

# GET TO "WHY": STOP TAKING ORDERS AND BECOME A MARKETING GUIDE

CHRIS BOIVIN

DIRECTOR OF LIBRARY MARKETING, JACKSONVILLE PUBLIC LIBRARY

LIBRARY MARKETING SOLUTIONS LLC



REMEMBER



YOU ARE NOT THE HERO OF LIBRARY MARKETING

YOUR LIBRARY STAFF IS THE HERO, AND YOU ARE THE GUIDE

# FAMILIAR?



- YOUR STAFF ORDERS MARKETING FROM A SHOPPING LIST (OR ALL FLYERS)
- YOU FEEL LIKE A PRINT SHOP OR A PROMO FACTORY
- YOU'RE FRUSTRATED AND TIRED OF FIGHTING

Important: This form should be used only after your supervisor has approved this request.  
PLEASE NOTE: Requests should be submitted at least 6-8 weeks before your event date. We may not be able to fulfill your request if submitted with shorter notice.



## Graphic Design Request Form

Project Name:\* #Adulting Materials Needed by (note: 6-8 weeks prior notice requested):\* 3/31/2017

Today's Date:\* 3/1/2017 Event Date:\* 4/1/2017

Primary Contact/Requestor:\* Guarino, Katie Contact Phone:\* 630-0673

Contact/Requestor Title:\* LIBRARY ASSOCIATE Contact Email:\* KHarrison@coj.net

Supervisor Name to receive a request copy:\* Wiirre, Raelyn Branch/Department:\* Main Library(Main)

Service Requested (please check all that apply and quantity of each):\*

- Flier (8.5X11) \_\_\_\_\_
- Half-Sheet Flier (4.25 X 5.5) \_\_\_\_\_
- Large Foam Poster (22 X 36) \_\_\_\_\_
- Paper Poster, not mounted (11 X 13.5) \_\_\_\_\_
- Bookmarks \_\_\_\_\_
- Plasma Image \_\_\_\_\_
- Rotating Image (region-wide or system-wide programs only) \_\_\_\_\_
- Brochure \_\_\_\_\_
- Business Cards (to include cell or fax number, enter them into Additional Comments box at the end of the form) \_\_\_\_\_
- Other \_\_\_\_\_

If you selected "other," please explain here:

Is this program/event part of an ongoing series:\*

If yes, which series?

- Yes
- No

#Adulting (companion prgorams to Young Adult Job Fair)

Select the Service Priority supported by your request (please check all that apply):

- Educational success for youth
- Economic success for all
- Technological success (internal or external)
- None of the above

Upload Image(s):

No file attached

Upload text for your requested project. If requesting a rotating or plasma image, please provide suggested copy points.

Adulting description.docx  
12.86 KB

NOTE: copy must be very brief.

Please list any sponsors or partners that need to be included on materials:

Additional Comments:

I know we are planning a flyer for Job Fair prep workshops, but I'd like a separate one for this series at Main. It includes 2 non-job fair programs on budgeting in addition to the 3 programs that lead into the Job Fair.

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Let me know if you have questions. Thanks!

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**You will then be contacted to discuss deadlines and any further details.**

*(Note: You will be able to submit the request only after all fields marked with an asterisk(\*) are FILLED. )*

**Supervisor Name to receive a request copy:\***

Wiirre, Raelyn

**Branch/Department:\***

Main Library(Main)

**Service Requested (please check all that apply and quantity of each):\***

- Flier (8.5X11) 50
- Half-Sheet Flier (4.25 X 5.5) 100
- Large Foam Poster (22 X 36) \_\_\_\_\_
- Paper Poster, not mounted (11 X 13.5) \_\_\_\_\_
- Bookmarks 200

- Plasma Image \_\_\_\_\_
- Rotating Image (region-wide or system-wide programs only) \_\_\_\_\_
- Brochure \_\_\_\_\_
- Business Cards (to include cell or fax number, enter them into Additional Comments box at the end of the form) \_\_\_\_\_
- Other \_\_\_\_\_

**If you selected "other," please explain here:**

Empty text box for explaining the "other" selection.





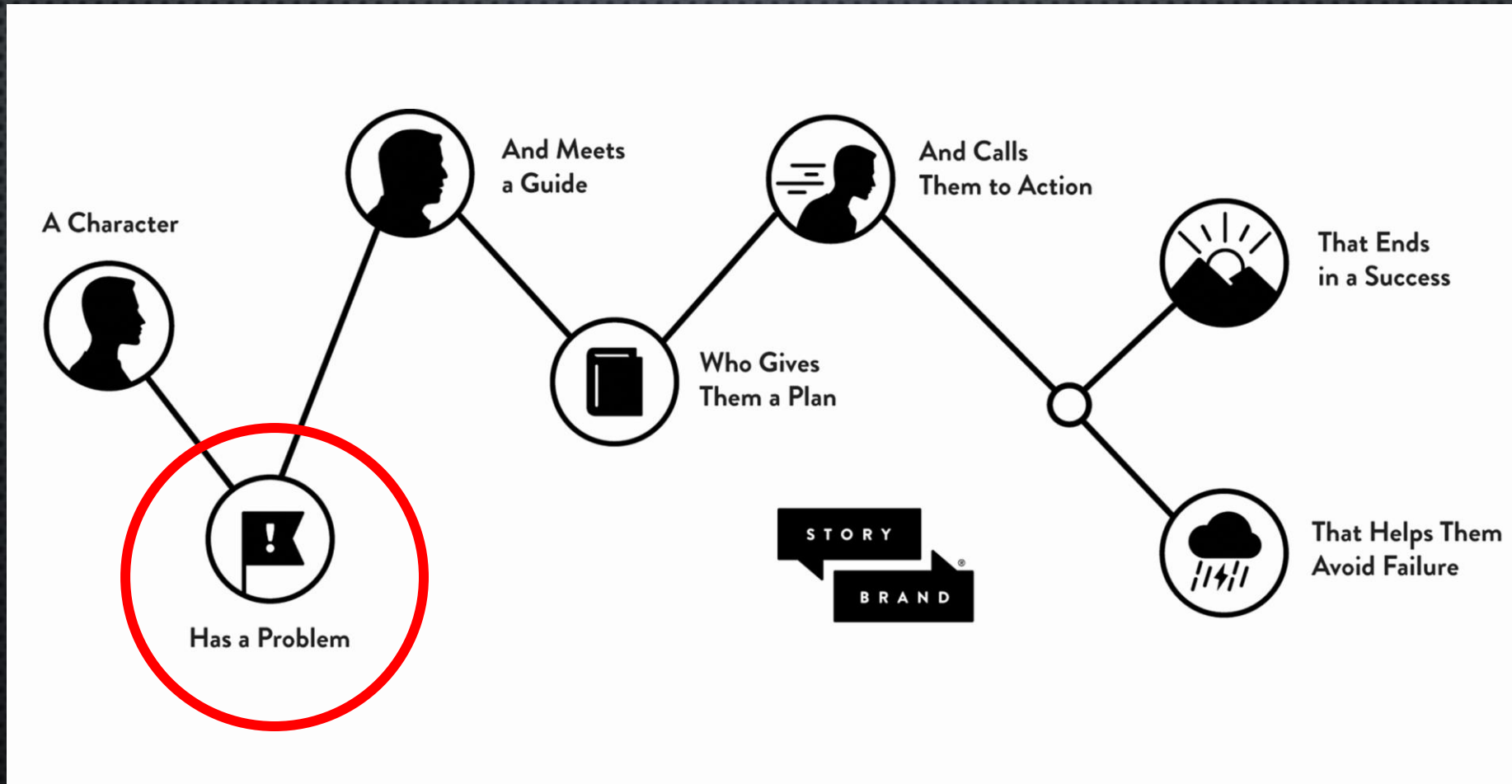


# A BETTER FRAMEWORK

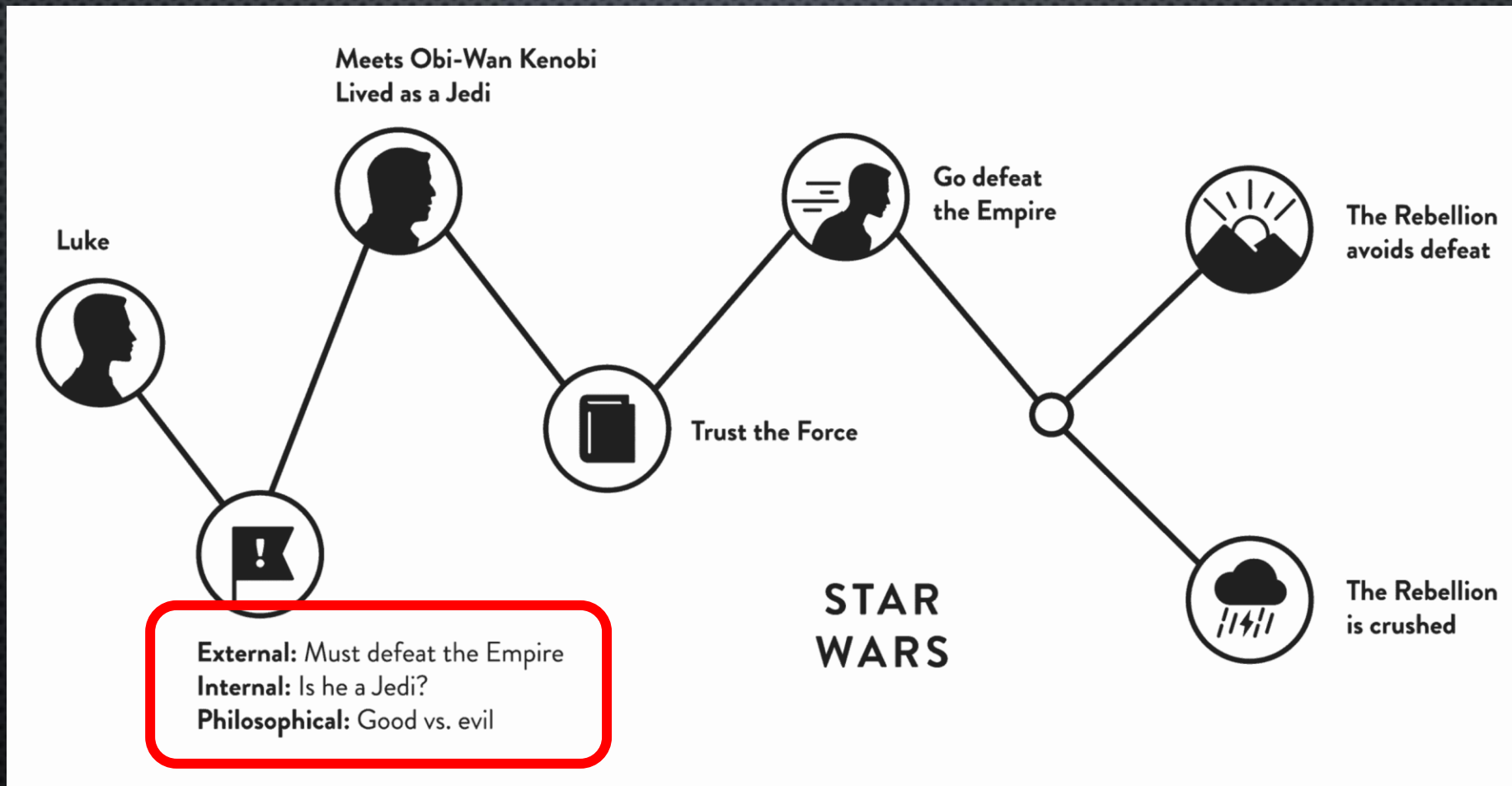
BUILDING A STORYBRAND



# STORYBRAND



# STAR WARS (EPISODE IV: A NEW HOPE)





# BECOME THE GUIDE

IDENTIFY PROBLEMS, UNCOVER THE “WHY”

# JACKSONVILLE PUBLIC LIBRARY



- 21 LOCATIONS
- SERVICE AREA POPULATION APPROX. 1M (DUVAL COUNTY, FL)
- 150,000 ACTIVE CARDHOLDERS, 660,000 TOTAL CARDHOLDERS
- 450 EMPLOYEES
- MARKETING DEPARTMENT = 7
- PROMO BUDGET (NOT INCL. PRINTING OR UNPLANNED GRANTS/PROJECTS) \$7,700/YEAR



# EMAIL MARKETING



JACKSONVILLE PUBLIC LIBRARY Start Here. Go Anywhere.

**WRITER'S LAB**

Put Your Creativity First



WORKSHOP WITH **JAMI ATTENBERG**

**Writer's Lab Workshop:  
Put Your Creativity First  
Saturday, Jan. 20 at 10:30 AM  
University Park Branch Library**

How do you best serve your creative processes? Where do you go for inspiration? How important is a writing community? And how can you carve out a life in this business of art?

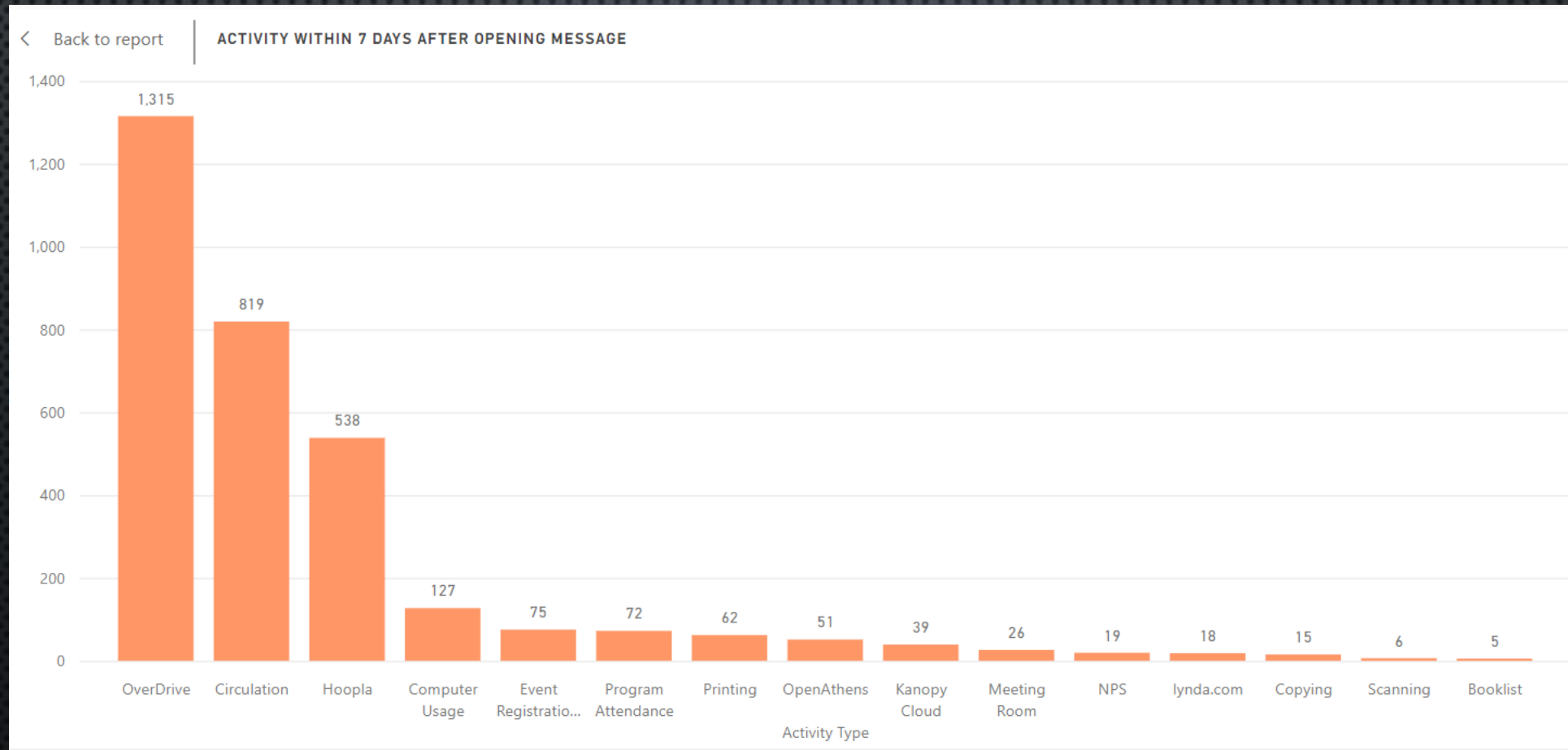
*New York Times* bestselling author Jami Attenberg will share ideas and perspectives for putting your creativity first at our next **Writer's Lab Workshop**. Later that same day, she'll return for a **Lit Chat** Interview where she'll be in conversation with local author and interviewer, Nikesha Elise Williams.

[Register now!](#)

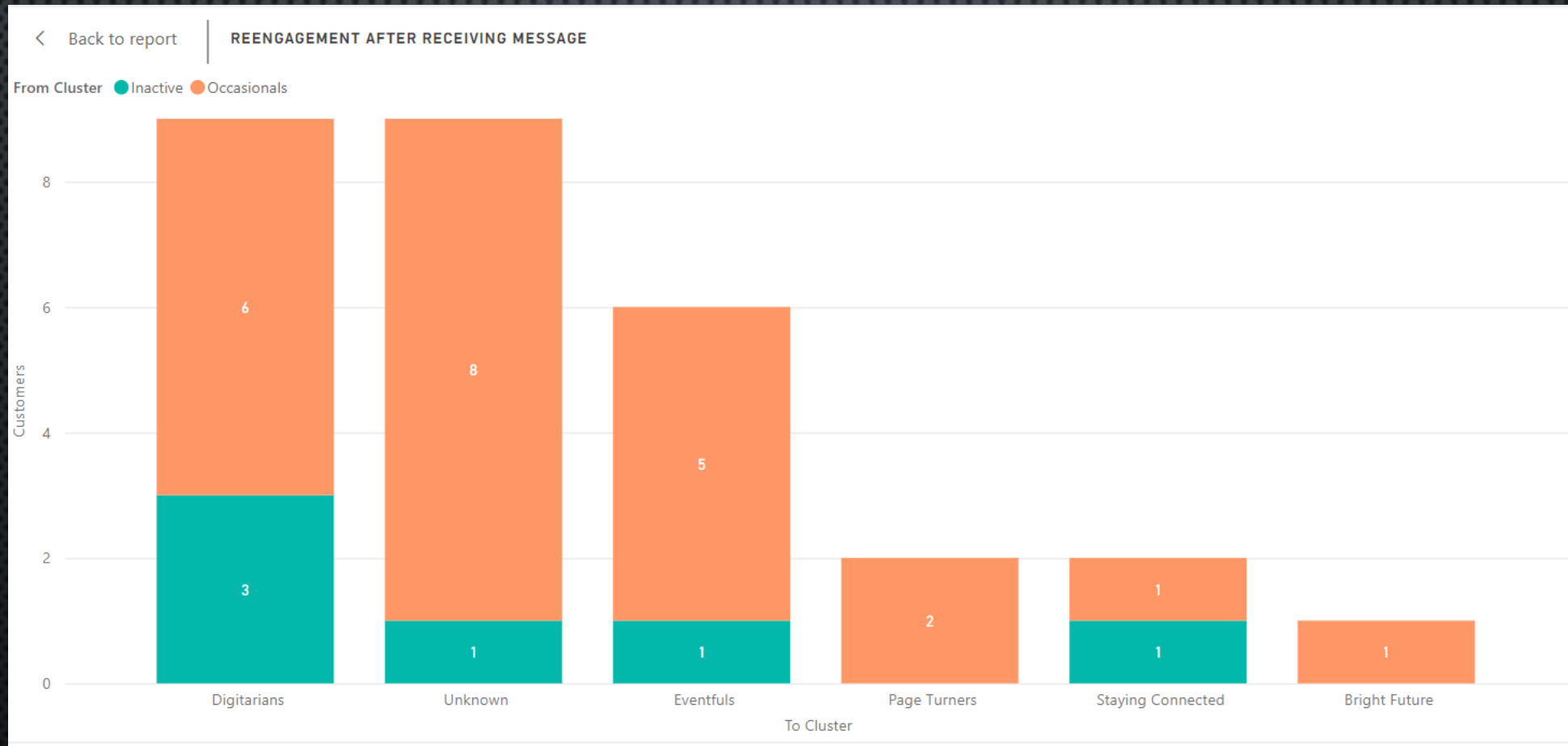
This workshop will include a talk and a writing prompt with a group write-along. Jami will also explain the development of the worldwide literary movement #1000wordsofsummer. Don't forget to bring your questions.

- ACTION
- 48.7% OPEN (16,547 SENT)
- ATTENDANCE: 40 (NEARLY SOLD OUT DAY EMAIL SENT)
- WAITLIST: 44

# ACTIVITY AFTER OPENING



# EMAIL REENGAGEMENT





# LIBRARY U/LIBRARY ACADEMY



## LIBRARY U

- JAX STACKS
- LIFE LIT
- BOOK CLUB
- LIT CHAT
- SCREENING ROOM
- SMALL BUSINESS AND SIDE HUSTLES

## LIBRARY ACADEMY

- LITTLE LEARNERS
- JUNIOR SCHOLARS
- TEEN THINK TANK

# ACTION



- GET PEOPLE'S EMAIL ADDRESSES
  - CHECK TO MAKE SURE THEY'RE UP TO DATE
  - IF WE DON'T HAVE ONE GET ONE
  - RECOMMEND THEY SIGN UP FOR LIBRARY U OR LIBRARY ACADEMY

# MARKETING THE DIGITAL LIBRARY



# DIGITAL BOOKMARKS

**YOUR  
MINI-ESCAPE  
AWAITS**

FREE SELF-CARE  
AVAILABLE 24/7

JACKSONVILLE  
PUBLIC LIBRARY

# DIGITAL BOOKMARKS

**KEEP UP WITH  
BESTSELLERS**

READ ON THE GO,  
WHEREVER YOU ARE

JACKSONVILLE  
PUBLIC LIBRARY

# DIGITAL BOOKMARKS

**RELAX WITH  
STREAMING  
APPS**

AT HOME, ON YOUR  
SCREEN, ON YOUR TERMS

JACKSONVILLE  
PUBLIC LIBRARY

# DIGITAL BOOKMARKS

TAKE THE LIBRARY WITH YOU

NO NEED TO CARRY BOOKS ANYMORE

JACKSONVILLE PUBLIC LIBRARY

The image displays four identical vertical banners side-by-side. Each banner features a man with glasses and a pink shirt sitting at a table, looking at a tablet. The background is a bright, modern library setting with a circular table and chairs. The top of each banner has a dark blue curved header with the text 'TAKE THE LIBRARY WITH YOU' in white and yellow. The bottom of each banner has a dark blue curved footer with the text 'NO NEED TO CARRY BOOKS ANYMORE' in white and the Jacksonville Public Library logo.

# DIGITAL BOOKMARKS



**GIVE YOUR CHILDREN THE WORLD**

THEY CAN GO ANYWHERE,  
YOU CAN START HERE



# DIGITAL BOOKMARKS



<p>Instantly download and stream free e-books, audiobooks, magazines, movies &amp; more.</p> <p>If you have a library card, you already have access!</p>  <p>Scan To Explore</p> <p>Don't have a library card? Get an E-Card! It takes just two minutes to sign up online.</p> <p>Your library card number arrives – instantly – by email.</p>  <p>Apply Now</p>  <p><a href="http://jaxpubliclibrary.org/digital-library">jaxpubliclibrary.org/digital-library</a></p>	<p>Instantly download and stream free e-books, audiobooks, magazines, movies &amp; more.</p> <p>If you have a library card, you already have access!</p>  <p>Scan To Explore</p> <p>Don't have a library card? Get an E-Card! It takes just two minutes to sign up online.</p> <p>Your library card number arrives – instantly – by email.</p>  <p>Apply Now</p>  <p><a href="http://jaxpubliclibrary.org/digital-library">jaxpubliclibrary.org/digital-library</a></p>	<p>Instantly download and stream free e-books, audiobooks, magazines, movies &amp; more.</p> <p>If you have a library card, you already have access!</p>  <p>Scan To Explore</p> <p>Don't have a library card? Get an E-Card! It takes just two minutes to sign up online.</p> <p>Your library card number arrives – instantly – by email.</p>  <p>Apply Now</p>  <p><a href="http://jaxpubliclibrary.org/digital-library">jaxpubliclibrary.org/digital-library</a></p>	<p>Instantly download and stream free e-books, audiobooks, magazines, movies &amp; more.</p> <p>If you have a library card, you already have access!</p>  <p>Scan To Explore</p> <p>Don't have a library card? Get an E-Card! It takes just two minutes to sign up online.</p> <p>Your library card number arrives – instantly – by email.</p>  <p>Apply Now</p>  <p><a href="http://jaxpubliclibrary.org/digital-library">jaxpubliclibrary.org/digital-library</a></p>
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# PUTTING IT INTO PRACTICE

MARKETING YOUR PRODUCT

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# MARKETING YOUR PRODUCT



**Marketing Your Product/Service**

Hi, Chris. When you submit this form, the owner will see your name and email address.

\* Required

1. What is the product or service for which you need marketing assistance? \*


Enter your answer.

2. Will this be a limited-time offer (e.g., occurs on a date/dates/in a date range) or perpetual offer (new thing that will be available to customers for the foreseeable future)? \*

limited-time

perpetual

3. Start date \*

Please input date (M/d/yyyy) 

4. End date \*

# MARKETING YOUR PRODUCT



- WHAT IS THE PRODUCT/SERVICE?
- WILL THIS BE A LIMITED-TIME OFFER OR PERPETUAL?
- START DATE / END DATE

# MARKETING YOUR PRODUCT



Character

- WHO IS THE **TARGET CUSTOMER** FOR THIS PRODUCT OR SERVICE?
  - BE AS DESCRIPTIVE AS POSSIBLE. IS THERE AN AGE RANGE, GEOGRAPHIC LOCATION, WHAT KINDS OF THINGS DO THEY DO AS A LIBRARY USER, WHAT KINDS OF THINGS DO THEY DO AS A CONSUMER (E.G., BUYING/SHOPPING HABITS) --- BETTER IF IT'S ACTUAL RESEARCH-BASED BUT OK IF YOU MAKE YOUR BEST EDUCATED GUESS. **CANNOT BE "ALL"**.

Problem

- WHAT **PROBLEM** THAT THIS CUSTOMER HAS DOES THIS SOLVE?
- WHAT **STEPS DOES A CUSTOMER NEED TO TAKE** TO GET THIS PRODUCT/SERVICE? (1-2-3)

Plan

- HOW DOES A CUSTOMER USE THIS PRODUCT/SERVICE?

Action

# MARKETING YOUR PRODUCT



Avoid failure

- WHAT **DATA IS THERE THAT DROVE THIS PRODUCT/SERVICE TO BE CREATED** OR RELAUNCHED AND/OR WHAT WAS THE PROCESS THAT RESULTED IN THE DECISION TO CREATE/RE-LAUNCH?
- BASED ON YOUR PROFESSIONAL EXPERIENCE/EXPERTISE, WHY IS THIS PRODUCT OR SERVICE **IMPORTANT FOR THE LIBRARY** TO PROVIDE TO THE TARGET CUSTOMER(S)?
- HOW ARE YOU GOING TO **MEASURE THE SUCCESS** OF THIS PRODUCT/SERVICE? WHAT DOES SUCCESS LOOK LIKE?

End in success

# MARKETING YOUR PRODUCT



- IS IT PERFECT?
- DO WE STILL GET PEOPLE GOING AROUND IT?
- DO WE HAVE BETTER RELATIONSHIPS WITH LIBRARY STAFF?
- HOW ABOUT MARKETING RESULTS?











REMEMBER



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YOUR LIBRARY STAFF IS THE HERO, AND YOU ARE THE GUIDE

QUESTIONS?



# THANK YOU!

[CBOIVIN@COJ.NET](mailto:CBOIVIN@COJ.NET)

[WWW.LIBRARYMARKETINGBOOKCLUB.ORG](http://WWW.LIBRARYMARKETINGBOOKCLUB.ORG)