

What Every Library Director Needs to Know About Marketing

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SuperLibraryMarketing.com

I asked readers what they wanted you to know about library marketing!



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Hire marketing professionals and let them do their job.

- You would never let a person who doesn't have a library science degree run one of your branches.
- Marketing is valuable. It's a good use of funds!



Communicate your library's overall strategy to your marketing staff.

Library marketing is ineffective unless it's tied to the library's strategy.

Give your marketing team specific, measurable goals.





*Consider marketing right from the start
in every project.*

Ask your marketer to attend planning meetings for their perspective.

They can be more effective when they are part of the process from the beginning.

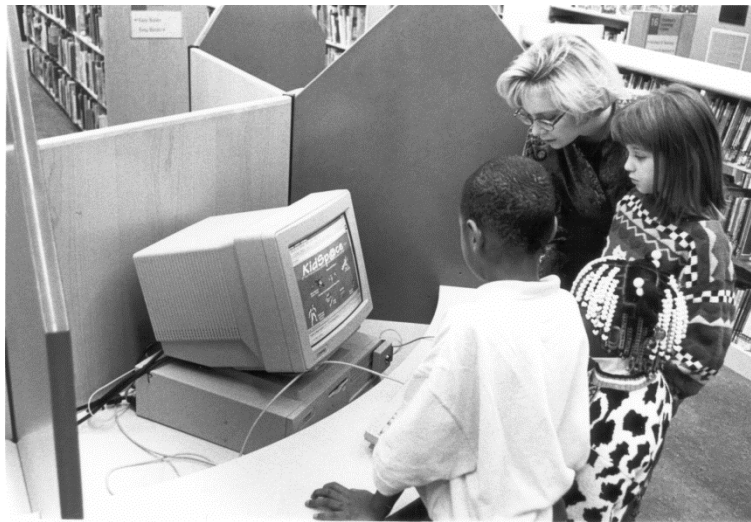


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Library marketing is changing all the time. Be flexible.

- The industry is never constant, so your staff will always be learning and adjusting.
 - Experimentation is good.
 - Empower your staff to make changes to increase effectiveness.



*Don't focus on social
media follower counts.
Focus on engagement.*

Followers counts are just vanity metrics.

You want people to like, comment, and share. That's where the real power of connection lies!



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Email marketing works for libraries. Do it.

Share content people love and you can send as many emails as you want!

This is our advantage over our competitors.

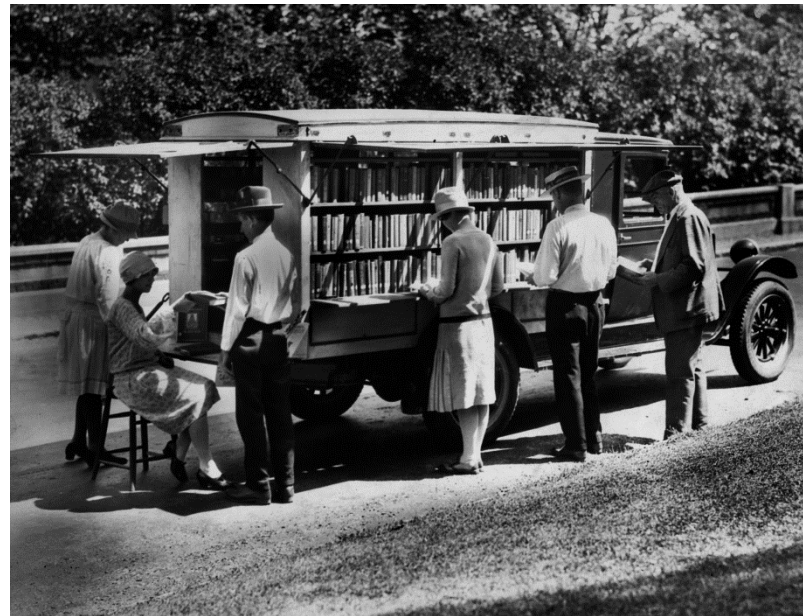


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Give marketing some money! (please)

If you spend on collections, services, and buildings, it makes sense to spend money to tell people about them!



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*Lots of marketing tips for you
and your staff at
SuperLibraryMarketing.com.*

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Thank you!



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