



GET BACK IN HERE!

Library Promotional Ideas to Draw People Back to the Library



Angela Hursh

Senior Engagement
Consultant, NoveList

ahursh@ebSCO.com

@Webmastergirl



We had found our **groove**.



Library: 10.5 trips a year



Live music or theater: 4 trips a year



Casinos: 2.5 trips a year



Theme parks: 1.5 trips a year



Zoos: 1 trip a year

This is the
turning point.



It started with **a box.**

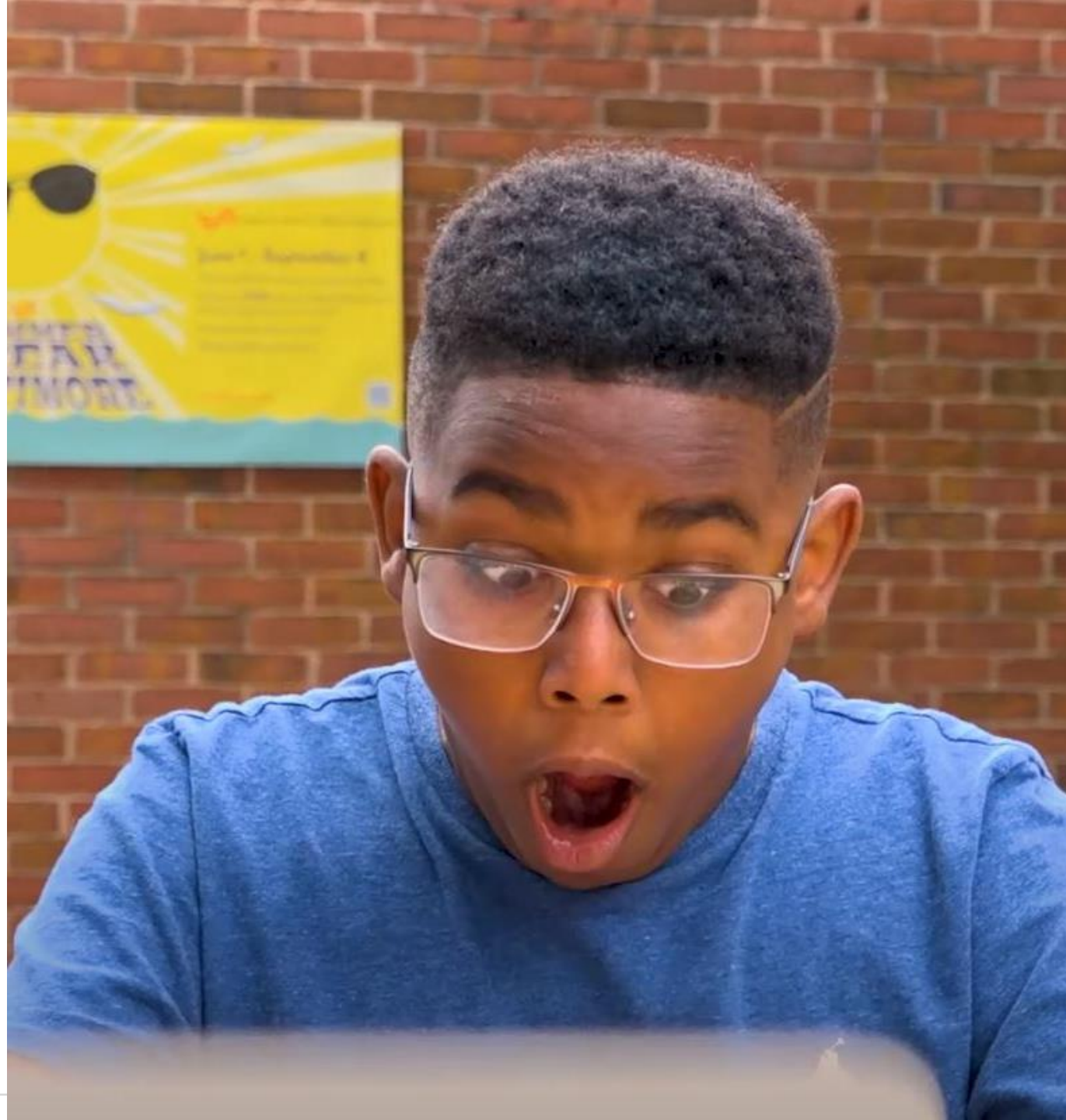


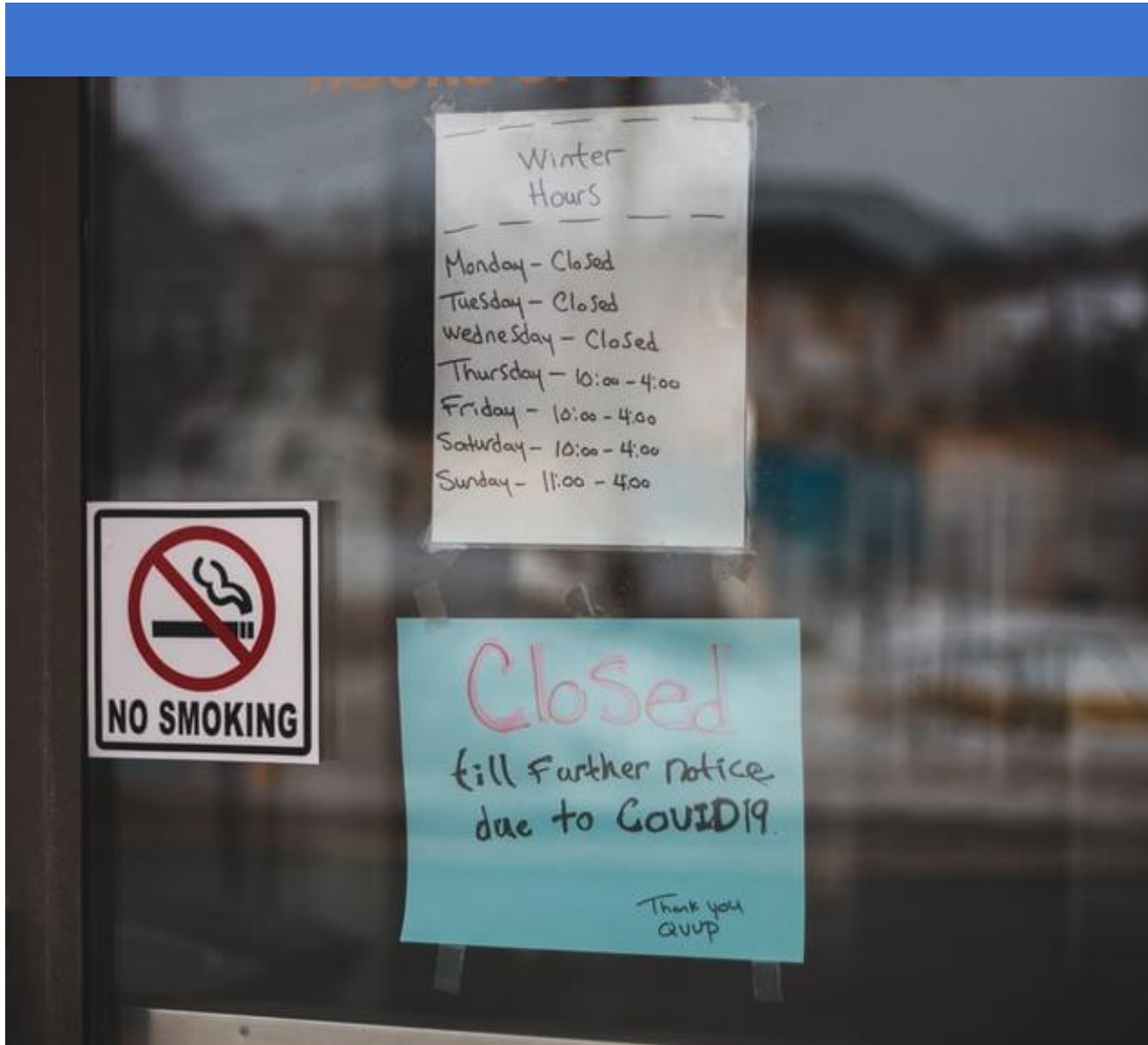


Every box contained...

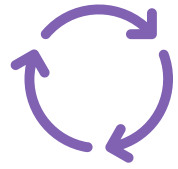
- ✓ Free book
- ✓ Prize
- ✓ Event calendar
- ✓ Scratch-off ticket

Five times as many
signups as in 2020.





When will library
use return to
normal?



Three-step process



Get Back in Here!



Set your
priorities.



Collection
as bait!



Find and
replicate
successes.

Retail principle to drive library use.

Cross-selling: suggesting additional items to a buyer who's already committed to making a purchase.

Retail **secret**

*Outbound Engine, April 2021

01

Acquiring a new customer cost five times as much as retaining an existing customer.

02


Success rate for existing customer is 60-70%.

03


Success rate for new customer is 5-20%.

Set your
priorities.



A close-up photograph of a person's clenched fist, with the back of the hand facing the camera. The word "FOCUS" is tattooed in a bold, black, sans-serif font across the back of the hand. The person is wearing dark sunglasses, and their face is partially visible on the left side of the frame. The background is a soft-focus outdoor scene with green foliage and a path.


FOCUS



Objective 1: Completion rates for the library's Summer Reading Program for youth will increase to 70% by 2020.

Objective 2: In 2018, the library will increase youth services designed for home school populations to 15% annually.

Activities for Staff

- 
- Provide programming at a variety of times to increase convenient access for home school families.
 - Survey home school families to determine areas of interest in library programs and services.
 - Increase Summer Reading Program promotion in service area schools. With specific focus on program completion rates.
 - Explore and utilize ways to contact SRP participants through the summer to encourage reading and reinforce program "Milestone" dates and benchmarks, including completion.



Choose your **tactics**.

- ✓ What works best for your audience?
- ✓ Now is **not** the time to experiment.
- ✓ Where is your audience right now?

Tactic #1: Facebook



Montgomery County Memorial Library System

December 30, 2021 at 10:00 AM · 🌐

Gearing up for the Winter Reading Challenge? Check out some of these great winter reads. Want to sign up for the Winter Reading Challenge, go here: <https://countylibrary.beanstack.org/reader365>

Click on the link below to find any of these books in our catalog.
<https://libraryaware.com/2FMDM8>



Tactic #2: Website



Tactic #3: Email

Welcome to Winter Reading!



novelistwb@epnet.com on behalf of Montgomery County M

To Angela Hursh

Retention Policy Global Retention Policy (2 years)

If there are problems with how this message is displayed, click here to view it in a web browser

[View Online](#)



January 2022



Celebrate a New Year!



Join the Winter Reading Challenge!



Registration is open for our 2022 "Read for a Better World" Winter Reading Challenge sponsored by Lerner Publishing Group. Join the challenge to help us reach our community goal of reading 2 million minutes in January! To register, go here: <https://countylibrary.beanstack.org/reader365>

For each
promotional tactic:



- ✔ Set one or two goals
- ✔ Set a time frame.
- ✔ Set success measures.
- ✔ Write it down.



Your **collection**
as bait.



Your readers are
most likely to
interact with
your library.




Bridge with **bookmarks**

- ✓ **Every** hold and curbside bag.
- ✓ Use context clues to match to interests.



Look for opportunities.

Your next great read is just a few clicks away!



- Prefer audiobooks or ebooks over print books?
- Want a free option to stream movies?
- Love reading magazines but do not want to pay to subscribe to them?

East Chicago Public Library has you covered for that! Turn this bookmark over to learn how!

The library offers the following sources for audiobooks, movies, ebooks and magazines online with the use of your library card

- 1 **Flipster** - An easy-to-use digital magazine newsstand for libraries and corporations.
- 2 **Hoopla** - Instantly download and stream ebooks, audiobooks, comics and movies to your tablet or phone. Library card holders can check out up to six titles per month
- 3 **Overdrive** - Books on the Go! Instantly download the latest ebooks and audiobooks to your tablet or phone.

Whether you want to listen to a book or just love the convenience of having a book on your device, these sources will help you find that next read!

Happy Reading!




East Chicago Public Library

2401 E Columbus Dr
East Chicago, Indiana 46312
(219) 397-2453

www.ecpl.org/

Look for opportunities.







Pizza & Pages
TEEN BOOK DISCUSSION

Pizza & Pages

JANUARY's
Genre
is
Nonfiction.

Celebrating books
that give you nothing
but the facts.



**CHARLESTON
COUNTY PUBLIC
LIBRARY**
FIND US ON   

Hurd/St. Andrews Library

1735 N Woodmere Dr
Charleston, South Carolina 29407
843-766-2546

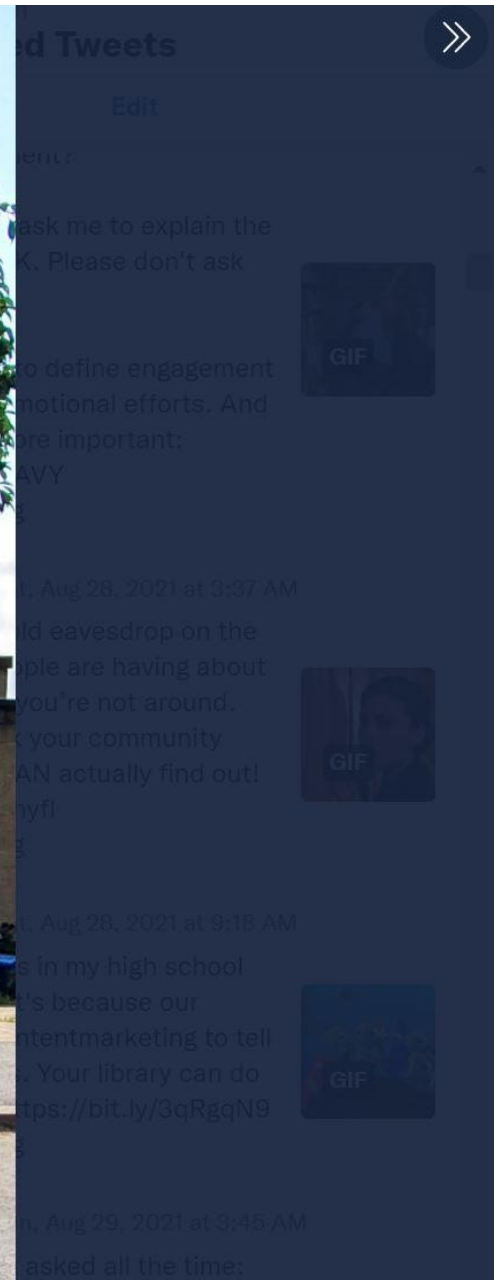
ccpl.org



Meeting date is January 31 at
3:00 p.m. Let's have pizza and
talk about books.

Look for
opportunities.







Re-engage with **Readers'** **Advisory**

Survey partners

Novelist[®]



LIBRARYJOURNAL[®]

92%

of respondents said that
readers' advisory is either
very important (60%) or **important**
(32%)
to their library.

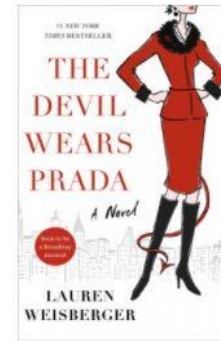
Libraries have added or expanded some reader services during COVID.

	Added as new service	Expanded existing service
Curbside service	86%	4%
Virtual programs	57%	24%
Book bundles/Grab and Go Book Bags	50%	9%
Personal shopper RA/Individually curated book bundles	43%	12%
Recorded video book talks	35%	14%
Form-based RA	31%	12%
Chat RA	15%	7%
RA via social media	11%	26%
Browsable resources on website/catalog	8%	26%
Phone RA	5%	14%

1:1 ratio

Readers' advisory service + related
promotion

Niles-Maine District Library



The Devil Wears Prada

by Lauren Weisberger

A small-town girl fresh out of an Ivy League college, Andrea Sachs is delighted when she is hired for her dream job as assistant to Miranda Priestly, the successful, high-profile editor of Runway magazine, one of the world's premier fashion publications, until she discovers that she has been hired by the boss from hell. A first novel.



Interested in joining a book discussion group?



Ask a staff member at the 2nd Floor desk for details.



Niles-Maine District Library
6960 Oakton St., Niles, IL 60714 | www.nileslibrary.org

A close-up photograph of a person's torso and arms. They are wearing a light pink, short-sleeved button-down shirt. Their left hand, adorned with a silver beaded bracelet, is holding a stack of approximately seven books. The books have various colored covers, including orange, yellow, and grey. The background is a bright, out-of-focus indoor setting.



Promote your readers' advisory services.

- ✓ Make it easy to find your form.
- ✓ Talk about it.
- ✓ Make a video.
- ✓ Do it live on social media.

Boston Public Library

#SHELF SERVICE LIVE

PERSONALIZED READING
RECOMMENDATIONS
FROM BPL LIBRARIANS



This event has already occurred.

Shelf Service Live: Personalized Reading Recommendations from BPL Librarians

Wednesday, December 29, 2021
3:00 PM – 4:00 PM
Online event

Description

Not sure what book to read next? Take advantage of our live reader recommendation hour on Twitter to ask a librarian! Tweet at [@BPLboston](#) using the hashtag [#ShelfServiceLive](#) to let us know what you're looking for and we'll do our best to find your new favorite read. We're looking forward to talking books with you!

Suitable for:

- All Adults
- Children (Ages 0-5)
- Children (Ages 6-12)
- College Students
- Families
- Older Adults
- Teens (Ages 13-18)
- Tweens (Ages 9-12)
- Young Adults (Ages 20-34)

Type:

 Talks & Lectures

Language:

 English



Suggestions for Your Next Read

Did you just finish a great book and find yourself wondering what you should read next?

If you're ready to explore a new genre, discover a new favorite book, or read outside of your comfort zone, let us help! Who knows? You might just find a novel new crush! We have two great ways to help you out.

From Your Librarian

Discover your next favorite read with personalized suggestions from your favorite librarian.

Maybe you love famous biographies, but you're ready to dive into a chilling mystery or you just binged a hot new Netflix show and want to try your hand at a blushing romance—let us help you find the perfect flavor!

Simply fill the form below and we'll pull together a list for you based on your preferences!

[Get Your Next Read](#)

Subscribe by Topic

Get hand-selected suggestions regularly sent straight to your inbox.

We have something for everyone's interests — whether it's bestsellers, kid's books, teen's books, and many more categories. You'll always have the freshest, hottest books waiting for you!

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[Kids](#)

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This Month's Fiction Books

New Adult Fiction

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Stark Library



Keep the **connection**.

- ✓ Get their email address.
- ✓ Ask them to self-identify interests.
- ✓ Give them a print promotional piece.



Onboarding for all cardholders

Re-introduce everyone to the library



Onboarding email series

- ✓ Popular resources
- ✓ Hidden treasures
- ✓ 1:1 ratio per email



libraryAware™



welcome.

Congratulations on your new library card!



Now you can use your card to put items on hold, use online resources from anywhere, *and so much more.*



Check Out Our Collection


View Now



Explore Online Features


Explore Now

libraryAware™



renew your library card.


Don't lose all the benefits from your library.



Keep access to library resources for everyone in your family.


Renew My Library Card

libraryAware™




did you know?


You can access so much more than books!



Come by and use our computers or Wi-Fi.



Use a Computer







Unlimited Wi-Fi

Start Using *Your* Library Card

We can't wait to see what you do with your library card!

Stay in touch:

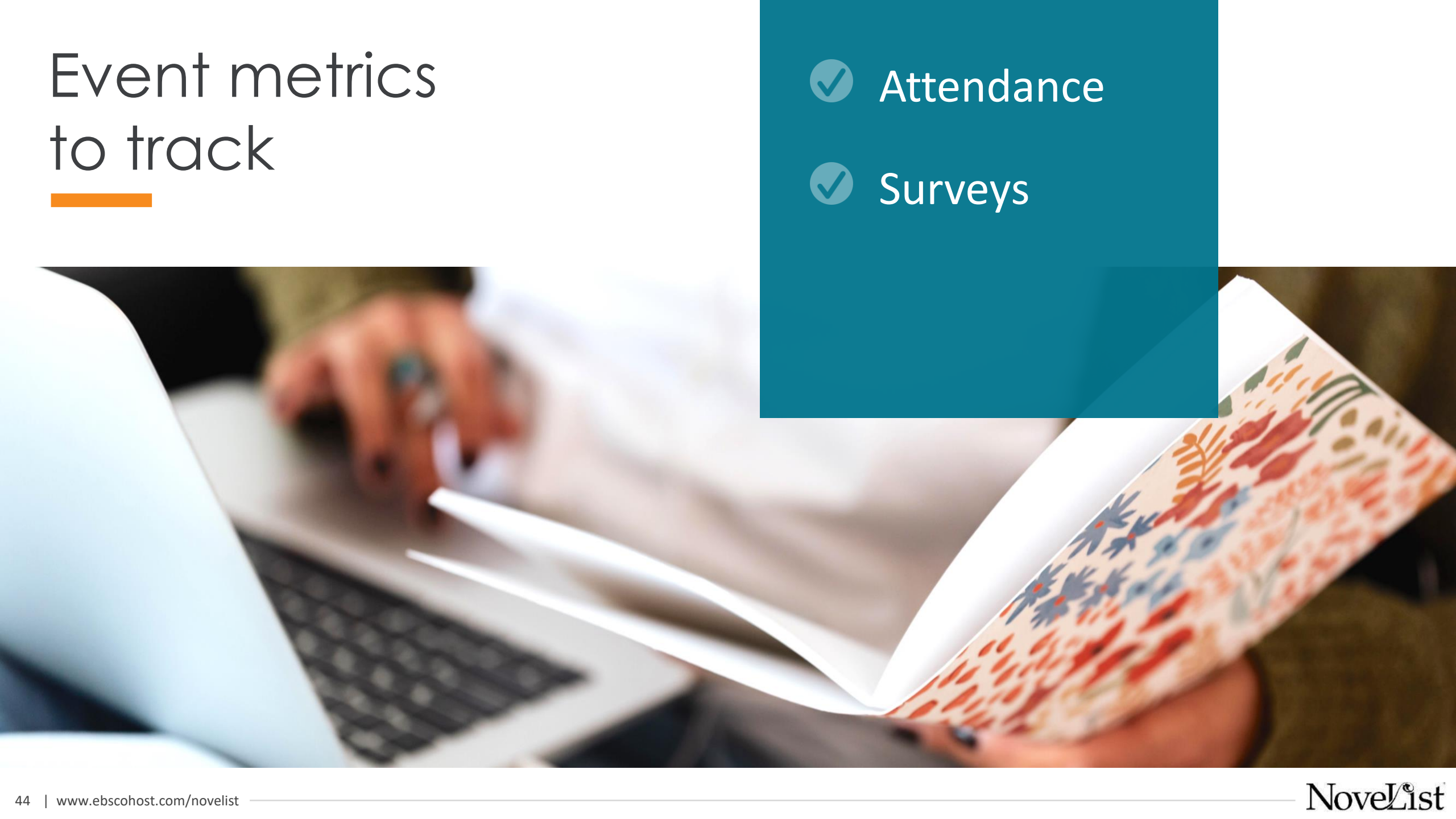
Use **metrics** to
build
momentum.



Data saves you
time and energy.



Event metrics to track



- ✓ Attendance
- ✓ Surveys

Circulation metrics to track

For collection marketing

- Holds
- Checkouts



Service metrics to track



Database use



Reference
questions



Visits to
landing pages

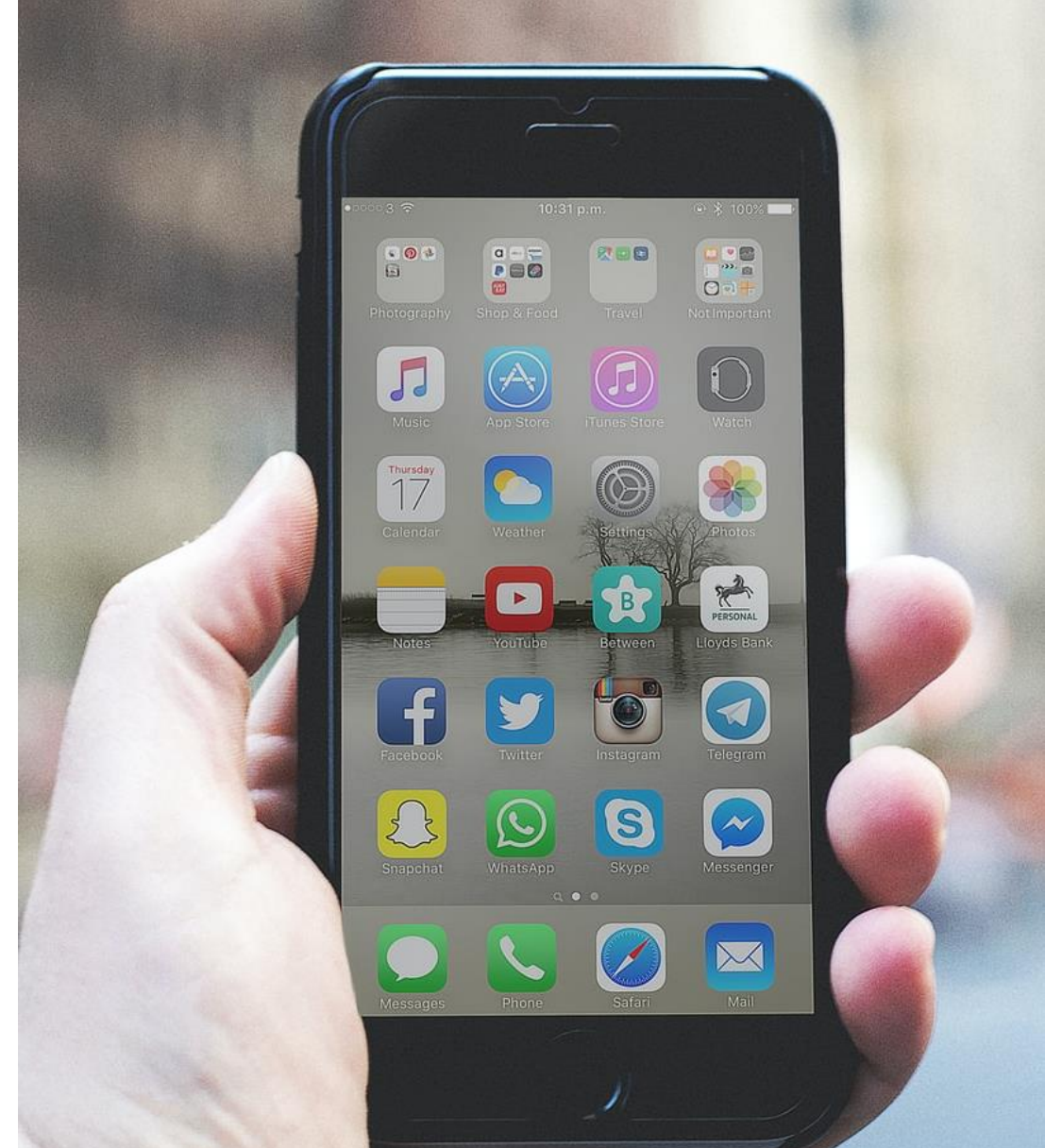


Measuring website

- ✓ Hits/views
- ✓ Bounce rate
- ✓ Time spent on site

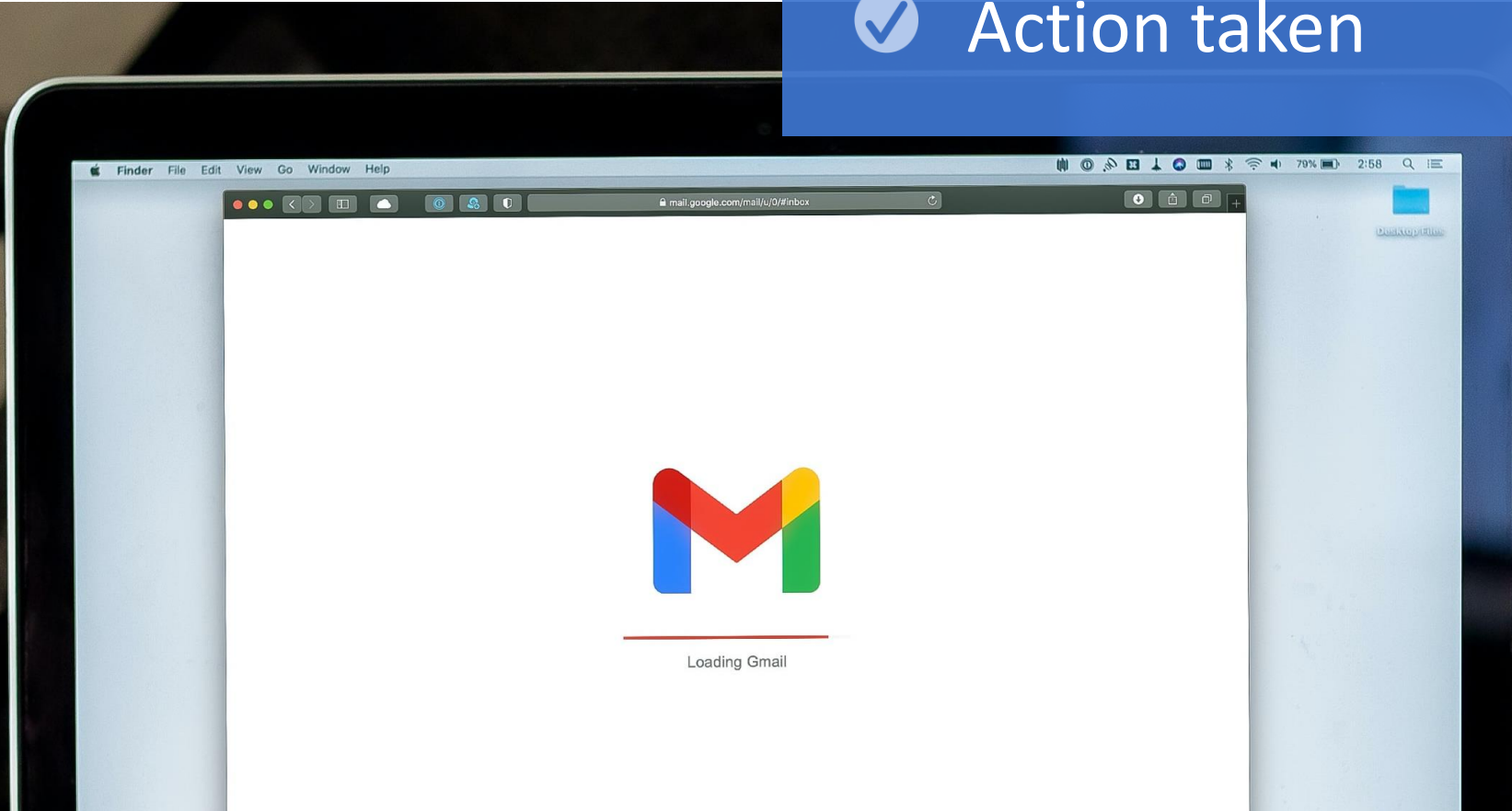
Measuring social media

- ✓ Engagement (likes, shares, comments)
- ✓ Followers
- ✓ Platform-specific insights



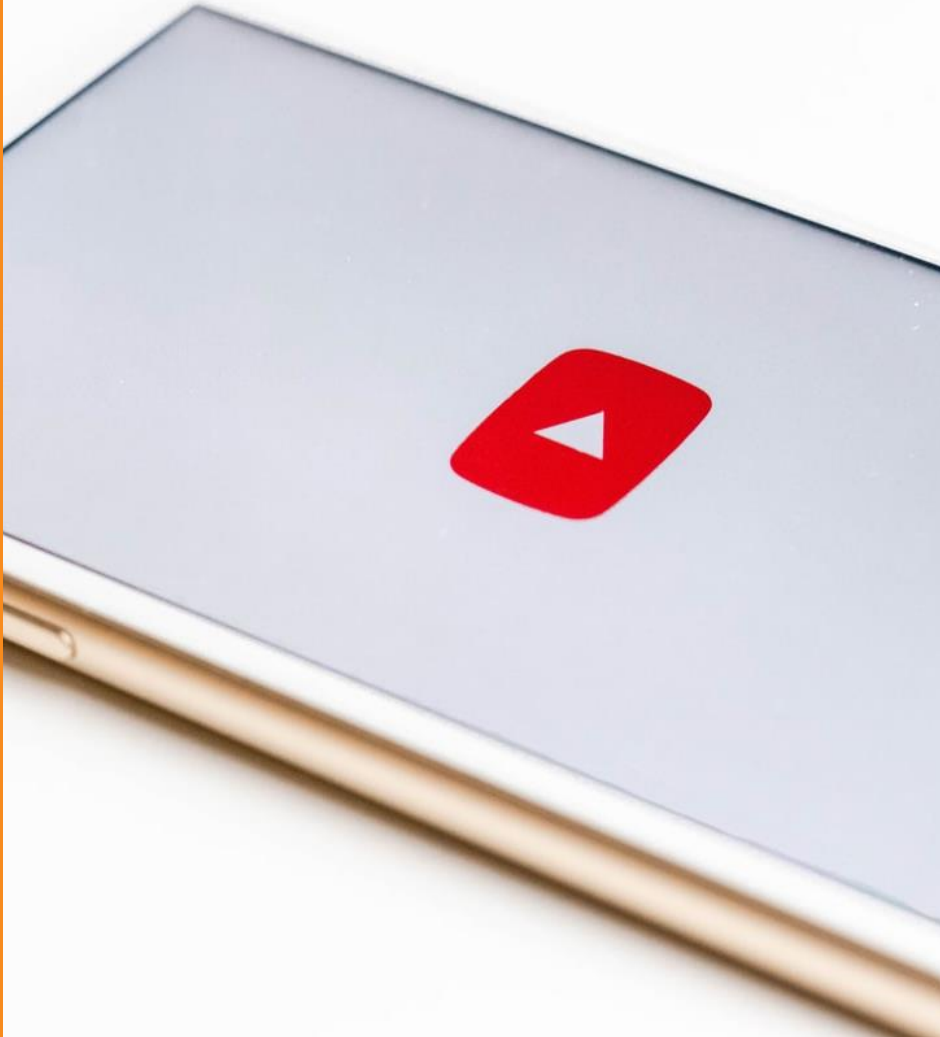
Measuring email

- ✓ Open rate
- ✓ Click rate
- ✓ Action taken



Measuring video

- ✓ Views
- ✓ Watch time
- ✓ Engagement (likes, comments, shares)



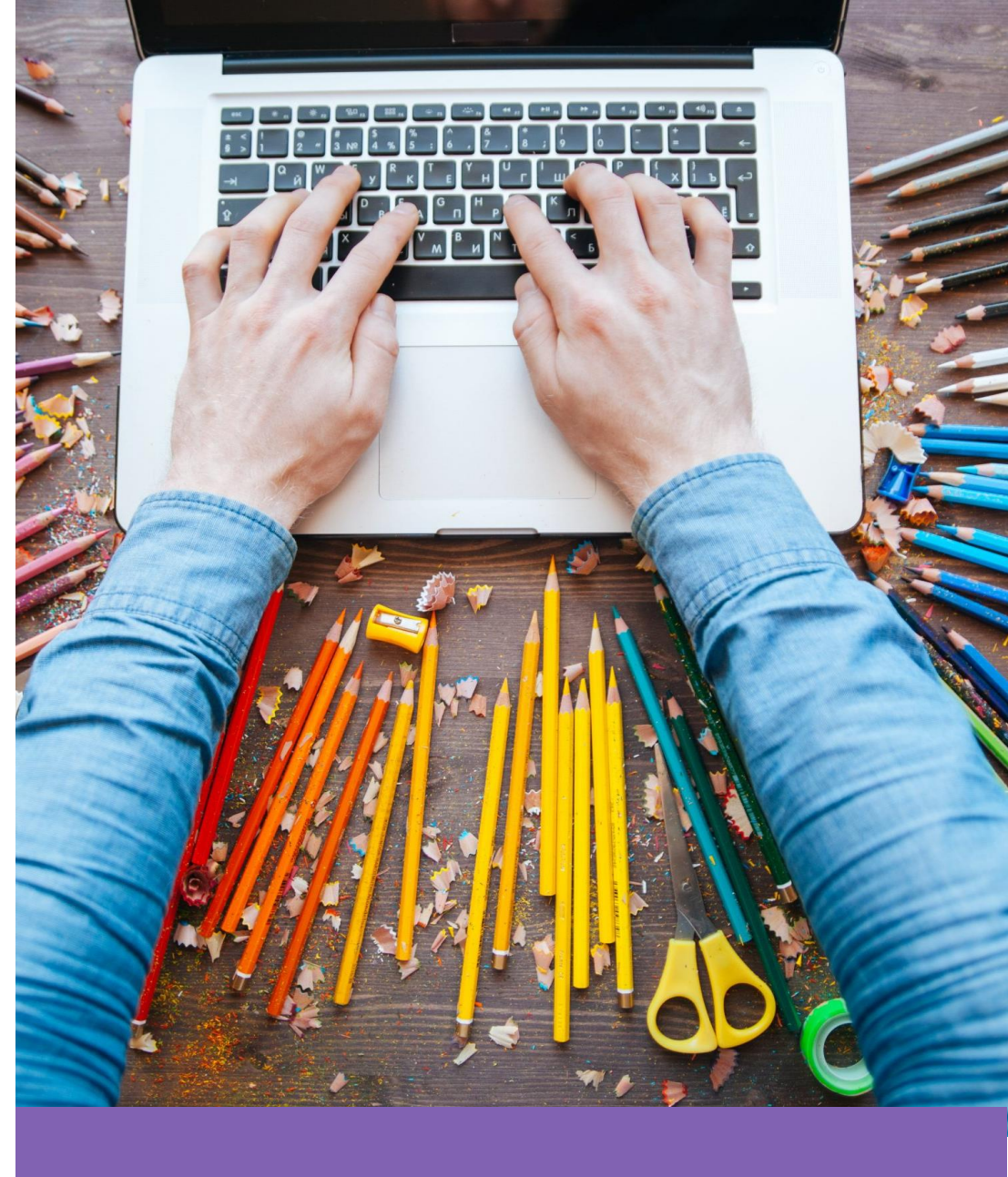
Brand awareness metrics to track



- ✓ Net promoter score
- ✓ Increased donations
- ✓ Media coverage

Measuring print

- ✓ Copies picked up
- ✓ QR code hits
- ✓ Print-only landing page on website.



Metrics to track

Chats,
calls,
emails

Visitors

WiFi
logins

Computer
use

Metrics to track



**Curbside
visits**

**Book
Bundle
pickups**

**RA
requests
fulfilled**

**Pickup
locker use**

Get people to use your library again.

- ✓ Set your priorities.
- ✓ Collection as bait.
- ✓ Find and replicate success.



Learn with NoveList

- ✓ Collection Promotion Deep-Dive, Marketing Foundations, Telling Your Library's Story.
 - ✓ Training is done remotely.
-

More info at [LearnWithNoveList.com](https://www.learnwithnovelist.com)



Questions?





—
THANK YOU

Angela Hursh | Senior Engagement Consultant



ahursh@ebSCO.com



919-381-3854