



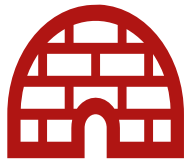
# Inclusive Marketing

TRENTON M SMILEY  
CAPITAL AREA DISTRICT  
LIBRARIES

# Library Overview



**Team – director, social media coordinator, graphic designer & marketing assistant (PT)**



**Based in Lansing, Michigan**




**Population: 260,000**



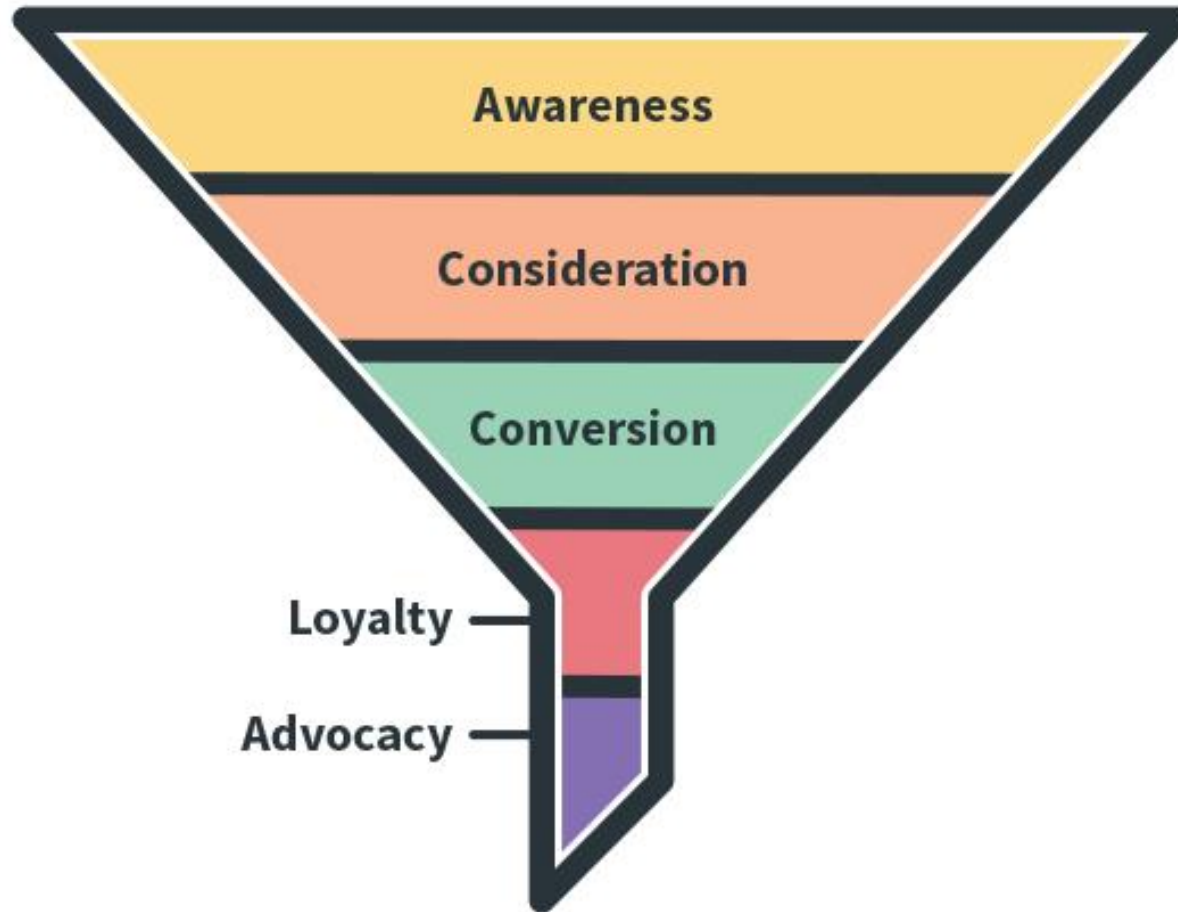
**Supports 13 branches, mobile library and outreach department**



**100,000 members**



“ CADL is dedicated to empowering  
our diverse communities to learn,  
imagine and connect. ”



# Marketing Funnel

# **What is Inclusive Marketing?**

Marketing that may highlight or solve for an aspect of diversity where exclusion exists.





# Research Data

66% of African Americans,  
and 53% of Latino and  
Hispanic Americans feel  
their ethnicity is portrayed  
stereotypically in ads.

# Why is it important?

- ▶ Helps reach new members and retains current ones who will stay engaged with your services.
- ▶ It's the difference between attracting a customer for a day or turning them into a loyal advocate for your library.

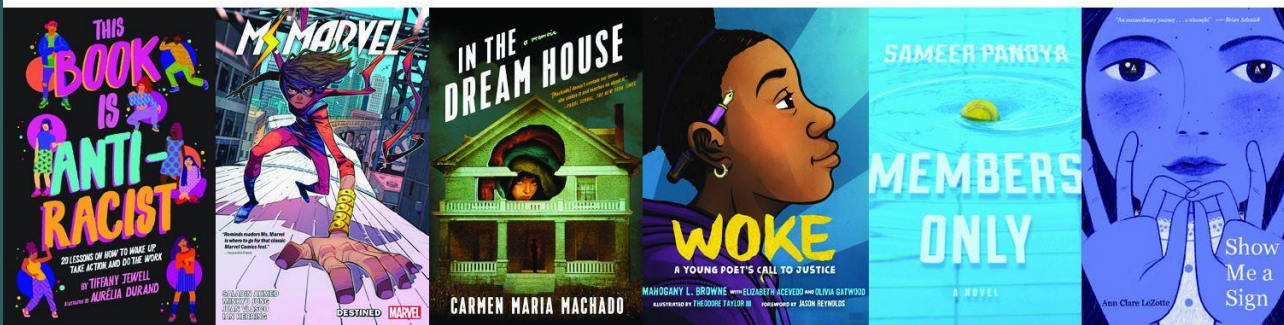


# READ WOKE

#booksmatter

# Online Reading Challenge

Sept. 15–Oct. 31



Discover diverse books that reflect the world's many cultures and experiences. Reading lists for all ages include topics like Social Injustice, Diverse Abilities, Immigration and more.



Capital Area  
District Libraries  
*Everything...right here.*

Details and free sign-up  
are at [cadl.org/woke](https://cadl.org/woke).



# CADL CAST

— Reader's Roundtable Edition —

## EPISODE 31

Indigenous Authors,  
LGBTQIA Picks & Grief



# CADL CAST

Hosted by Scott Duimstra

## EPISODE 34

Operation BabyLift







Capital Area  
District Libraries

Search

GO

☒ Search Catalog ☐ Search Website

MY ACCOUNT

SIGN OUT

Do you have a library card? [Get one now!](#)



Home

About

Books & More

Download & Stream

Research & Learn

Events

Kids & Parents

Contact & Help

# Celebrate Black History Month

Check out virtual events and collections that honor the history and contributions of African Americans.

LEARN MORE

Director Update

Local History

Miss Browsing?

Mytime Service

# Barriers to Inclusion in Marketing

- ▶ Lack of diversity (staff)
- ▶ Lack of knowledge
- ▶ Lack of resources

# Barriers to Inclusion in Marketing (cont.)

- ▶ No strategy (inward thinking)
- ▶ Lack of resources (point of entry)
- ▶ Organizational Reluctance

# The Elements of Inclusive Marketing

- ▶ *Who are you targeting?*
- ▶ *What are current barriers?*
- ▶ *What is being marketed?*
- ▶ *How are you going to market?*



# Creating an Inclusion Marketing Strategy

- ▶ Research
- ▶ Create a diverse team
- ▶ Inclusivity Workgroup
  - Review current policies
  - Library Services for Persons with Dyslexia
  - Include more minority and women owned businesses in library bid process
- ▶ Walk the Talk (inclusive activities)
- ▶ Increase your marketing reach

# Creating an Inclusion Marketing Strategy

## Create Inclusive Language

- ▶ Messaging should be free from slang, references, or other verbiage that discriminates against a group of people.
- ▶ Use the proper terms and words on physical, mental, and cognitive disabilities.
- ▶ Using gender-neutral pronouns in your content is best. When in doubt, ask. Try not to use “he” or “she”, instead use “they”.

# Creating an Inclusion Marketing Strategy

- ▶ *Colors and fonts can also affect inclusion. fonts like Helvetica, Courier, Arial, Verdana are more readable for those with dyslexia.*

Create Inclusive Visuals

Include a variety of individuals in diverse situations

No stereotypes and cultural

# Creating an Inclusion Marketing Strategy

- ▶ *Colors and fonts can also affect inclusion. fonts like Helvetica, Courier, Arial, Verdana are more readable for those with dyslexia.*

Create Inclusive Visuals

Include a variety of individuals in diverse situations

No stereotypes and cultural appropriation.



**Storytime that includes  
American Sign Language**





# Virtual Tour





# Staff In Pride Day Parade





HUNG WU

OKEMOS LIBRARY ASSISTANT



Capital Area  
District Libraries





# Crowns Project



## DeDe's Weekly Download

Lansing's new morning radio show is recommending titles to download or stream from CADL.

[LEARN MORE](#)





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