Delivering Value to your Community through your library’s Electronic Resources
Delivering Value To Your Community Through Your Library's Electronic Resources

Kathy Dempsey

The Accidental Library Marketer

Kathy Dempsey
Why Worry About Marketing?

• Curating great collections is vital. But what good does it do to have materials for people if you don’t tell everyone they’re available?

• This is why it’s essential to spend some time, thought, and money to promote your collections.

Why spend thousands of $$$$ on collections, and then spend $000 to tell people that you have them?
Tips for Successfully Promoting Collections

Do not promote the items you bought.

Instead, promote the benefits of the items in the collection.

Tell people how their lives can be better, easier, and more fun by taking advantage of items the library has secured for them.
Tips for Successfully Promoting Collections

Tell Stories!

• Instead of talking about items, tell stories.
• What benefits have others gotten?
• How does the library make people feel? How has it changed their lives? Has it helped them get jobs, pass tests, build confidence, find social comfort?
• [http://www.ilovelibraries.org/share-your-story](http://www.ilovelibraries.org/share-your-story)

“When I was young, we couldn’t afford much. But, my library card was my key to the world.”
- John Goodman, Actor
Tips for Successfully Promoting Collections

Do not promote everything to everyone, in general terms.

Instead, target your messages carefully and purposefully.

To get people’s attention and increase the chances of them actually reading and remembering your messages, send different info only to the people who care about those items. This is “target marketing.” Segmented email lists are the key.
Tips for Successfully Promoting Collections

What Not To Say:
• “We’ve added 25 new novels and 14 new children’s books to our shelves!”
• “Come in and borrow our music CDs and movie DVDS.”
• “We have a collection of 58,000 titles.”

What You Should Say:
• “Bored? Stimulate your brain and your children’s brains with our new books!” (send to parents)
• “Want to hear some new music or see more movies without breaking the bank? Borrow them, free!” (send to Millennials + 25-55-y-o)
• We’ll help find a book you’ll love.
Use Social Media Effectively

• Seek out “library love” on your social sites.
• Have contests; post trivia questions; be fun.
• Make social media more about the followers, less about the library.

“We, along with thousands of others, deeply appreciate all that the Champaign Public Library does for us and the community.”

—LIBRARY LOVE note arrived with a recent donation
In-House Promotion

• When books are made into movies, set up displays.
• Promote resources that relate to current events / local news.
• Promote databases and ebooks in the stacks to catch patrons as they browse or as they’re seeking things in a certain section / topic.
• Promote databases on your home screens in-house and in your program guides.
• Avoid library lingo.
External Promotion

• Tie social media promotions to the weather for digital offerings.


• Bad weather = good timing for reminding people about your online services and downloadable materials (esp. in rural areas).

• Build relationships and ask weather personalities to mention the library!
Secret Weapon

Place your promotional messages where the people are:

Your library has the answers, right? With Libre Ads, you show up first in local Google searches:

**Google**

search: ‘good summer reading’

Advertising? We don’t have enough room in our budget for that.

Okay, but Google offers Ad Grants to non-profits (that’s you) of **$10,000 a month in advertising credit**. We’ll help you apply — for free. Then, you can manage the grant yourself, or sign up with us. The grant is yours, and the advertising itself is free; you pay us to help you use it effectively.
Advertise to Appear in Google Results!

• Google Ads has a special program for nonprofits.
• You can qualify to get $10,000 / month in FREE ads!
• Most people start searches on Google; almost none begin on your library’s website.
• Appear at searchers’ point of need.
• This shows that you’re tech-savvy.
How to Get Free Ads on Google:
Koios Leads the Way (www.koios.co)

+ HOW MUCH VALUE DOES $10K/MONTH IN CREDIT GET ME?

+ HOW WOULD THIS WORK FOR MATERIALS?

+ HOW WOULD THIS WORK FOR PROGRAMS?

+ HOW WOULD THIS WORK FOR DATABASES?

Koios will check your website for high-quality, resource-specific landing pages. If you don't have these yet, we'll create a special area on your website and publish them for you. After that, the Koios team will research search trends in your area and set up campaigns that match local Google searches to relevant databases. This way, when someone searches "learn spanish" your language learning database shows up first.
Successfully Promoting Collections: Key Points

- Talk about benefits, not about the collections themselves.
- Use stories for content marketing.
- Social media is sort of free, but it costs staff time.
- Spend some money! If you put $100,000 into collections per year, then spending $1,000 on promotion is only 1% of your collections budget.
- Put your promotions where the people already are -- Google, social media platforms, specific apps -- to reach people at their point of need.
- Send specific, targeted messages to different segments of your audience.
- Check out the sites & articles recommended in this session.
- Sketch out a plan to make the most of your efforts.
Delivering Value To Your Community Through Your Library’s Electronic Resources

Getting Started

"A goal without a plan is just a wish."
- Antoine de Saint-Exupery
Author, Le Petit Prince
An ongoing process

Planning → Engaging → Assessing

“Marketing makes your Patrons smarter.”
Planning – Set the Stage

Set a Goal
• Know what you are trying to achieve

Determine a Target Audience
• Which user group are you trying to reach
• Understand how you are delivering value to them

Develop your Strategy
• What approaches will help you achieve your goal
• Will guide your tactics and measurement
• Keep it simple

Select Tactics
• What will be most impactful to your audience
• Where, when, how can you reach them

Define measurements
• How will you know if you’re successful
Engaging – Implementing your plan

Putting your Plan into action!

Key Considerations

• Timing
• Staff Involvement
• Messaging and Creative
• Final Tactics
• The Little (but really important) Things

"Marketing your electronic resources can change your library"
Assessing – “Lather, Rinse and Repeat”

Assessing the impact and looking for improvement

• Were the measurement goals achieved?
  • The "best" measures?
  • Other measures to consider?

• What worked and what can be improved?
  • Seek feedback – internally and externally

• Communicate and share the outcomes
  • Success or failure!
  • Build momentum for the next project
Cross Promotion Case Study

Delaware County District Library has come together as a system to commemorate those who fought in WWI. Through book discussions, local history walks, and expert speakers, we hope to pay tribute to a generation.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Leverage the WWI Centennial to engage the community with local library branches</th>
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<tr>
<td>Strategy</td>
<td>Integrate WWI Centennial into library programming</td>
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Delaware County District Library

Main Page for WWI Centennial
https://www.delawarelibrary.org/content/wwi-centennial-dcdl-remembers
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Local History Night: WWI 100 Year Anniversary

Brush up on your WWI history by reading news articles about the key events and battles of the Great War. Research events like these in our NewsBank resource, available to you, any time.

- Archduke Assassination (June 1914)
- Battle of Marne (September 1914)
- Battle of Ypres (October 1914)
- Lusitania Sinking (1915)
- Battle of Verdun (1916)
- Selective Service Act (1917)
- Zimmerman Telegraph (1917)
- Armistice (1918)

WWI on the Ohio Home Front

Read firsthand accounts from Ohioans who participated in WWI and the influence of their participation. These articles and more are available to you, any time, in our NewsBank resource.

- Letters from WWI
- WWI Erupted: Intrepid U.S. Ambassador and His Wife Were America’s First Responders in Paris
- Blue Star Service Traces its Origins to WWI
- Remembering the First Christmas of WWI
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Event Page
https://www.delawarelibrary.org/content/local-history-night-wwi-100-year-anniversary

Mark P. Gingerich, the James S. Britton Professor of European History at the Ohio Wesleyan University has lived, traveled, and studied in the United States, Europe, and the Middle East. Gingerich specializes in the era of the World Wars and will be speaking at the Ostrander Branch on the subject of the Armistice of World War I.
Want to learn more about the Great War? Take a look at some of these articles, provided by NewsBank.

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**Local History Night: The End of the War**
Interested to read more about Armistice Day? These articles and more are available to you, any time, in our NewsBank resource.

- Remembering Armistice Day
- Why Do the British Wear a Poppy on Remembrance Day?
- The Reverent History of Armistice Day

**Location:**
Ostrander Branch

See full calendar
Social Media

https://www.facebook.com/delawarelibrary/posts/2788818037810986?__tn__=-R
Traditional Media

Remembering events, veterans of World War I

October 27, 2018 | Delaware Gazette, The (OH)
Author: Nicole Fowles Glade You Asked | Section: news top-stories
506 Words | Readability: Lexile: 1340, grade level(s): >12

November 11, 2018, marks 100 years since the end of the Great War. Through book discussions, local history walks, and expert speakers, the Delaware County District Library is working to pay tribute to a generation over the next few weeks.

Today, Oct. 27, a local history walk will take place, beginning at the Ostrander Branch at 1 p.m. and making its way through the Bokes Creek Cemetery. Ostrander Branch Manager and local historian Harla Lawson will teach some histories of the area and feature veterans of World War I on the casemal walk for all ages.

Office of the Secretary of State
Washington State Library
NewsBank
Handout

• Library and NewsBank worked together to create
• Handed out at speaker events
• Available at the reference desk
Black History Month

• Add links to relevant articles on web pages or registration confirmation pages

• During the event, point out e-resources that provide information on that topic

• Create a handout that can be used during the event and at the reference desk

• Print a relevant article and distribute it at an event
This time of year

• January is a great time to hold classes to teach folks how to use whatever hot new tech they’ve gotten as holiday gifts.
• For senior citizens, take the classes to them: Travel to senior centers and care homes.
• Better yet: Post short video instructions on how to download ebooks from the library’s website. Share the videos everywhere!
• Promote the benefits: “You don’t even have to go out in the cold to use library materials!”
Maximizing your investment

• Not only patrons who benefit

• How can you, as a librarian, leverage electronic resources in your daily work?
  • Answering reference questions
  • Help book clubs build context around their discussions
  • Stay current on issues of importance to your community and patrons
  • Inform your events or program calendar
  • Tie into your computer classes – two birds, one stone!

• Renovating or closing your physical building?
  • Electronic resources are available 24x7, keep patrons engaged
How can we help you succeed?

Visit the Resource Center:
https://www.newsbank.com/resources-washington-libraries
How can we help you succeed?

• Visibility
  • Product descriptions and web buttons are available to help build community awareness
  • Place web buttons on your home page, Online or Database pages and other research resource areas
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Explore Our Digital Services

- I want to...
  - Find My Next Great Read
  - Boost My Business
  - Get Help With Home
  - Prepare For a Test
  - Start a New Career
  - Find Product Reviews
  - Fix My Car
  - Research My Family History
  - Find An Article
  - Learn A Language

Bellingham Public Library

System Update Impacts Library Services
January 1–7, 2019

Our apologies for limits to our online and in-person services while we update our computer system.

Digital Library

Best of the Library

2018 Best of the Library

NewsBank

Access World News

Frequently Used Pages
- 3D Printing
- Auto and Visual Equipment

AutoMate

Washington State News

The Seattle Times Collection

Upcoming Events
- Know Your Isla...
Delivering Value To Your Community Through Your Library's Electronic Resources
How can we help you succeed?

• Visibility
  • Product descriptions and web buttons are available to help build community awareness
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• Awareness
  • Social media and other communications vehicles are effective in building awareness and use of your new resources
  • Leverage NewsBank’s social media kits with ready-to-go social media posts and other ideas to spread the word!
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Suggested Topics:
- Business and Economics
- Health
- International Issues
- Leisure Activities
- People
- Science and Technology

Bookmark

New Mexico Coverage

NEWS AT YOUR FINGERTIPS

Access current and historical news from:
- Albuquerque Journal
- Las Cruces Sun-News
- Roswell Daily Record

Visit www.tuzzy.org

A Quicker, Easier Way to Search
Current and archived information from this newspaper can be found online!

Social Media
How can we help you succeed?

• Visibility
  • Product descriptions and web buttons are available to help build community awareness
  • Place web buttons on your home page, Online or Database pages and other research resource areas

• Awareness
  • Social media and other communications vehicles are effective in building awareness and use of your new resources
  • Leverage NewsBank’s social media kits with ready-to-go social media posts and other ideas to spread the word!

• Webinars and Tutorial videos
  • NewsBank Overview Webinar recordings
  • “How to” videos for tips and sharing with Patrons
What patrons are interested in

Search data shows library patrons in Washington State are looking for information on:

• Climate change
• Cybersecurity
• Death penalty
• Dementia
• Depression
• Fake news
• Gun control
• Marijuana legalization
• Video game violence

Consider these topics for future library programs
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Suggested Topics
- Business and Economics
- Careers
- Criminal Justice
- Education
- Environment Studies
- Health
- International Studies
- Performing and Fine Arts
- Political Science
- Religion
- Science
- Social Issues
- Sports
- STEM
- Technology

Quick Links
- USA Source Locator Map
- USA
- Acceda Noticias
- Access Broadcast Transcripts
- Access Business News
- Access International News
- Access Military, Gov, Defense
- Access NewsWires
- America's News Magazines
- World
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- "West Virginia professor completes study on telemedicine"
  - January 4, 2010 - Associated Press Wire - West Virginia (WV)

- "Telemedicine beneficial option for many"
  - January 4, 2010 - Morning Call - The (Allentown, PA)

- "Telemedicine may improve patient satisfaction, quality of life"
  - January 3, 2010 - Register-Herald - The (Beckley, WV)

Video Results:
- AU first to offer telemedicine appointments...
- SC Department of Mental Health expands telemedicine...
- 'Telemedicine' allows a doctor's appointment...
- SC prison agency seeks to improve inmate care...
Contacts for Washington State Libraries

Your NewsBank team is committed to providing the support you need to succeed. We look forward to working with you!

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jschmidt@newsbank.com
Washington State Library/NewsBank Partnership

1. Visit the Resource Center: https://www.newsbank.com/resources-washington-libraries

2. Find more information from Washington State Library: https://www.sos.wa.gov/library including the intent to participate form
ALA Seattle
Special Reception

• Sunday, January 27
• Sheraton Grande Seattle
• Stop by: 1:00 - 3:00 p.m.
• Cindy Aden, Washington State Librarian
Questions?
Thank you!

Please email inforequest@newsbank.com with any additional questions
Follow us on social media @NewsBank

Connect with Kathy Dempsey
Kathy@LibrariesAreEssential.com
Resources
