Marketing

A well-rounded marketing program incorporates advertising, promotions and public relations to promote the library district’s resources, services and programs, and is an integral part of the library’s strategic plan. A library’s marketing effort is guided by a marketing plan, a coordinated, continuous effort to communicate a positive image of the library district. It is designed to target local demographics (age, income and education of those living in your service area), reflect language(s) spoken in the community and address both external (patrons, general public, media and community leaders) and internal (staff, library board, volunteers, Friends’ groups and partner organizations) groups.

Standards

1. The library district has a marketing plan.

2. The library district creates and maintains a professional image. The created “brand”, including a logo, is consistent across all printed, electronic and verbal communication including indoor and outside signage.

3. The library district uses multiple ways to get its message to the public.

4. The budget includes funds for all aspects of marketing the library district and its services.

5. A library district spokesperson is designated so that all media inquiries go through one contact.

6. The audience for marketing is both internal (staff, library board, volunteers, Friends, foundations) and external.

7. The collection is marketed in an attractive and inviting manner.

8. All staff and board members are an important part of the public relations program of the library district.

Guidelines

1. The marketing plan includes measureable goals, objectives and strategies.

   Standard #1
2. The library district uses best practices in creating its market materials. Best practices include: selecting a logo that can easily be sized up or down and still be identifiable (free and low-cost resources are available online), establishing a color palette and selecting two primary typefaces to use in marketing materials (one good for headlines another one useful for text), using several weights and variations of the same font in one piece. Standard #2

3. The designated library district spokesperson can use other pertinent library personnel to speak on topics for which they are a better resource. Standard #5

4. Library staff use the library’s website, social media, radio, television, newspaper, brochures, fliers, posters, bookmarks, billboards, etc. to get the message out. Standard #3,#4

5. Library staff produce an electronic or paper newsletter for the public, as well as, a staff newsletter. Standard #3,#4

6. Library staff make presentations to community groups. Standard #3

7. The library publishes and distributes an annual report. Standard #4, #6

8. Library staff do regular walk-throughs of the building and grounds to assess the image that is being projected. Standard #2

9. The library uses various kinds of shelving and display furniture and changes exhibits and displays frequently. Standard #7

10. Library supervisors communicate to staff their important role in library public relations at their initial orientation and through periodic training sessions. Standard #8

11. Board members discuss and understand their role in promoting the library. Standard #8