr>
<tr>
<td>I can’t help you with that.</td>
<td>Let me connect you with an expert.</td>
</tr>
<tr>
<td>Someone else must have made a mistake.</td>
<td>I can try to straighten this out right now.</td>
</tr>
<tr>
<td>I can’t.</td>
<td>I wish I could.</td>
</tr>
<tr>
<td>I don’t know.</td>
<td>I will find out.</td>
</tr>
<tr>
<td>We can’t do that.</td>
<td>Let’s look at some options.</td>
</tr>
<tr>
<td>It’s time for my break.</td>
<td>My colleague will help you.</td>
</tr>
</tbody>
</table>
Place

How you make your products and services available and accessible to your customers.
Library Places

- Facilities
- Bookmobile
- Website
- Mobile apps
- Outreach locations

- Cyberspace (i.e., Answerland)
- Home delivery
How to enhance place, on a shoestring

- Declutter!
- Weed!
- Shelves 2/3 full
- Steal ideas from bookstores: merchandising, displays, signage
- Keep website fresh
- Increase visibility for e-tools
Promotion

The variety of ways you get the word out on your products and services.
Newspapers, TV, Radio, Blogs etc.

- Advertising – “what you pay for.”
- Editorial coverage: “what you pray for.”
  - News releases
  - E-mails
  - Relationship-building
Print materials

- Bookmarks
- Flyers
- Buttons, Stickers, Tattoos
- Game Boards (Summer Reading)
- Posters
- Displays
Good design

- Use no more than two fonts
- Use photos vs. clip art (when possible)
- Size information proportionally to importance
- Group related items close together
- White space is a good thing!
A few words about your website...

- Write for the web

- Strive for a clean and clear design

- Use Google Analytics and other free web tools to analyze traffic patterns

- Find the needed staff time to keep it current

- Leaving Plinkit? Take it as an opportunity to really clean house
Everyone wants to do it.

No one actually knows how.

When finally done, there is surprise it’s not better.

--March 2009 tweet by Google Analytics evangelist Avanish Kaushik
2012: U.S. Public Libraries and the Use of Web Technologies

Who has a Facebook account?

- 93% of libraries serving over 500,000
- 82% of libraries serving over 25,000
- 69% of libraries serving between 10,000 and 25,000
- 54% of libraries serving less than 10,000 (an increase from 18% in 2010 and 1% in 2008)
2013: Pew Research Center Social Media Update

Percentages of U.S. social media users by type of community

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Pinterest</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>All users</td>
<td>71%</td>
<td>21%</td>
<td>18%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>Urban</td>
<td>75%</td>
<td>19%</td>
<td>18%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Suburban</td>
<td>69%</td>
<td>23%</td>
<td>19%</td>
<td>26%</td>
<td>18%</td>
</tr>
<tr>
<td>Rural</td>
<td>71%</td>
<td>17%</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Implications?

- **Rural people:**
  - Participate in Facebook at a rate equal to the population at large and in Pinterest at a relatively high rate

- **Small/rural libraries:**
  - Are less likely to have a social media presence
  - Serve a lower proportion of highly engaged users
  - Serve a higher proportion of non-users
“Librarians often envision the role of the library as a community center. Social media allows them to put this philosophy directly into practice.”

-- Laura Solomon, Library Services Manager, Ohio Public Library Information Network
Social media = communication from many to many!
“When a member of the community walks into a library (or clicks into it), he or she must see an opportunity to contribute, to have a voice, and to improve the institution. Otherwise, the library is just another Borders or Blockbuster.”

-- R. David Lankes, LIS professor, Syracuse University
A firm foundation for social media

- Establish clear goals
- Create a social media policy
- Allocate sufficient staff resources
  - 25% listening, 50% commenting and communicating, 25% creating
Facebook—what matters?

- **Post reach**: how many people see an individual post from your library
- **Page reach**: how many people see your content during a particular time period
- **Number of followers**
- **Likes, Comments, Shares, Clicks**
What makes a great Facebook post?

- Unique or meaningful content
- A wonderful quote
- Photos or video
- An engaging story
- Open-ended questions
- Humor
- Delight
- Pulling heartstrings
- Brevity
- Surprise
- That “I want to share this” feeling
Is there a new kitty in your life? This list is purr-fect for trying out names. (via Buzz Feed)

25 Literary Pun Names For Your Cat
http://www.buzzfeed.com/nathanwpyle/literary-pun-names-for-your-cat

Book and cat lovers, this is fur...
It's Saturday. And it's gorgeous out. Borrow a book from our mobile library in Long Island City and go read in the park!

8 Books You Need to Read This June
www.vulture.com
From Zhivago to Salinger.
Fantastic Selfie! Enjoy your books.

My daughter, Illiana, is reading "Ramona & Her Father" by Beverly Cleary, and I am reading "Pretty Little Liars" by Sara Shepard.

#SummerReadingSelfie
"Elephant named Toddlies breaks into Dearborn Street restaurant; eats 12 pies." #thisweekinhistory #1908

http://digital.chipublib.org/cdm/compoundobject/collection/examiner/id/10146/rec/1

ELEPHANT BREAKS INTO RESTAURANT; EATS PIES

"Toddlies," Pet of Blaine Marching Club, Also Fond of Cake.

"Toddlies," the pet elephant brought to Chicago by the Blaine Marching Club of Cincinnati, devoured an even dozen pies, several loaves of bread and a large amount of cake last night. Incidentally, "Toddlies" started a big-sized scare in the vicinity of the Colonial Theater.

After the parade yesterday "Toddlies" was tied in the alley at Dearborn and Randolph streets. Last night the odors of pie and cake wafted from Kohlsaat's restaurant, 43 Dearborn street, caused him to wrench off the iron bars, push open the door and march boldly into the restaurant. He was enjoying a huge feast when discovered. Policemen drove the animal out into the alley and then a guard was placed over him to see that he did no further damage.
Get Mandatory Fun and a million other songs for FREE using our Freegal music service. Each week you can download 3 tracks that are yours to keep FOREVER! Get it now, http://bit.ly/1bisq0v

Lissa Staley Our household has a plan to get this album next week by pooling our 4 library cards! We had already downloaded Modest Mouse this week. Then the kids get a turn to get the new Laurie Berkner lullaby album after that. We use freegal to teach the power of joining your resources together to accomplish more!
Who was your favorite Sherlock: Benedict Cumberbatch in the hit British TV series Sherlock or Robert Downey Jr. in the Sherlock Holmes Hollywood films? Is this question elementary? You tell us.
My book is almost finished, but I'm just not ready to say goodbye to these characters. Maybe if I just read the last chapter really slow.....
Friday’s Concert in the Courtyard at 12:30 p.m. features jazz combo Properly Unprepared. Learn more at http://bit.ly/1F6kTBn.
Westerville Public Library shared a link. Yesterday

Turns out, play isn't just for fun! Good thing there's another Pretend Play coming up on September 26.

Scientists Say Child's Play Helps Build A Better Brain
www.npr.org

Children learn their most important lessons on the playground, not in the classroom, researchers say.
“It is vital for successful long term use of social media to remember that a call to action draws on social capital.”

-- Laura Solomon, *The Librarian’s Nitty Gritty Guide to Social Media*
Spend social capital wisely

- Maintain an 80/20 ratio of deposit and withdrawal
- Rarely blow your own horn
- Don’t just promote programs or issue invitations
- Don’t be bossy, or overexcited!!!
How to build social capital

- Ask for opinions and encourage feedback
- Thank people for comments
- Respond promptly
- Talk about challenges and own mistakes
- Pass on useful links
- Provide information that people care about
5 TYPES OF SOCIAL MEDIA STRATEGIES

- LIKE US SO WE CAN TELL YOU HOW AWESOME WE ARE
- LIKE GRAB
- WE ARE AWESOME
- WE ARE AWESOME
- WE ARE AWESOME

- BROADCAST
- HOW CAN WE HELP YOU BE MORE AWESOME?
- ALL TOO RARE
- PROMOTION

AWESOME DEAL
1/2 OFF
SALE

HELP OUR AWESOME VIDEO GO VIRAL
ONE-HIT WONDER
Developing content

- Think of it as curating, not broadcasting!

- Use a conversation calendar to plan future posts and schedule them in advance.

- Review Facebook’s Page Insights, analyze what’s working—and adjust accordingly.

- Respond to every single comment.
What increases FB engagement?

- Shorter posts: 23%
  - Highest engagement: less than 80 characters
- Photos: 39%
  - For DropBox access to well-performing FB images from other libraries, contact: ben@benbizzle.com
- Open-ended questions: 100%
This is your library on Facebook
This is the "reverse funnel" solution

(courtesy of MailChimp)
Pinterest

- Allows users to create and share virtual billboards; use exploded in 2012
- Users are more than 4X likely to be female
- Most popular among ages 24 – 35
- “boards” = collections
- “pins” = visual bookmarks
Percentages of U.S. social media users by type of community

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Pinterest</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>All users</td>
<td>71%</td>
<td>21%</td>
<td>18%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>Urban</td>
<td>75%</td>
<td>19%</td>
<td>18%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Suburban</td>
<td>69%</td>
<td>23%</td>
<td>19%</td>
<td>26%</td>
<td>18%</td>
</tr>
<tr>
<td>Rural</td>
<td>71%</td>
<td>17%</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Most popular categories on Pinterest

- Food & Drink
- DIY & Crafts
- Home Décor
- Holidays & Events
- Hair & Beauty
- Women's Fashion
- Design & Art
- Kids
- Weddings
- Travel
- Gardening
- Photography
- Film, Music, & Books
- Health & Fitness
- Education
- Humor
- Products
- Animals
- Outdoor
Readers Choice Current Books

Twice a year the Salt Lake County Library staff display their current book favorites for you to read and enjoy. Rate the books you read from the display by submitting a ballot at your Salt Lake County branch in order to enter a drawing for a $25 gift card.

Until I Say Good-bye

Alex Woods knows that he hasn’t had the most conventional start in life. He knows that growing up with a clairvoyant single mother won’t endear him to the local bullies. He also knows that even the most improbable events can happen—he’s got the scars to prove it. What he doesn’t know yet is that when he meets Bella, his best friend, someone who tells him that you only get one shot at life. That you have to make the best possible choices.

A moving and inspirational memoir by a woman who makes the most of her final days after discovering she has amyotrophic lateral sclerosis (Lou Gehrig’s disease).

Placed from catalas.eoalibrary.org

The Universe Verse

In an utterly unforgettable, sassy voice, Elaine revisits the memories of growing up with her twin sister Barbara, her parents, her Zayde, her aunts and her younger sisters as the Greensteins bear the disappointments, heartbreaks, and fallout from the immigrant language that they have been unable to shed despite settling in.

Placed from catalas.eoalibrary.org

The Tin Horse

Thirty-four year-old Eleanor Murray is consumed with guilt for causing the accident that paralysed her sister—and for falling in love with her sister’s husband. But when her boss offers her a part-time job caring for his elderly aunt. Helen, Eleanor accepts, hoping this good deed will help atone for her mistakes.

Placed from catalas.eoalibrary.org

Three Graves Full

More than a year ago, mild- mannered Jason Getty killed a man he wished he’d never met. Then he planted the problem a little too close to home. But just as he’s learning to live with the undeniable reality of what he’s done, police unearth two bodies on his property—remains of which is the one Jason buried.

Placed from catalas.eoalibrary.org
Kansas City - History & More
Putting Kansas City and our local history on the Pinterest map.

1946 Tax Assessment Photographs - Perhaps you’ve spotted Google’s Street View car cruising through Kansas City, making a photographic record of whatever it happens to pass by. Beginning in April 1940, Kansas Citians might have spotted a similarly peculiar activity taking place throughout the city and the rest of Jackson County.
www.kclibrary.org...

1906: Kansas City, MO.

1946 Tax Assessment Photographs - Perhaps you’ve spotted Google’s Street View car cruising through Kansas City, making a photographic record of whatever it happens to pass by. Beginning in April 1940, Kansas Citians might have spotted a similarly peculiar activity taking place throughout the city and the rest of Jackson County.
www.kclibrary.org...

Letter addressed to the Kansas City Public Library from Walt Disney. Written in conjunction with the American Libraries Association meeting held in Kansas City. Missouri - August 17, 1937 - Missouri Valley Special Collections, Kansas City Public Library, Kansas City, Missouri
www.kclibrary.org/u

Wired Magazine created a Venn diagram using Food, Music and Google Fiber as elements.

Strange Bedfellows: Neil Donnelly from the Archives of The Kansas City Public Library Special Collections Department

Pinned by
Kansas City Public Library
Westerville: Then & Now

The Library’s mascot, Booker the Bunny, takes us on a tour of some of the oldest buildings in Westerville.

Before the age of the internet, people actually mailed handwritten letters to each other at this old post office across from city hall at 28 S. State Street. #westerville #ohio #history #westervillehistory

 Uploaded by Westerville Library

Taking a trip to the amusement park known as Minerva Park was never easier than hitching a ride here for $.50. This is the old trolley car barn at 268 N State St. #westerville #ohio #history #westervillehistory

 Uploaded by Westerville Library

Book-borrowers were made happy in 1930 when this home was opened to Westervilleans, now a part of Otterbein Campus at 65 W. Home Street. #westerville #ohio #history #westervillehistory

 Uploaded by Westerville Library

Around the campfire, soldiers of the Civil War proudly sang a song written by a man who lived in this home, Benjamin Hanby. This building is now the Hanby House at 160 W Main Street. #westerville #ohio #history #westervillehistory

 Uploaded by Westerville Library

'T.N.T. I’m Dynamite.' Now an embroidery shop, this wasn’t always so quiet when it housed Corbin’s Saloon. (Address: 39 W Main St.) #westerville #ohio #history #westervillehistory

 Uploaded by Westerville Library
Gardening Goodness

From gardening goddess to urban farmer, Multnomah County Library has the books and magazines to inspire and help you down (or build!) the garden path.

- Natural Companions: The Garden Lover’s Guide to Plant Combinations by Ken Druse
  - Pinned from multicolib.bibliocommons.com

- The Complete Guide to Patios from Black + Decker
  - Pinned from multicolib.bibliocommons.com

- Beauty by Design: Inspired Gardening in the Pacific Northwest by Bill Terry & Rosemary Bates
  - Pinned from multicolib.bibliocommons.com

  - Pinned from multicolib.bibliocommons.com

- Practical Botany for Gardeners: Over 3,000 Botanical Terms Explained and Explored by Geoff Hodge
  - Pinned from multicolib.bibliocommons.com

- Gardens Are for Living: Design Inspiration for Outdoor Spaces by Judy Kameon

- Deep Rooted Wisdom

- Grow Cook Eat
High Desert Gardening

“Gardens are not made by singing ‘Oh, how beautiful,’ and sitting in the shade.”
Rudyard Kipling
Library Cats
These cats are real cool
The Great Gatsby

Celebrate this classic novel with talks, live music, dance, book groups, theatre, films, and more for The Big Read in March 2014 with Eugene Public Library, Springfield Public Library, Oregon Contemporary Theatre, and other community partners.
Renovating a space for our "new" Library

- More priming the wall, getting ready for paint?
- Priming the walls
- Beginning to see a library yet?
- Drywalling and Mudding the space.
- Alice explaining her vision of how the library will look when the renovation is finished.
- Library Board and others seeing the progress of the renovation
- The beginning of walls
- Redoing the sprinkler system.
- Framing the "new" library
- Lee, John and Pardy discussing how we are going to pay for the renovations.
- Received a large donation from PNC Bank to help with the costs of renovation.
- The architect getting ideas on how to renovate the space for our "new" library.
Community Board
Look here for local Worcester resources and events. Have information you’d like to share? Email your posting to pchen@worcester.lib.org
Technology
How to get started on Pinterest

- Allocate staff resources and establish goals so you can measure results
- Determine board topics in alignment with library’s overall marketing efforts
- Commit to a curation plan
- Set up initial boards with at least 9 things each (so they don’t look empty)
Social media: key takeaways

- Best platforms for small and rural libraries: Facebook and Pinterest
- Spend social capital wisely
- Set measurable goals and allocate staff resources
- Stay abreast of changes, try new things, and continuously adapt
- Best practices are a template for 21st century community engagement
Tweaking promotion… on a shoestring!

- Build community partnerships
- Create clear and simple print publications
- Feed your website
- Create (or maintain) a strong presence on social media
If you’re resting on your laurels, you’re wearing them on the wrong end.
Thank you!

Penny Hummel Consulting
www.pennyhummel.com