

FUTURE LIBRARIANS 2.0

MARKETING

"Marketing is really just about sharing your passion." — Michael Hyatt

"If the circus is coming to town and you paint a sign saying "Circus coming to the fairgrounds on Sunday," that's advertising. If you put the sign on the back of an elephant and have him walk through town, that's promotion. If the elephant walks through the mayor's flower bed and makes the morning paper, that's publicity. If you get the mayor to laugh about it, that's public relations. And if you planned the whole thing, that's marketing. "

-Anonymous. From Library Administrator's Digest, November 2005.

FUTURE LIBRARIANS 2.0

MARKETING

The best marketing is telling a story not selling something.

It's making people think "Wow the library is always doing something fun!"
and then "Wait **I** want to do something fun at that library!"

You're giving people a reason to come in to the library AND reminding them of all we have to offer.

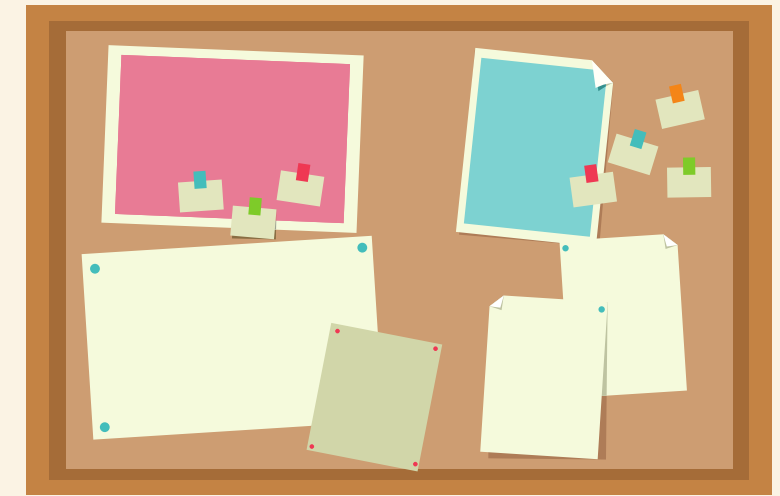
MARKETING AT NMPL



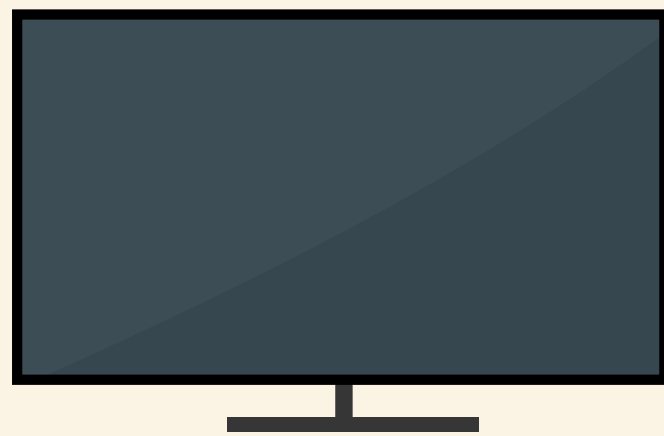
SOCIAL MEDIA



WEBSITE



BULLETIN BOARD



**OUTSIDE & INSIDE
ELECTRONIC SIGNS**



NEWSLETTER



NEWSPAPERS

MARKETING A PROGRAM FROM START TO FINISH



DESIGN DOS & DONTs

yes

- ✓ Make colorful eye-catching designs
- ✓ Use good color contrasts and a readable font size
- ✓ Include important information
- ✓ Showcase the main points
- ✓ Make sure everything is spelled correctly and there are no typos

no

- ✗ DON'T make your design too busy or cluttered
- ✗ DON'T use a low color contrasts and small font
- ✗ DON'T leave out the details
- ✗ DON'T write overly long descriptions unless necessary
- ✗ DON'T make spelling mistakes

WHICH DESIGN IS COLORFUL AND EYE-CATCHING AND WHICH DESIGN IS TOO CLUTTERED?



WHICH DESIGN IS COLORFUL AND EYE-CATCHING AND WHICH DESIGN IS TOO CLUTTERED?



- Hurts your eyes to look at
- Not sure where to look first
- Hard to find important info



- Easy on the eyes
- You know exactly what is happening
- Info is easy to find

WHICH DESIGN USES GOOD COLOR CONTRAST AND READABLE FONTS?

LIVE

MUSIC

SUNDAY, JANUARY 1, 2023

STARTING FROM

7 PM TO 12 PM

FREE ENTRY!

@reallygreatsite
123 Anywhere St., Any City, ST 12345



Abstract

Introduction

Questions

Hypothesis

Results

Methods & Materials

Results

Methods & Materials

Discussion

Conclusion

References

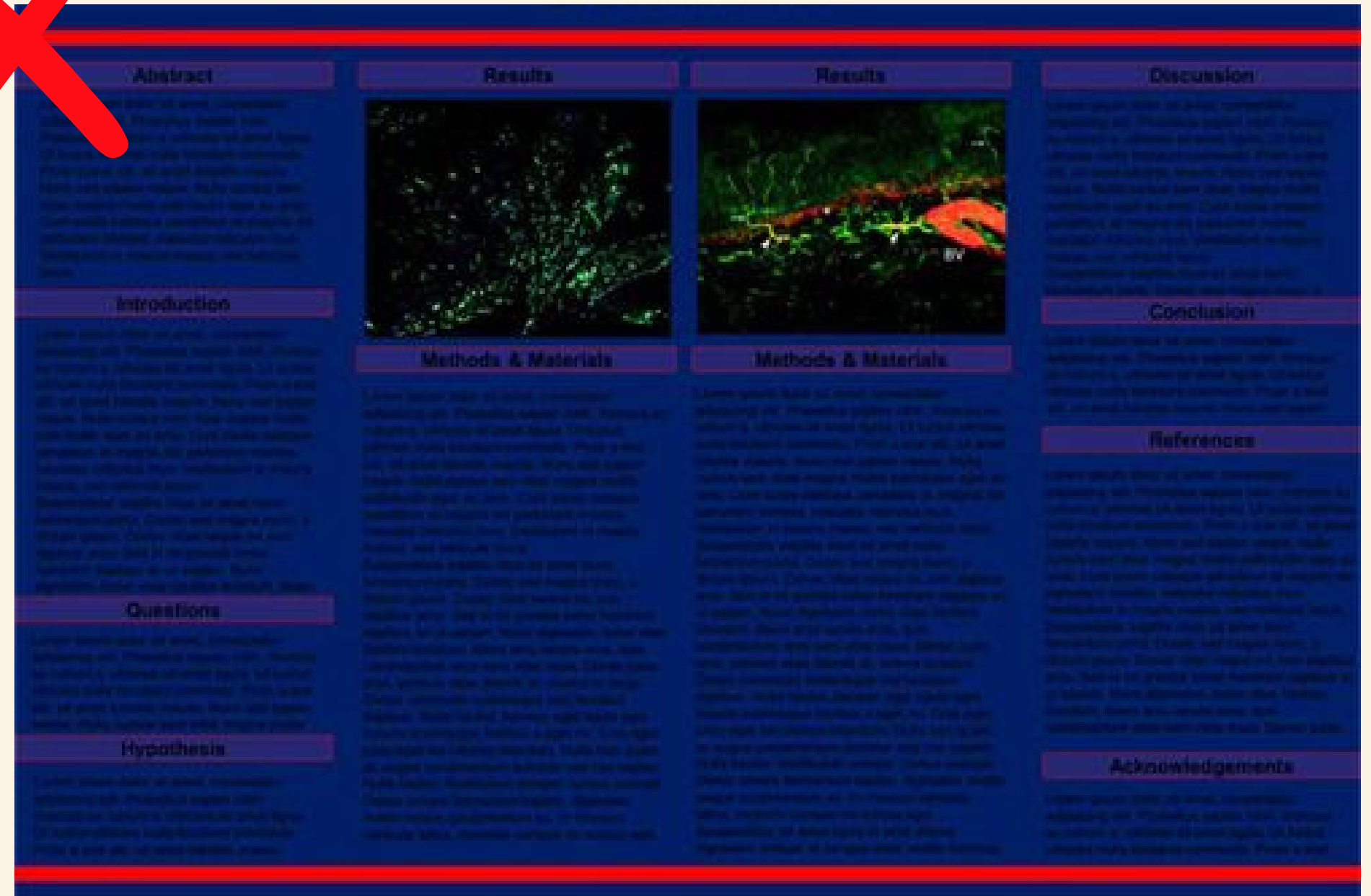
Acknowledgements



WHICH DESIGN USES GOOD COLOR CONTRAST AND READABLE FONTS?

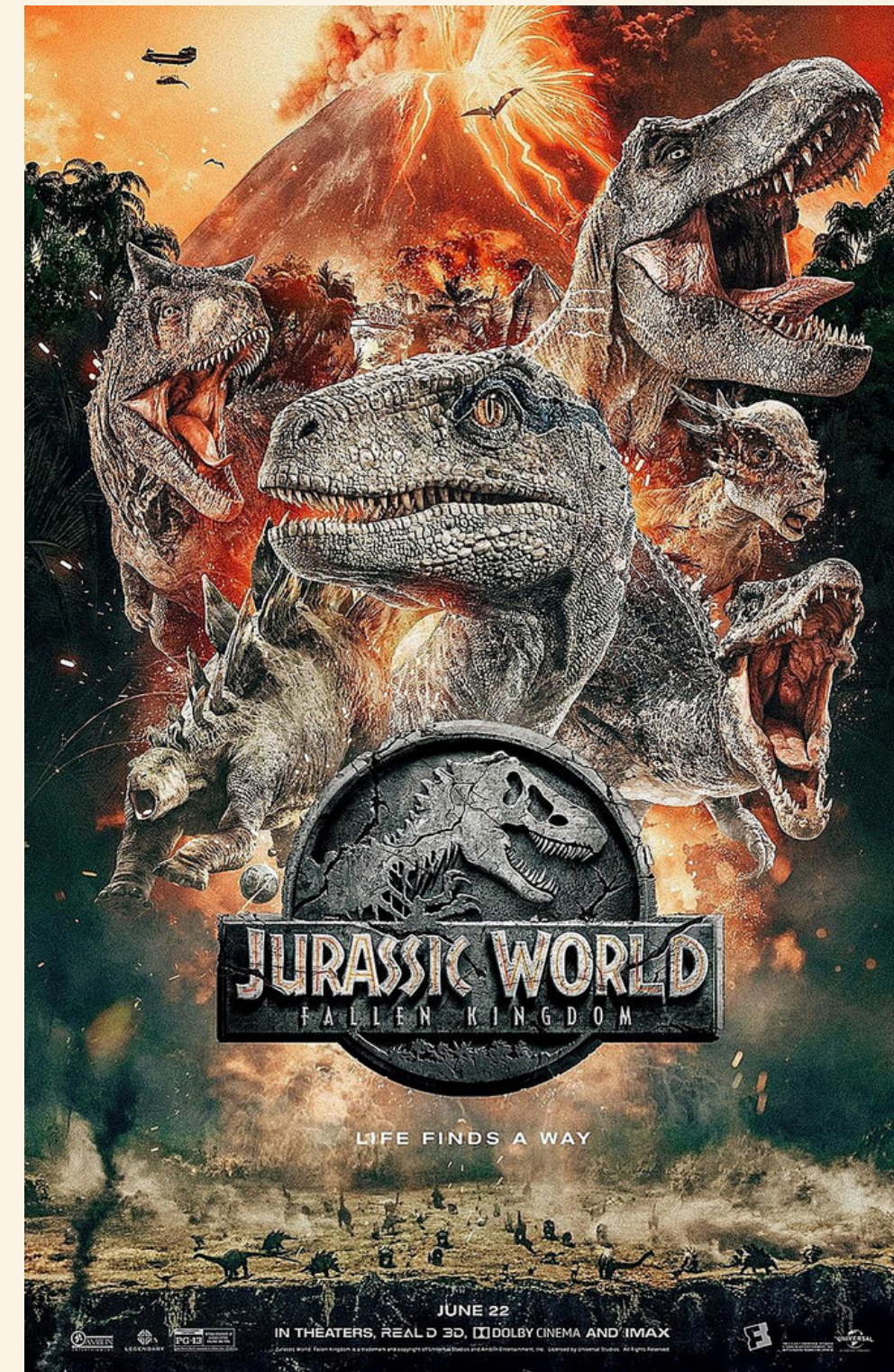


- Easy to read!
- Good contrast
- Fonts are large

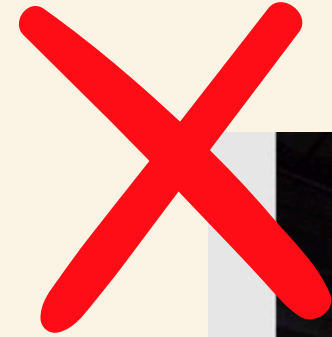


- Impossible to read
- NO contrast
- Fonts are small

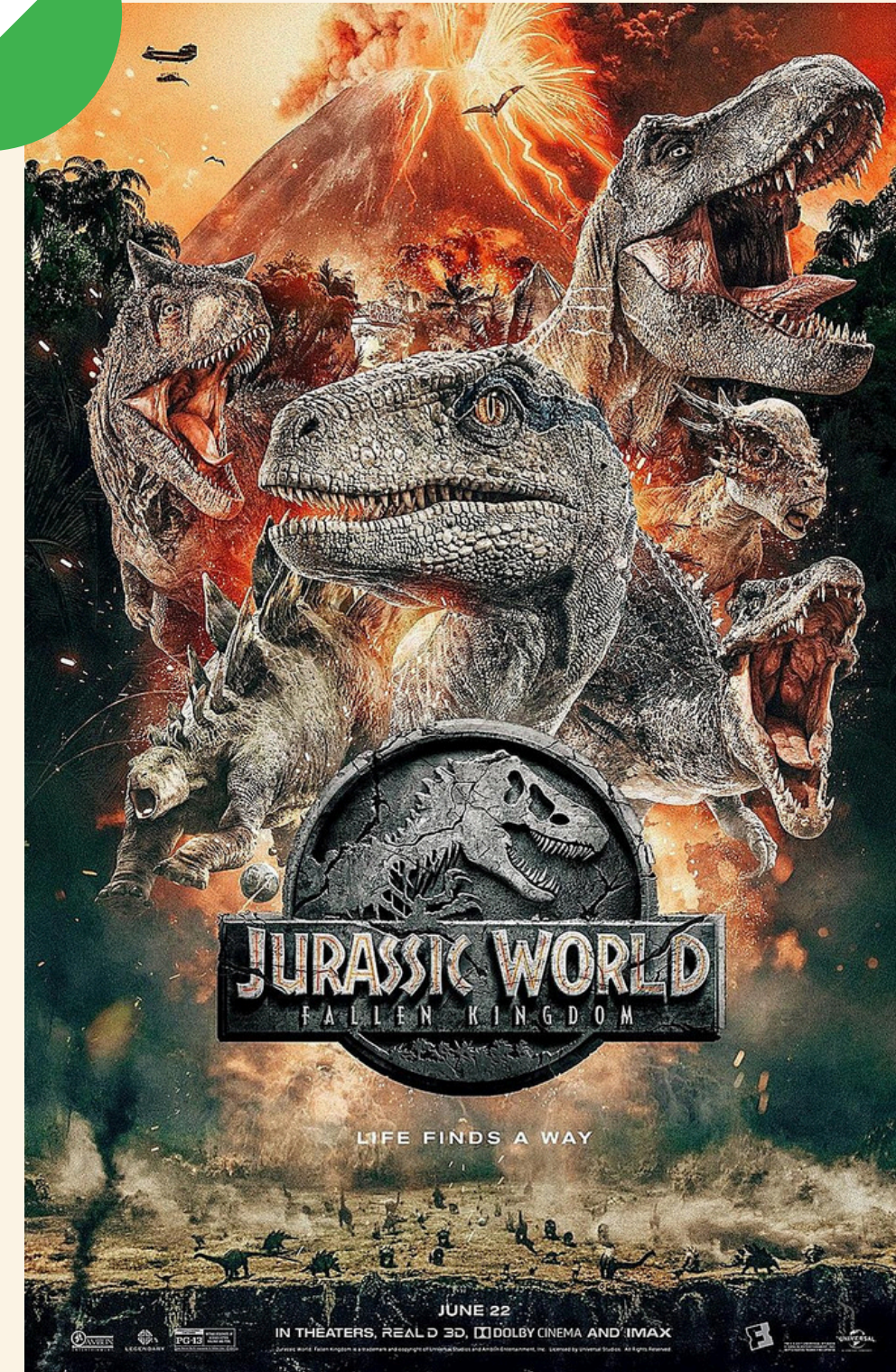
WHICH DESIGN LEAVES OUT THE DETAILS?



WHICH DESIGN LEAVES OUT THE DETAILS?



- What is it even promoting?
- What is the title?
- When does it come out?
- What is it rated?
- BONUS: Find the photoshop fail!



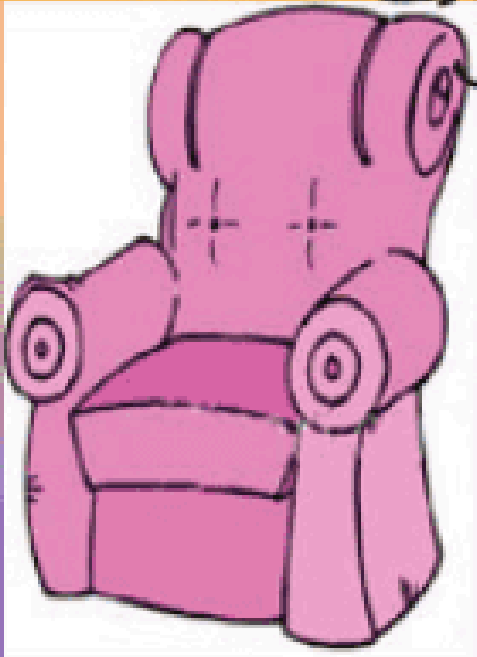
- Clearly states the title
- Release date is included
- Poster tells where to watch the movie
- Rating is included
- Bonus: What mistake does this poster make?

WHICH DESIGN IS TOO WORDY?



Blowout Sale!
Today only!!!!

THE DEALS HAVE NEVER BEEN BIGGER AT OUR WAREHOUSE SALE GOING ON TODAY ONLY. COME IN TODAY FOR A GREAT DEAL ON THE FINEST SELECTION OF UPHOLSTERED FURNITURE IN TOWN. WE OFFER THE BEST DEALS ON ALL YOUR FURNITURE NEEDS. CONVENIENTLY LOCATED JUST OFF THE 110 FREEWAY, WE ARE OPEN LATE TO SERVE YOU. CALL US @ 213-555-1234 OR VISIT OUR WEBSITE AT UPHOLSTERED4LESS.COM. COME IN AND TAKE HOME A COMFORTABLE PIECE OF FURNITURE TODAY, WHILE THE SALE IS ON.



Warehouse Blowout Sale
Finest selection of upholstered furniture in town.

Today Only!
The deals have never been bigger!

Just off the 110 Freeway. Open late.
Call Us: 213-555-1234



Furniture For Less

WHICH DESIGN IS TOO WORDY?



- Too much information
- Hard to find the important info



- Easy to read "at a glance"
- Easy to find the important info

These mistakes are not just made in print marketing but also in TV commercials.



The previous commercial was confusing and the message wasn't clear. It was hard to understand. Contrast that with this commercial:



WHAT ARE SOME MISTAKES MADE WITH THESE DESIGNS?

1



3



5



2



4



**NOW IT'S
YOUR TURN!**

Step 1. Choose your marketing assignment.

We have Easy, Medium, Hard & Extra Hard assignments.

Step 2. Make sure your design fits the brief! i.e. Don't do a beach design for Ugly Sweater Bingo!

Step 3. Everything on your Marketing Assignment sheet should be included in your design.

Step 4. Double check your work!

Check your spelling, dates, and watch out for typos.

MARKETING ASSIGNMENT UGLY SWEATER BINGO

Level - **Hard**

WRITE UP:

Wait! Don't pack up those Ugly Christmas Sweaters yet! We have another event for you and it's going to be a good one! Come to the library wearing your ugliest sweater and enjoy an hour of Bingo with friends. We've got lots of prizes for all ages, and we'll also be awarding special medals to the ugliest sweaters!

DATE:

Thursday, January 2nd at 2pm

INFO:

Program Cost: Free

Program Age Requirements: None

Registration: None

Location: Blocher Room

MARKETING ASSIGNMENT STORYTIME

Level - **Medium**

WRITE UP:

Join us for this beloved program... from delightful stories, to silly songs, to cool crafts, Storytime has it all!

DATE:

Every Tuesday at 10am

INFO:

Program Cost: Free

Program Age Requirements: None, but recommended for ages 0-5.

Registration? None

Location: Children's Department

MAKE SURE TO INCLUDE:

**Name of
program**

UGLY SWEATER

BINGO



**Date (Day of Week,
Day of Month)**

Time (AM or PM)

THURSDAY, JANUARY 4TH @ 3PM

WAIT! DON'T PACK UP THOSE UGLY CHRISTMAS SWEATERS YET! WE HAVE ANOTHER EVENT FOR YOU AND IT'S GOING TO BE A GOOD ONE! COME TO THE LIBRARY WEARING YOUR UGLIEST SWEATER AND ENJOY AN HOUR OF BINGO WITH FRIENDS. WE'VE GOT LOTS OF PRIZES FOR ALL AGES, AND WE'LL ALSO BE AWARDING SPECIAL MEDALS TO THE UGLIEST SWEATERS!

Description