

How to Better Leverage Library Resources for Marketing Success

TRENTON M. SMILEY
CAPITAL AREA DISTRICT LIBRARIES



Capital Area District Libraries

- ▶ Based in Lansing, Michigan
- ▶ Population of 250,000
- ▶ 70,000 Members
- ▶ 13 Branches and Mobile Library
- ▶ Hoopla, Overdrive and Library of Things
- ▶ 4,356 Programs Annually

Marketing Goals

- ▶ Member Growth
- ▶ Circulation Growth
- ▶ Generate Program Attendance
- ▶ Promote Usage of Services
- ▶ Educate and Entertain
- ▶ Maintain and Grow Additional Funding

Marketing Obstacles

- ▶ Inward Marketing Mentality
- ▶ Public perception
- ▶ Lack of marketing resources
- ▶ Lack of marketing channels
- ▶ Competition

What Can Be Leveraged?

- ▶ Collections/services
- ▶ Digital and physical presence
- ▶ Good will
- ▶ Membership
- ▶ Programming and contests
- ▶ Staff
- ▶ Marketing elements

Marketing Elements

- ▶ Guides/Flyers/Bookmarks
- ▶ Signage (print and digital)
- ▶ E-Newsletter
- ▶ Social Media (blogs and podcasts)
- ▶ PSAs and Paid Ads

Strategic Partnerships

- ▶ Business
- ▶ Churches
- ▶ Event Organizers
- ▶ Government Agencies/Departments
- ▶ Media
- ▶ Non-profits (including other libraries)
- ▶ Schools

Benefits of Partnerships

- ▶ Increase Frequency of Promotional Message
- ▶ Link Library to Lifestyle of Targeted Audience(s)
- ▶ Provide Funding and Other Resources
- ▶ Strengthen Library Brand
- ▶ Create Awareness of Programs and Services
- ▶ Increase Reach Into the Community

CADL's Results

- ▶ Generates over \$75,000 worth of in-kind support
- ▶ Staff written columns appear in five newspapers
- ▶ Partnership with seven major community events
- ▶ Last two millages passed with over 70% of the vote
- ▶ Strong media partnerships

Leveraging Media

CADL receives a great deal of support from the local media. One way is allowing us to tag promos for the Oscars and Grammys.



Leveraging Services

CADL has dramatically increased usage of its digital services by conducting Kindle Fire giveaways on Facebook and through media outlets. A \$60 item generates thousands of dollars in FREE media.





Leveraging Memberships

Partnerships with performance venues provide member discounts, incentives and content.

Leveraging Schools

CADL began a high school sports marketing program as a way to connect with teens. This is a FREE gymnastics clinic we partnered on with a high school team.





Leveraging Branches

CADL was drop off point for Operation Backpack promotion.

Leveraging Programming

CADL partnered with two local restaurants, television station and Women's Expo to sponsor Chef Shaun appearances.



Mindset

- ▶ Goldfish vs Shark
- ▶ Everything Has Value
- ▶ It's A Marathon
- ▶ It's Not All About You
- ▶ Outward vs Inward

How Do YOU Form Partnerships?

- ▶ Conduct an assessment of your strengths.
- ▶ What are your goals?
- ▶ Who can help you achieve those goals?
- ▶ Is a policy or procedure needed?
- ▶ How will you evaluate the results?

The “ASK”

- ▶ Determine the best contact
- ▶ Provide a short project overview
- ▶ Ask for what you need
- ▶ Provide what they will receive
- ▶ Follow up and deliver on your promise



Movie Promotion

Drawing boxes and information were placed in theater lobby over the busy holiday movie season.



Cover Song Contest

CADL partnered with music store that provided \$750 in prizes. Winner also performs during music festival.



Special Exhibits

Local company is allowing CADL to use this display for 2019 Summer Reading Program.

Any Questions?
Trenton M Smiley
smileyt@cadl.org
517-367-6348

