Marketing on a Shoestring

Economical But Effective Marketing for the Cash-strapped Library

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About Me

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Why Marketing?

- It’s NOT a dirty word
- It’s NOT about making sales
- It IS a good use of tax dollars
- It’s an effective management tool for COMMUNICATION
The Importance of Strategic Planning

- It helps you stay focused
- This tells you what your core business is (or should be)

This determines your marketing MESSAGE

Strategic Planning for Results (2008) by Sandra Nelson
Visual Identity

- What’s your brand?
- Does your community recognize it?
- What message does it send?
Keep it Fresh

Coaldale PUBLIC LIBRARY

The living room of the community...
Designers are highly trained and well worth it if you can afford them BUT...

There are alternatives:

- Pro bono work
- Where is your nearest college or university?
Working with Students

- You have to have flexible timelines
- You have to manage your expectations
- You might get even more than you bargained for!
POLL QUESTION:
Does your library have an annual marketing budget?

- NO
- Yes – less than $500
- Yes - $500-1000
- Yes - $1000-5000
- Yes – more than $5000
Spending Your Money Wisely

- $1000 – cost effective rebranding
- A small annual budget helps
- Focus on FREE
Make A List of Avenues

- Email lists
- In library Posters/displays
- External Posters/displays
- Online/Social Media
- Publications
POLL QUESTION:
What social media platforms does your library use?

- Facebook
- Twitter
- Instagram
- None
- Other
Social Media

- Your users and potential users are online
- It’s inexpensive or FREE
- It’s immediate
- Social media ads are very affordable, easy to customize and effective
- Use a social media management tool i.e. Hootsuite
Networking

- Get out of the library!
- Put it in your calendar and DO IT
- Have your “elevator speech” prepared
- Also be ready to LISTEN
Where to Network

- Town Council
- Chamber of Commerce
- Rotary
- Community picnics
- Interagency meetings
- Share your ideas...
For more marketing ideas...

Creative Library Marketing and Publicity: Best Practices

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Libraries do extraordinary things. It’s a story worth sharing

Questions?

Please feel free to contact me:

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