



Metropolitan Group

Communications that make a difference.

TOP MARKETING TIPS FOR LIBRARIES

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STORYTELLING

- Everyone has a library story. Learn about the stories people associate with your library. Use this as a way to “break the ice” with visitors and guests.
- Use storytelling to paint a vivid picture of all that your library provides and where you want to go in the future.



STORYTELLING CONTINUED

- Library staff are great storytellers and should be involved in marketing and PR activities when appropriate.
- Maximize the library's communication tools and resources by conveying consistent and repeated messages in news releases and press relations, on your website, in advertising, direct mail and print materials.



MESSAGES

- The library is an access point for information both as a destination and online. The library is an important part of our information age.
- Libraries are community and cultural centers.
- Books, books, books! People love books and they want to know that their library invests in books. Talk about them.



MESSAGES CONTINUED

- The library is a forum for the exchange of ideas delivered through a diverse collection of speakers, exhibits and programs that spark exploration and dialogue.
- Libraries serve people from early childhood through their senior years. They are an important resource in early childhood development. They support people through school, during their search for a job, through parenting, careers and retirement.



GRASSROOTS OUTREACH

- Seek the support of authors for readings, presentations and endorsements.
- Many key influencers and business and community leaders have not used the library in a while. Invite them to come for a visit and demonstrate the library's impact.



GRASSROOTS OUTREACH CONTINUED

- Partnerships with cultural groups, public broadcasting and arts organizations often garner strong new audiences and are excellent organizations for libraries to share/trade mailing lists for fundraising and outreach efforts.
- Plan events related to special interests (such as rare books, book groups, summer reading kick off, etc.) that can become media stories and opportunities for sponsor involvement. These events can also help a library build it's mailing list.



MEDIA OUTREACH

- Consider writing an opinion piece for your local news media positioning the library as an expert on important issues.
 - Early childhood development, adult literacy, access to health information and meeting the needs of new communities are a few topics that are newsworthy and about which librarians can speak with authority.



MEDIA OUTREACH CONTINUED

- Consider pitching news on a quarterly basis to secure feature stories or community news coverage over and above normal calendar listings. Your chances for feature coverage increase if you pitch reporters stories that are about an impact the library is making on people's lives.



MEDIA OUTREACH CONTINUED

- Build partnerships with the media and businesses. Newspapers, radio stations, television and outdoor media (billboards, bus shelters, etc.) can contribute valuable promotional space if they are offered benefits as a partner. Similarly, local businesses can help promote the library in creative ways—for example, discounts and premiums for library card holders.



INTEGRATING MARKETING AND FUNDRAISING

- Timing is everything. Work to coordinate your fundraising communications and appeals with general library communications such as cardholder newsletters, program marketing, branch materials and Web content.
- Media sponsorships are a good match for library funding campaigns. They help “sell” your project in the public phase of capital campaigns.



INTEGRATING MARKETING AND FUNDRAISING

- Fundraising campaigns are an opportunity to uncover library lovers and seek external advocates who can help make your library's core case for support. Profile business leaders, government officials and community leaders as supporters and champions.



INTEGRATING MARKETING AND FUNDRAISING

- Effective library program marketing also helps make the case to support fundraising. Use summer reading, an author series and other program marketing to both promote the programs and to brand the library as a community resource



QUESTIONS AND DISCUSSION



METROPOLITAN GROUP AGENCY PROFILE

- Library services:
 - Capital campaigns
 - Endowment campaigns
 - Program and annual funds
 - Summer reading program campaigns
 - Public funding initiatives
 - Brand communication plans
 - Strategic planning



METROPOLITAN GROUP AGENCY PROFILE

- Library clients
 - City and county libraries
 - State libraries
 - Research libraries
 - Archives and special collections
 - Friends organizations
 - Library foundations
 - Library associations



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Communications that make a difference.

Strategic Communication
Resource Development
Organizational Development
Intercultural and Cross-Cultural
Communication

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