



Market Your Library Like a Bookstore

Tips and Tricks for Displays

About the Presenter

Megan Tarbett, Reference Librarian
West Virginia Library Commission

Life Before the Library:
Merchandise Manager, Barnes &
Noble
Book Sales Manager, Dorrance
Publishing Co., Inc
Literary Editor, Pittsburgh Magazine



Market Your Library Like a Bookstore- The In-Store Session

- Initially developed by Barnes & Noble for Library partners in Texas
- Community Outreach Managers at each store could choose to present at individual store sites.
- Program was presented to librarians at Waterworks Barnes & Noble in Pittsburgh by B & N staff (including today's presenter.)

Market Your Library Like a Bookstore- The Article

- An article of the same name as this presentation appeared in the October 2011 issue of VOYA Magazine (Voice of Youth Advocates)
- Tarbett, Megan. "Market Your Library Like a Bookstore", *VOYA (Voice of Youth Advocates)*. Oct2011, Volume 34, No. 4, p334-336

Market Your Library Like a Bookstore- The Webinar

Marketing Tips and Tricks

Display Examples

Display Themes

Customer Service Hints

Answer your questions

Marketing Tips and Tricks

- Library Geography

 - Front of Library

 - Power Aisle

 - Endcaps

 - Small Tables

Front of Library

- First Impressions
 - What do your patrons learn about your library when they first enter?
- Valuable Real Estate
 - Clean and clear signage and small displays
 - Don't bombard the patron with too much, too soon

Power Aisle

- This is the main path to your library's hub, whether that be your Circulation Desk or the New Arrivals case
- Displays leading to this area should remain simple, but make an impact
 - Less is more

Endcaps and Small Tables

- The simplicity of 3 to 7 books of a similar subject, displayed in a triangle or simple pyramid, can be very effective
- Great for DVDs, children's picture books, audiobooks and more

Creating Display Space

- Take a fresh look at your current display space. Can more or different spaces be turned into display space?
- Keep a few permanent displays, like a Staff Recommendation section near the Circulation Desk

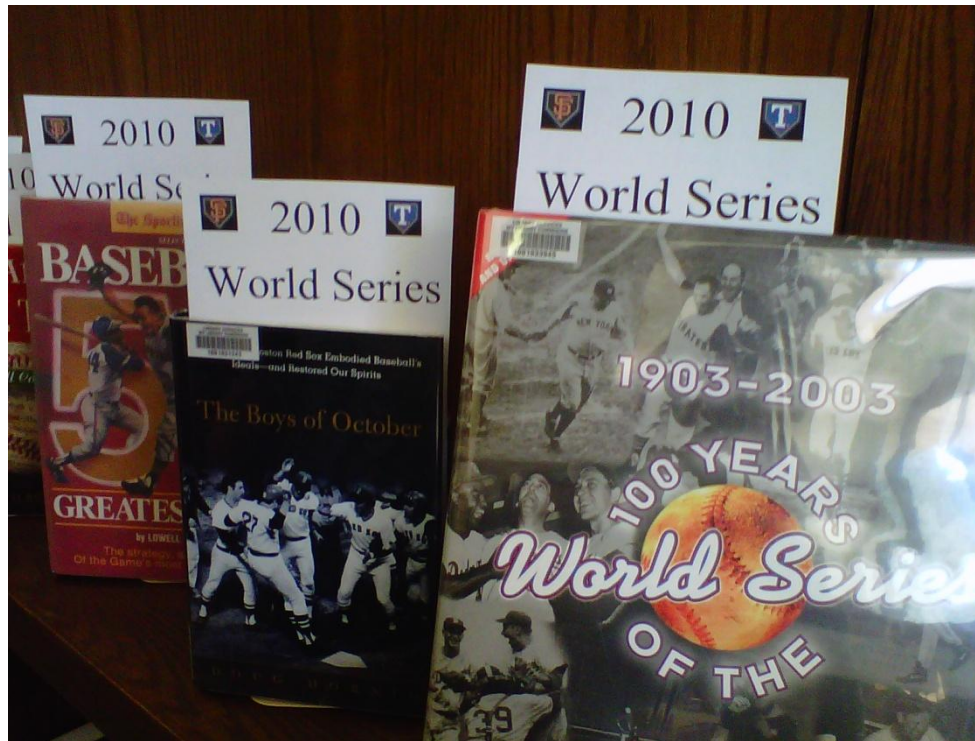
Signage

- Branding
- The Keys to Good Signage
 - Consistency
 - Clarity
 - Color Scheme
 - Conciseness

Examples and Explanations

- This next series of slides are of actual displays I have put together in my library.
- The photos and captions will clarify, and give a visual, of the concepts discussed in the introduction and during the first segment

Displays don't have to be big. These books, with appropriate signage, alerted patrons at the Circulation Desk to the teams playing in the 2010 World Series.



Sometimes we have to help out and be part of the display. This gypsy “foretold” what books from the “Staff Recommends” display patrons would enjoy.



Space is a premium in any library. Make shallow tables appear deeper by elevating books on the back row, standing books in the middle row and laying books flat on the front row.



West Virginia Governor Earl Ray Tomblin, and his wife, Joanne Jaeger Tomblin, “display” their reading skills at the December First Night Celebration



The number of books on this display do not fill the space.
Using different elevations of books it still catches the eye.





DVD displays can very easily feel static, due to the flat nature of the case. Stack series DVDs at the back of the table, stand a few single DVDs, and place a row flat on the front of the table.



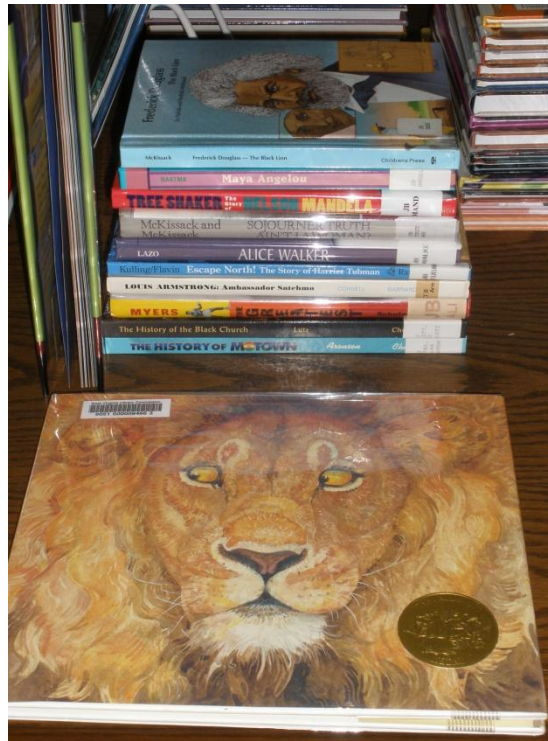
To draw the eye to a display, place the biggest stacks in the center of the table and “pyramid” the books out from the center. In bookstores they have multiple copies of a title to make tall stacks but stacking themed single copies of titles is as effective as a stack of the same title.



Smaller pyramids branching out from the center pyramid draw the eye down to the end of the display.

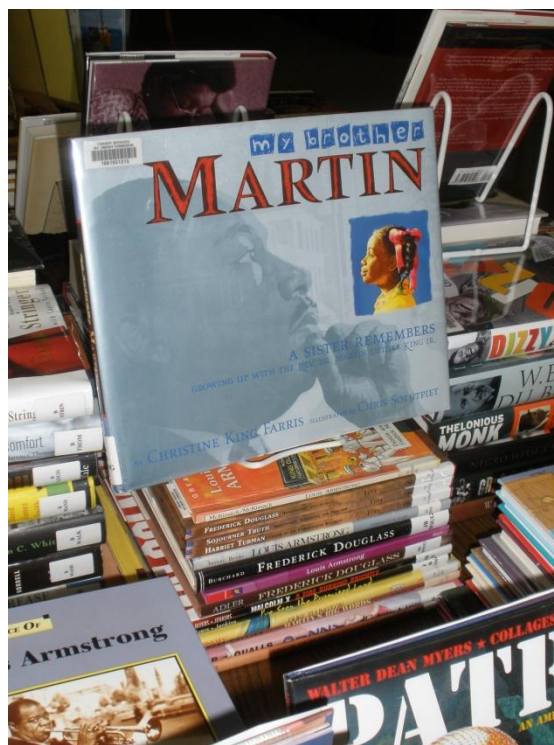


Use a stack of smaller books to help feature a single, larger book within your display.





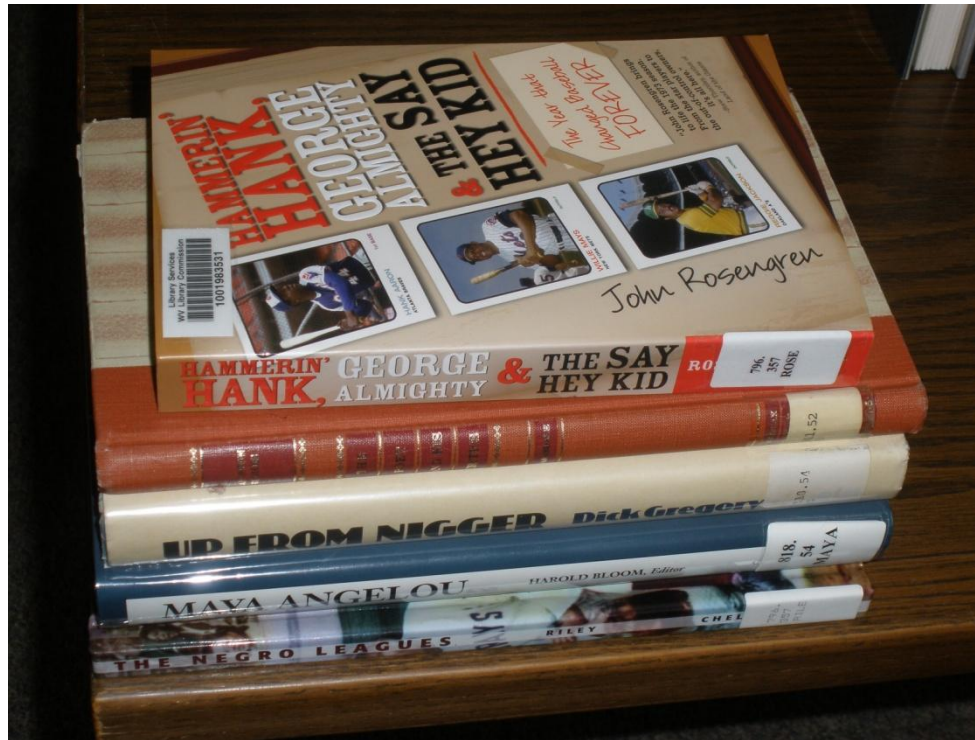
Stacks behind smaller stacks will add depth to your display. Always make sure to keep your display in “shoppable” stacks. Patrons should not feel guilty taking a book from the display.



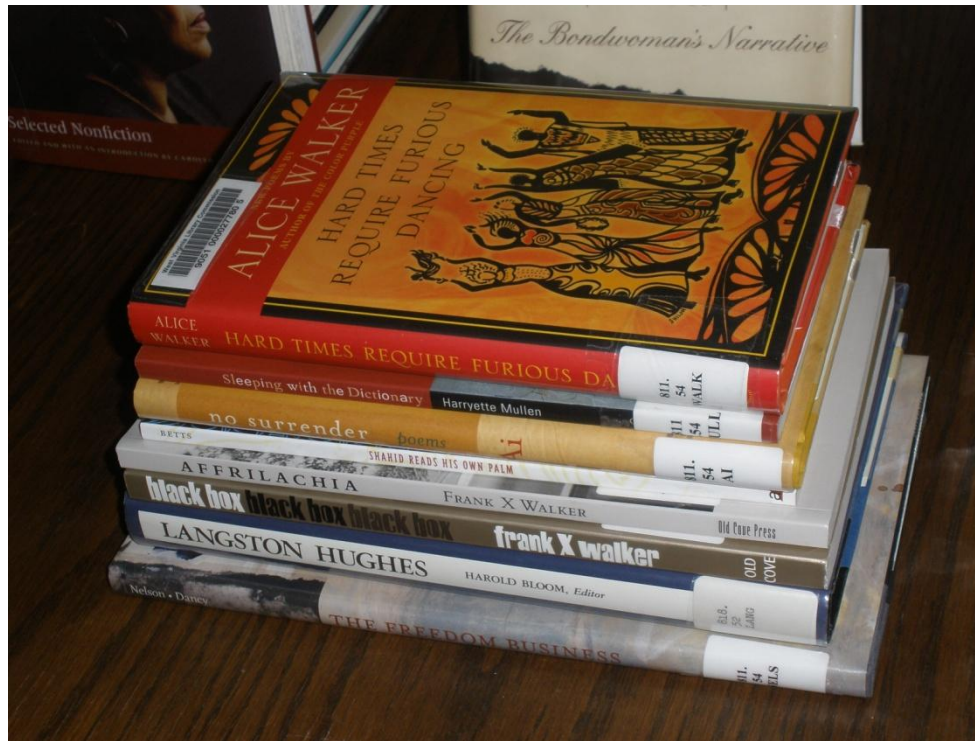
For big display tables with lots of books, make sure titles are visible from multiple angles. Face books alternate directions to ensure patrons are seeing the title when approaching the display from a variety of angles.



This small display runs from warm colors, to draw the eye, to cool colors.

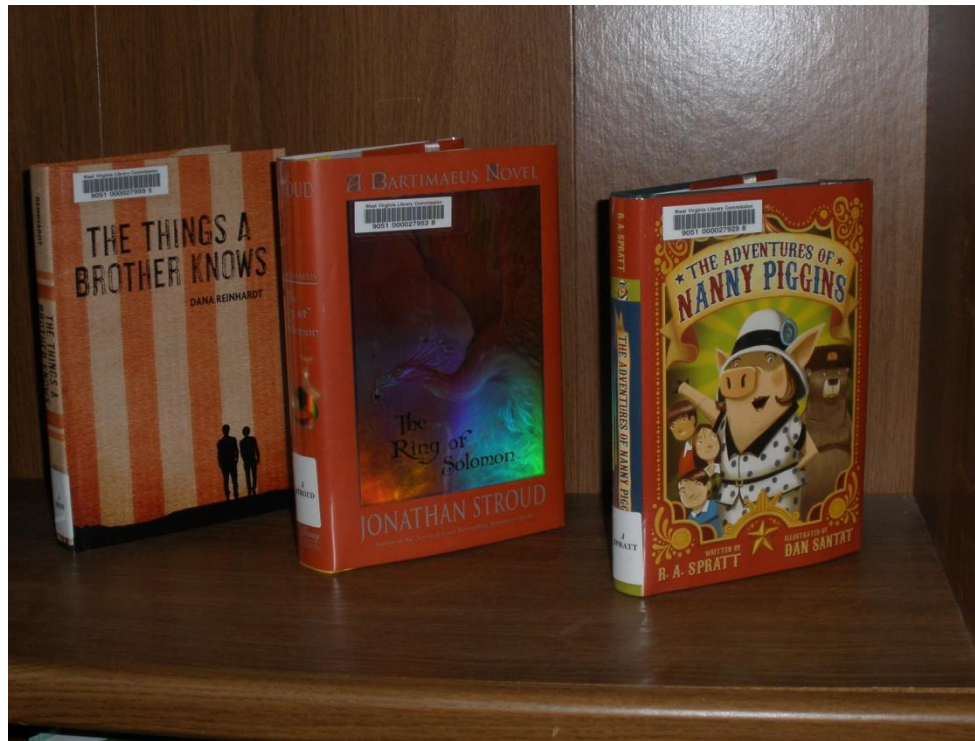


This small stack of poetry books is a smaller display-within-a-display, branching from the table's main theme.





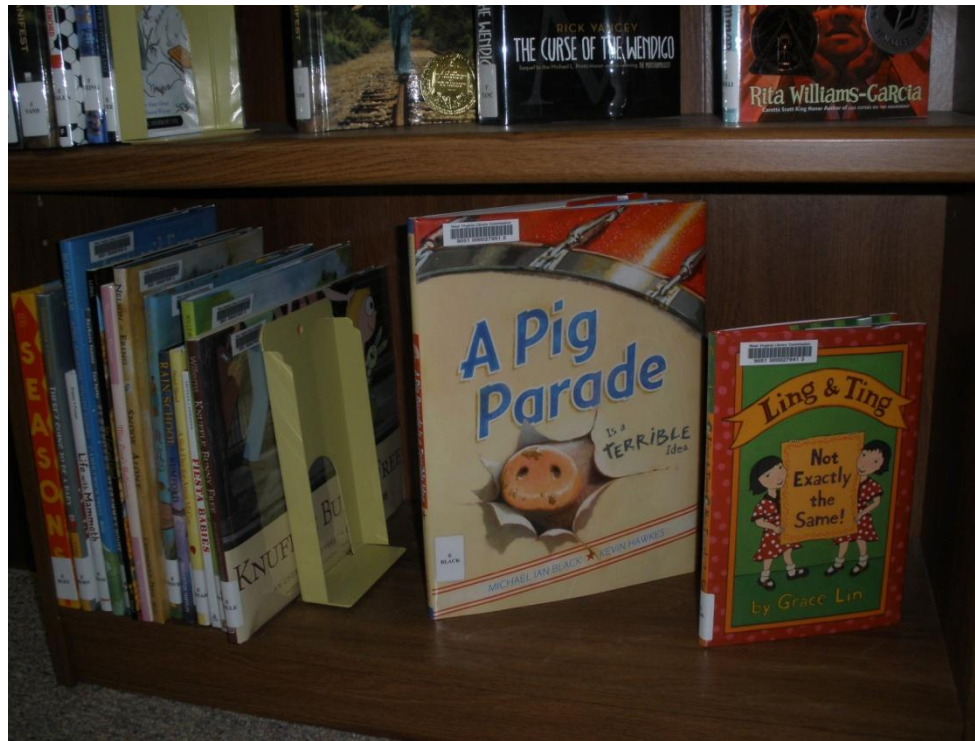
Complementary colors draw patrons to this shelf within the bookcase.



Award winners are interspersed within the New Arrivals bookcase.



Picture books are displayed on the bottom shelf of the New Arrivals bookcase, so small patrons can find their books!



All of the titles on the bookcase are “faced-out” in order to highlight them.



Any space can be made a display space. Here, the shelf behind the Circulation Desk celebrates Teen Read Week.



The Staff Recommends shelf, located at the Circulation Desk, morphs into Teen Read Week Recommends.



Any bookcase can become a display with a few “faced-out” titles.



This display bookcase has the biggest books on the top row to grab the attention of the patron. Then book size continues to decrease all the way down the display, ending with the smallest books on the bottom row.



Display Themes

- Staff Recommendations
- Monthly/Holiday Themes
- Award Winners
- New Arrivals
- Banned Books Week, Teen Read Week, National Library Week

Staff Recommendations

- Having a shelf or two devoted to what you're reading will encourage discussion amongst yourself and the patron. We all like to talk about what we're reading and loving, right? Rotate the books periodically, especially titles that may not be moving. Don't take offense if patrons don't want a title you've selected. Pick another one. It could be the one they love.

Monthly/Holiday Themes

- Not every month has a Holiday to feature but almost every month has a subject dedicated to it: Black History Month, Women's History Month, etc. In January it's good to feature health and weight loss books to help with patron resolutions. July and August is all about Beach Reads. Try to keep one spot for your monthly theme displays so returning patrons know where to go to see that month's highlighted titles.

Award Winners

- Books and movies that have won awards have a short buzz life. Display them for a week or two, tops, and then shelve them in their regular spot. Of course be flexible if the buzz doesn't die down that quickly but don't let titles lag in prime display space. Move them out the door, or move them back to the shelves.

New Arrivals

- Some libraries will have a separate section for new arrivals and some libraries may have a space at the beginning of the section for new arrivals. Both are viable options. There is a fine line between New Arrival and Stale Arrival. If possible refresh your section often and move any title that is older than 90 days (from the date it arrived on the shelves, not publication date.)

Banned Books Week, etc

- These annual celebration weeks are great ideas for displays. Pull out and put up your favorites and let the conversations begin.

Be Flexible!!

- A display doesn't have to put up on the first of the month, be forgotten, and then taken down at the end of the month, to begin the cycle again. If a display is having a great impact, leave it up. Add to it. Modify it to keep it engaging. On the flip side, if a display is a dull, dead stacking of books, take it down. Put something else up. It sounds simple and it is, if you let yourself be nimble and alert to your patrons' wants and the profession's trends. I make a basic display plan at the beginning of the month but am willing to change it up as the month goes along.

Customer Service Hints

- ◉ Put the book in the patron's hand
- ◉ If you don't have it, offer to find it
- ◉ Swift check-ins and outs
- ◉ Greet everyone with eye contact and a smile
- ◉ Don't take it personally if a patron is in a bad mood

Put the book in their hands

- This may not always be possible with small staffs. Leaving the Circulation Desk or Reference Desk may not be feasible for every patron transaction but if possible a staff member should walk the patron to the book. It enhances the patron experience and builds a rapport between librarians and patron. And let's face it, getting lost in the stacks may sound like heaven to some people but in reality it is a frustrating experience for patrons to have a call number but still leave the library without the book they wanted.

Don't have it? Help find it.

- The willingness to go further than your own catalog will bring patrons back to you, even though you couldn't fulfill their wish on that visit. They will remember that you were willing to go the extra mile for them and will become return patrons.

In and Out

- Whether the patron is returning, or renewing, their titles or have selected their titles for check-out, move them through Circulation with efficiency, especially at peak times. The time to get to know your patron is not at the Circulation Desk with a line of people waiting to check-out their books. Be friendly and efficient. Never be harried, even with a line of patrons.

Look 'em in the eye and smile

- Libraries are in competition with multiple sources for patron attention: bookstores, the internet, bad library experiences of the past, etc. Every patron deserves to be greeted in a friendly way, so their visit to the library is not their last visit to your library.

So you had a bad day?

- Seriously, every one has a bad day. Some have more than others. Accept their mood as you hope people accept your moods. It has nothing to do with you personally. And it should not effect your service to them. All patrons deserve good service, even the crabby ones.

Atmosphere

- Bookstores have perfected the art of drawing the customer in, to come in and stay awhile. Libraries need to follow suit. Here a few ways how to make your patron welcome and wanting to come back often.

Additions

- Coffee shops
- Comfortable seating
- Teen spaces
- Book Discussion Groups and other programming

No Shushing

- The image of the stern librarian and the quiet library still remains to some reluctant patrons.
- Combat it with
 - Basic customer service
 - Human connection
 - Eye contact
 - Smiling
 - laughing

Wrap-up

- ◉ Re-cap of major themes
 - ◉ Marketing Tips and Tricks
 - ◉ Display Themes
 - ◉ Display examples
 - ◉ Customer Service Hints
- ◉ Questions?

Contact Me

- Megan Tarbett
- Reference Librarian, WVLC
- Megan.h.tarbett@wv.gov
- @Tarburator on Twitter (I talk about books and baseball.)
- @WVLC on Twitter (West Virginia Library Commission news.)

Thank you!

- These tips and tricks are only the tip of the iceberg when it comes to creating effective displays.
- I hope that some of my tips can work in your library and help to maximize the attention your collection is receiving.