

Welcome!

**The webinar will begin at
2:00 Eastern/11:00 Pacific**

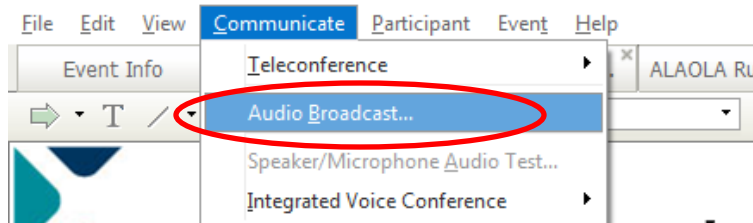
Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:

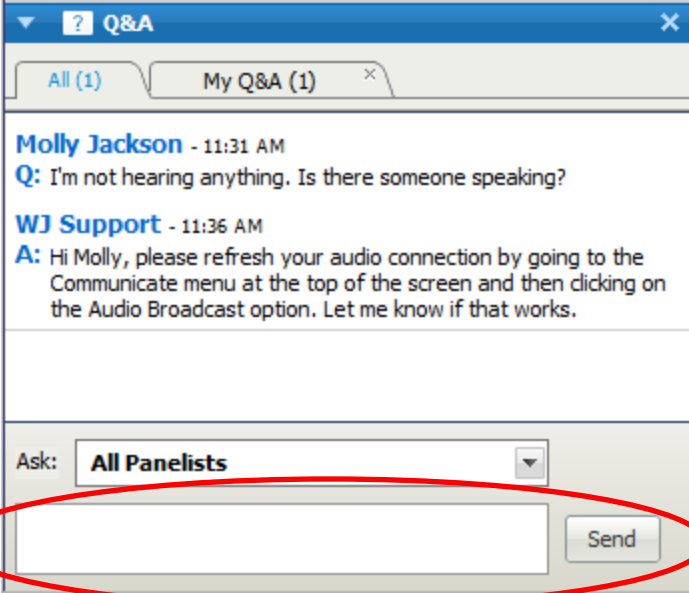


Lost all sound? Hear an echo? Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.



Need Help?

Please post **technical support questions** into the **Q&A Panel**.



The screenshot shows a web interface for a Q&A panel. At the top, there's a blue header bar with a question mark icon and the text "Q&A". Below this, there are two tabs: "All (1)" and "My Q&A (1)". The main content area displays a question from "Molly Jackson" at 11:31 AM: "Q: I'm not hearing anything. Is there someone speaking?". Below the question is an answer from "WJ Support" at 11:36 AM: "A: Hi Molly, please refresh your audio connection by going to the Communicate menu at the top of the screen and then clicking on the Audio Broadcast option. Let me know if that works." At the bottom, there is a form to ask a question. It includes a label "Ask:" followed by a dropdown menu currently set to "All Panelists". Below the dropdown is a large text input field, and to its right is a "Send" button. A red oval is drawn around the text input field and the "Send" button.

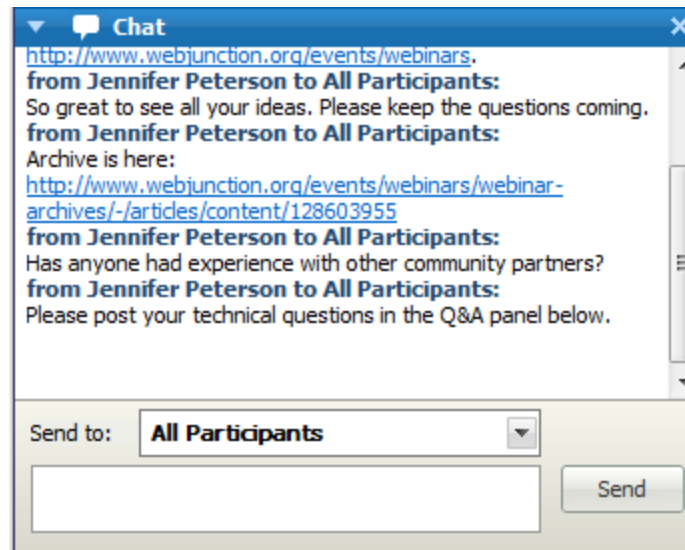
Step 1: Type the problem in the **dialog box**.

Step 2: Click **Send**.

Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

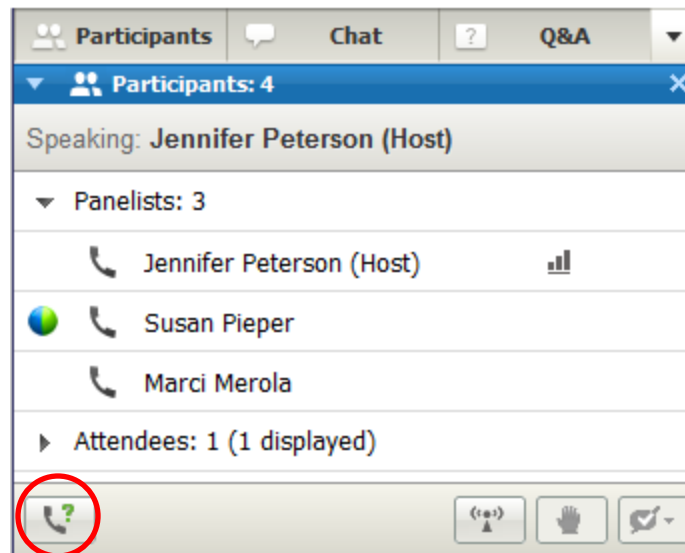
Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar**

Telephone Access

If you not able to listen via your computer, you may join by phone.



Step 1: Click on **Phone Icon** under the Participants list.

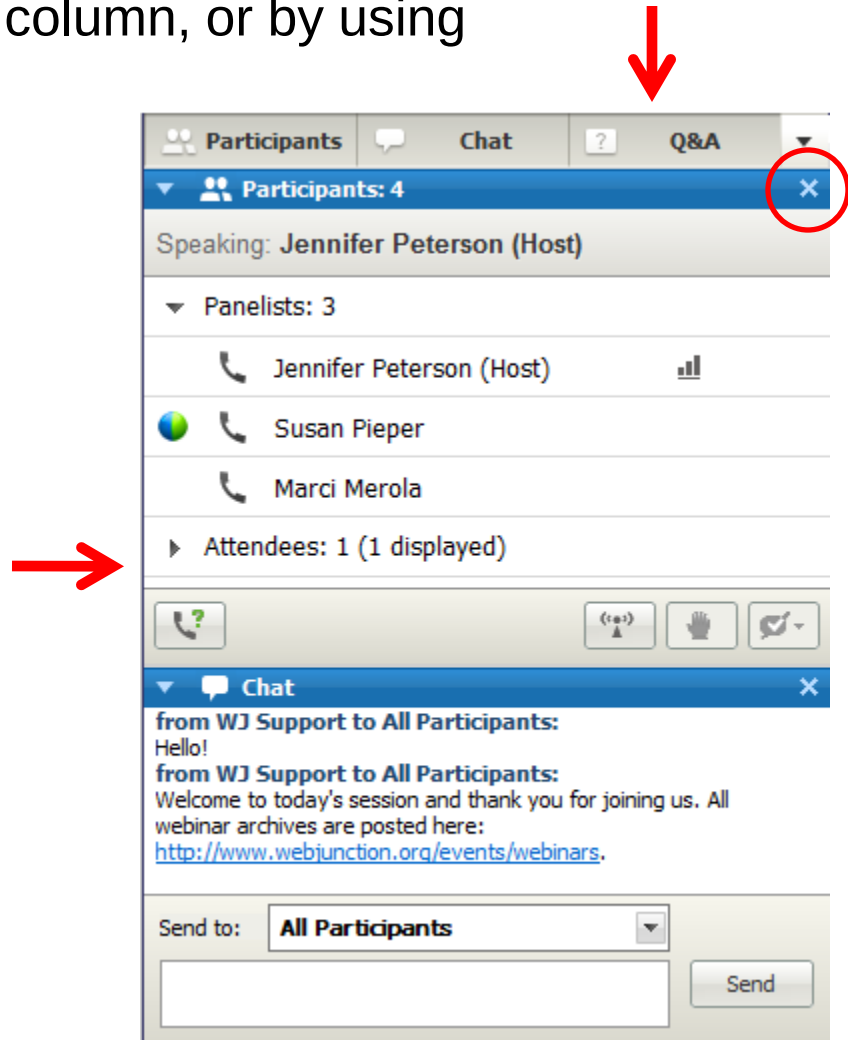
Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** and **Attendee ID** provided.

Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.





Remember to post to **Q&A panel**
if you need technical assistance.

Other Technical problems?

Contact WebEx support

Event Number: 718 841 126

Phone: 1-866-229-3239



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Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

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Today's Presenters



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Washington, Greene &
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Best Kept Secret

Michelle A. McIntyre and Melinda Tanner
Best Kept Secret
WebJunction Webinar
June 7, 2012

Is this how the public
sees your Library?



Is this the perception of your staff?



Marketing

- Process by which companies determine what products and services might be of interest to customers



The 4 “P’s” of Marketing

- Product
 - Library services (ILL, Ref., Programs, Electronic resources, Wi-Fi, e-books)
- Price of Service
 - Direct & indirect costs to produce and deliver the product & any actual fees
- Place
 - Delivery and distribution of products
 - Location of service & availability & accessibility
- Promotion
 - How libraries let users know what products are available.

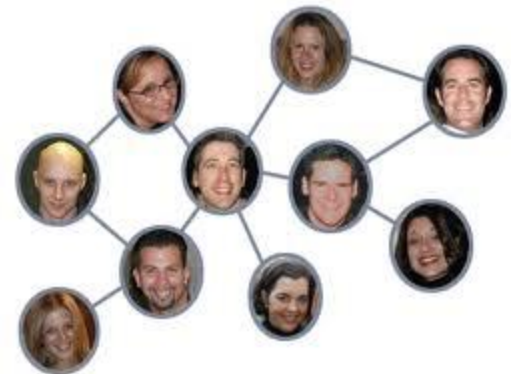
Creating a Marketing Plan

- Mission Statement
- Target Market Data
- Services
- Marketing & Promotional Strategies
- Identify Competition
- Establish Measurable Goals
- Monitor Results
- Budget

Marketing = Connecting

21st Century Marketing

- Community
- “Original Social Network”
- Board Members Marketing
- Staff Marketing
- “Amazon”
- Local “Celebrities”

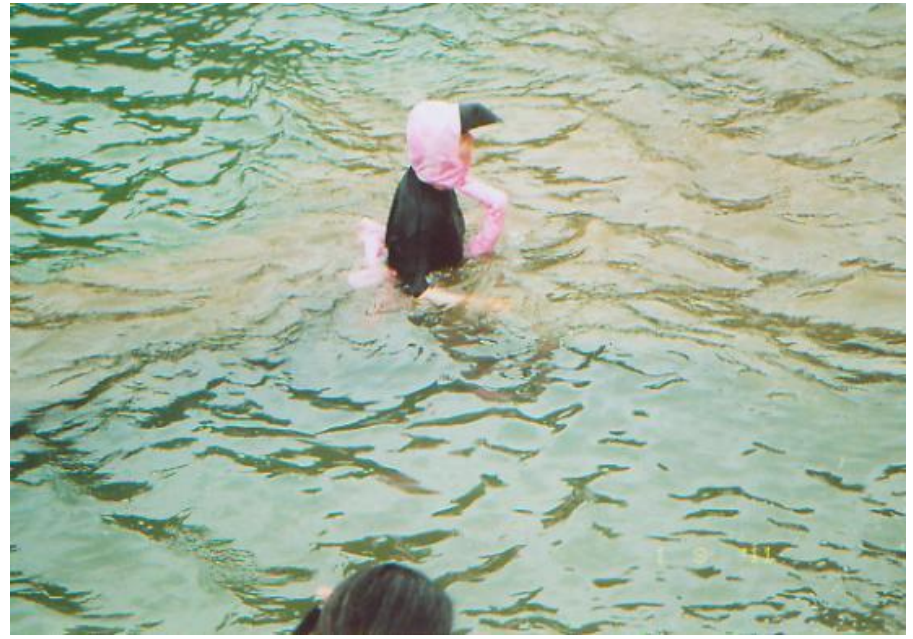


Tips to prove your Value

- Exploit library services
- Staff as marketers – personal touch
- Websites, Blogs, Wiki's, Twitter and Facebook
- Flickr = Collaboration
- E-mail vs snail mail
- Face to Face – Get out of the building!
- Open Source Marketing



Polar Plunge



Market Your Worth

- The 5 W's -Press Releases
- Advertising
- BE Visible
- Build a Sales Team
- Working the meeting circuit
- Follow up marketing
- Continuous marketing



Branding

- A Library “Experience” brand
- Recognizable logo
- Tag Lines



Tag Lines

- Your “Information Station”



Personal Brand

- Self Packaging = Success
 - 4 Steps to Personal Branding
 - Discover
 - Create
 - Communicate
 - Maintain
- Hot Mess vs Style Statement
- The Journal
- Reality TV





Formal Advertising

- Print, Radio, Television, Billboards
- Advertising Meeting
- Budget
- Rock Bottom or No Cost
- Sponsorships



Getting your seat at the table



- Outreach
- Getting on your Community's Leadership Team
- Be heard and Be seen
- Volunteer
- Develop a community involvement process plan

Sponsorship Information Packet

- Information about the library
- Document outlining Sponsorship levels
- Outline Sponsorship Recognition
- Deadlines
- Drawbacks



Fundraiser vs Friendraiser

- Raise Money
vs
- Build Relationships



Signature Events

- Create One!
- Substantial Funding
- Planning
 - Preparation is key
 - Problems
- Sponsorships
- Sponsor Recognition



Relationship Building with Reporters

- Cozying up with the 4th Estate
- Stay in Touch
- Offer Congratulations
- Be Flexible
- Be Persistent
- Never say “No Comment”



4 e's

Creating Experiences

- Entertainment
- Education
- Escapism
- Esthetics



Acknowledgements

- Thank you notes
- Congratulatory Notes
- Acknowledgements
- Accomplishments
- Giving Support





Best Practices

- Build Partnerships
- Promote new website with fortune cookies
- Invite elected officials to library events
- Become active in Chamber of Commerce
- Host lunch and learn
- Incorporate library logo on all materials
- Hold raffles each month for new cardholders
- Be visible
- Give presentations to local community groups
- Instead of being asked, do the asking
- Ask to be present at school fairs and PTO meetings

Resources

WebJunction

www.webjunction.org/explore-topics/marketing-outreach

Public Library Association Planning for Results kit by Sandra Nelson

Ohio Library Council Web based training for Public Libraries

www.olc.org/marketing

OHIOLink Swap and Shop

www.ohiolink.edu/ostaff/marketing/gallery/

Library Support Staff.com Marketing our Library

www.librarysupportstaff.com/marketinglibs.html

Chris Olson and Associates Marketing Treasures electronic newsletter

www.chrisolson.com

American Library Association Toolkit for Winning Support for your Rural Library

ala.org/ruraltoolkit

Mid-Hudson Library System

<http://midhudson.org/funding/marketing/main.htm>

Library Marketing Best Practices Wiki

<http://www.libsuccess.org/index.php?title=Marketing>

Marketing Ideas for Non-profits and Libraries

<http://themwordblog.blogspot.com/>

State Library of North Carolina Marketing Toolkit

<http://statelibrary.ncdcr.gov/ld/NCLLibraryToolKit.pdf>

Village Library of Morgantown

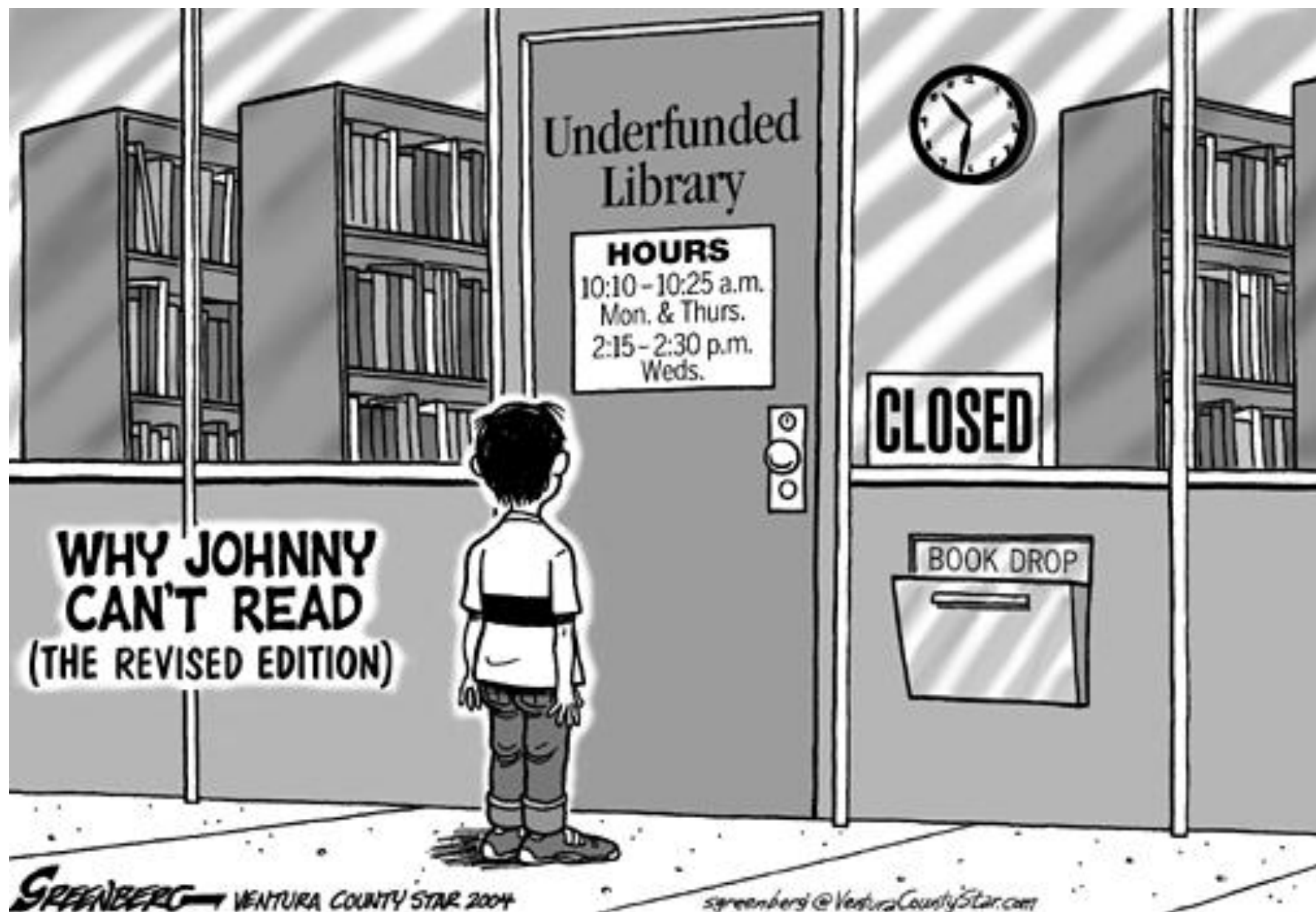
2009 winner of Commonwealth Libraries Marketing for Lifelong Learning Award

<http://www.villagelibrary.org/>

LIBRARY CLIP ART AND IMAGES

Deviant Art www.deviantart.com

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WHO SAYS **LEGALIZED TORTURE** DOESN'T EXIST IN THE U.S.?



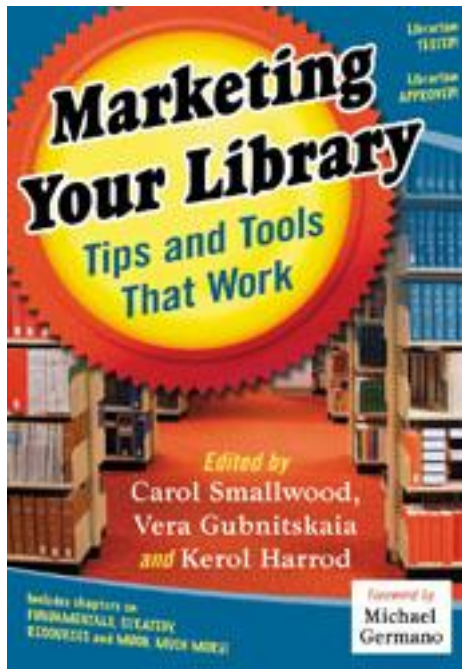
Q & A

Contact information

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Marketing Rural & Small Public Libraries chapter can be found in:



Thank

You





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Association for Rural & Small Libraries

arsl.info and join us in Raleigh this Sept!