

Out of the Box Marketing Tactics



What's on the Agenda?

- Ideas on getting the word out about your library
 - Virtual and In-Person opportunities
 - Examples from other libraries
-

Good Ol' Social Media

Facebook Events

- Facebook is still popular
- Great way to promote programs to followers and library non-users
- Analytics available
- Boost events



MON, NOV 30

Virtual Knit Wits

Niles-Maine District Library



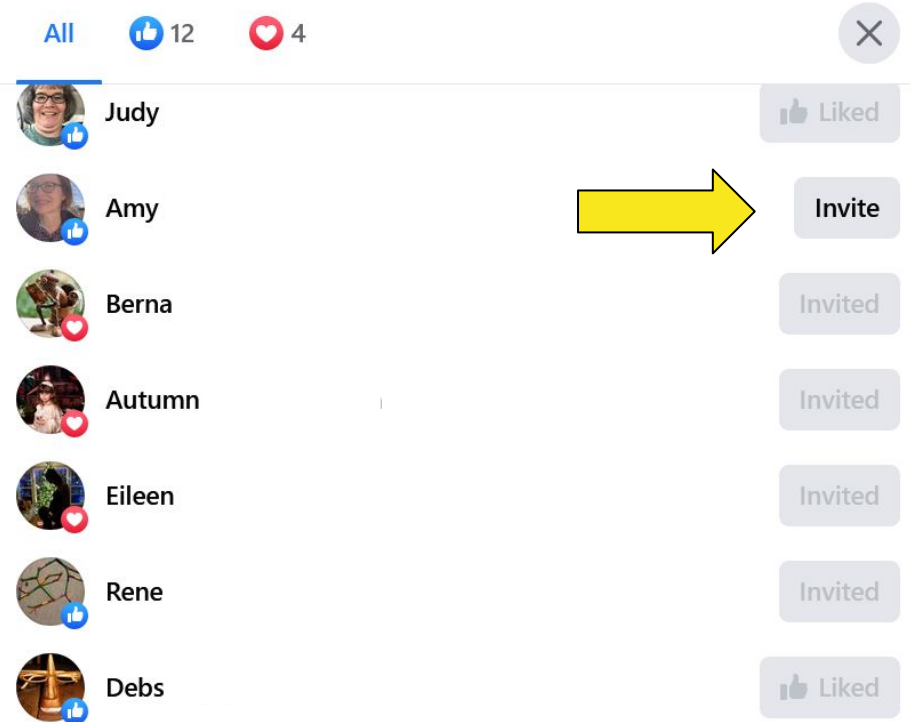
MON, NOV 23

Virtual Lego Club

Niles-Maine District Library

Invite Them In!

- Invite non-followers on Facebook who like your post
- Non-followers will receive a notification that you've invited them to like your page



Tell Stories!

- Create easy Facebook Stories in Facebook Creator
- Disappear after 24 hours
- Share posts
- Add links



nmdlunder...



affytapple



mgplib



Engage With Stories

- Readers' Advisory
- Mini Bookmatch
- Quizzes
- Love It or Hate It
- Promote Local Resources



#MiniBookmatch 18w

For a reader who wanted fiction books about gardening or plants, liked *The Garden of Small Beginnings* by Abbi Waxman and enjoys reading about strong female characters who are smart and funny:

Garden Spells by Sarah Addison Allen

Memory Garden by Mary Rickert

Earthly Joys by Philippa Gregory

The Heirloom Garden by Viola Shipman

#MINIBOOKMATCH

Reply to skokielibrary...



Drop in to our Facebook Live tonight at 7:00 pm

Join us for a live discussion with local veterinarian, Dr. Robyn Walter-Mrowiec, about practical advice for your pet's emergencies; from a torn nail to severe injury, and "what if?" to "what to do next." Don't panic! You can do this!

Location, Location, Location

- Add your town or library building as a location
- Easy way to reach more people



nmdlibrary
Niles, Illinois



Tag Organizations in Posts

- Get the attention of local organizations and businesses
- Do not oversaturate
- Use for most important announcements



Author

Niles-Maine District Library
Village of Niles - Municipality
Niles Police Department (IL)
Niles Fire Department Niles
Chamber of Commerce and
Industry Niles Park District
RAILS American Library
Association Illinois Library
Association Advocate
Children's Hospital - Park Ridge
Library Journal Around Niles



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Testimonials

- Read social media comments
- Check your Board reports
- Comments from virtual programs
- Ask staff to send photos and comments

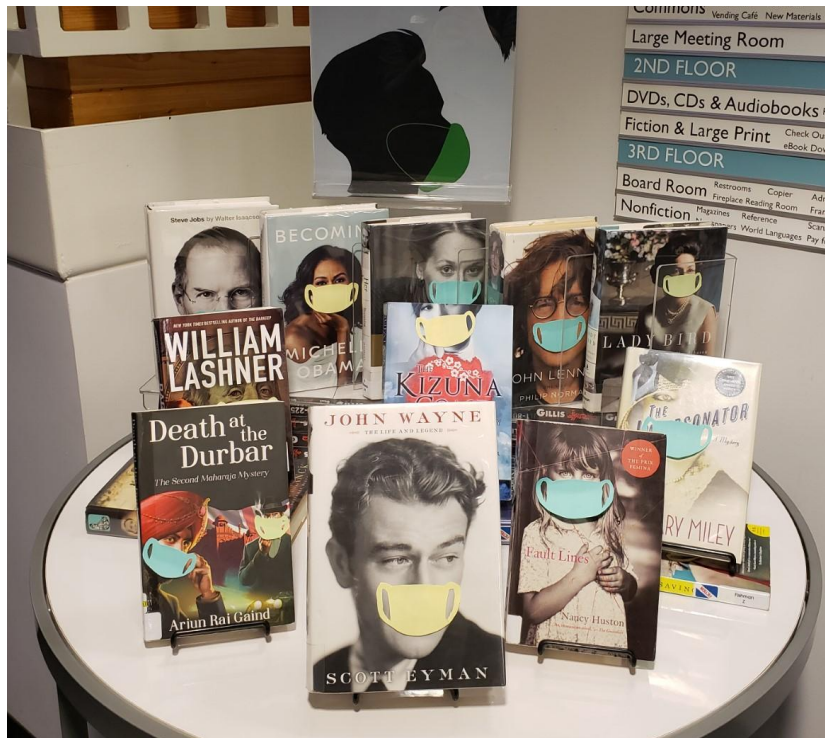
“

I never realized how much I miss the Library on a Sunday afternoon.

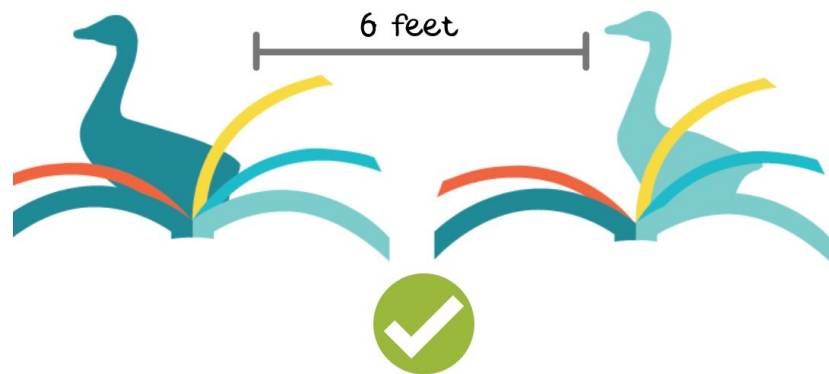
–Tria, Niles-Maine Library Patron

”

Get Creative!



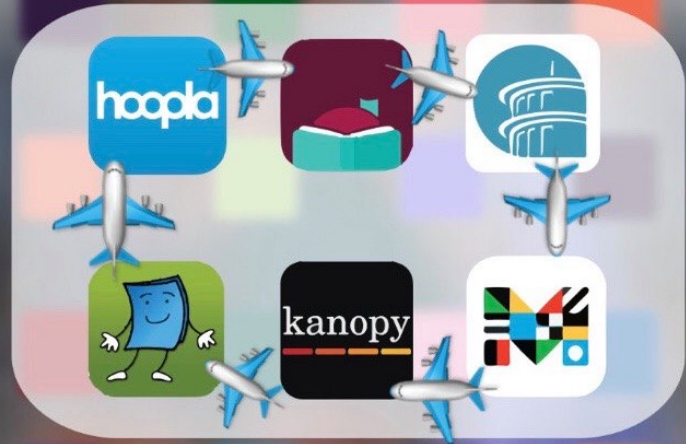
LAKE BLUFF LIBRARY'S GUIDE TO PROPER SOCIAL DISTANCING



PROPER SOCIAL DISTANCING
GEESE ARE 6 FEET APART



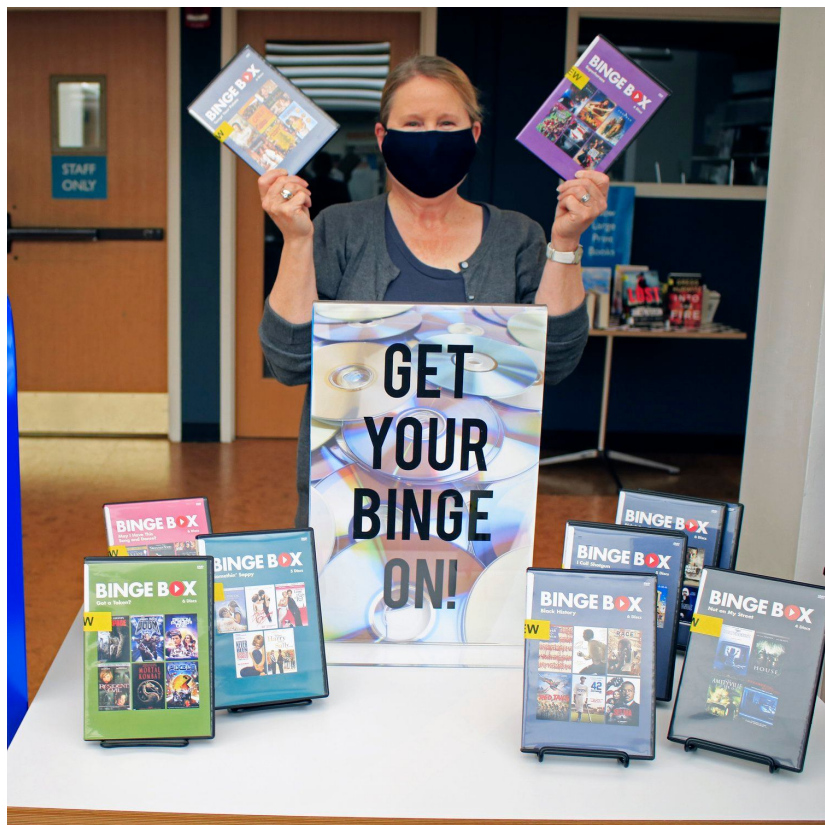
What My Spring Break Plans Look Like



Showcase Your Staff

- Familiar faces
- Staff = Superstars
- Promote collection
- Behind the scenes





What's Trending?

Save \$260
Family Movie Night!
(Screen Included)

Tech 2 Go
Why buy technology equipment when you can borrow it from the Library?
Visit www.nilesmaine.org or call 847-463-4606 for more information. One-time loan for most equipment. For Niles-Maine cardholders only.

Save \$119
Record a Podcast

Save with Your Niles-Maine Library Card
When you check out 4 books, 1 audiobook, 1 ebook, a CD, and 3 video games you can save an average of \$405 a month for a family of four.

\$405 Savings

Get a Library Card
Unlocking great books and movies is just the start of the fun. Get a library card today and you'll be able to borrow books, movies, music, and more. It's free and it's easy. Visit www.nilesmaine.org or call 847-463-4606 for more information.

For Adults
Yuletide Singing with Petra and Nels & Andy Brown
Tuesday, December 8, 5:30-7:00 pm
Join us for a festive sing-along with Petra and Nels & Andy Brown. We'll be singing holiday favorites and new songs. Bring your own drink and join us for a festive sing-along.

For Teens
Lincen Cup
Tuesday, December 8, 6:00-7:00 pm
Join us for a festive sing-along with Lincen Cup. We'll be singing holiday favorites and new songs. Bring your own drink and join us for a festive sing-along.

For Kids
Wind and Steel Holiday Concert
Tuesday, December 8, 5:30-7:00 pm
Join us for a festive sing-along with Wind and Steel. We'll be singing holiday favorites and new songs. Bring your own drink and join us for a festive sing-along.

Niles-Maine District Library
December/January 2020-21 Newsletter

Season's DEALings!

TECH 2 GO!
Disney+
Netflix
iPod
Nikon

Save \$24
Disney+
Netflix
iPod
Nikon

Get Cozy with a New Release this Winter!

Save \$12
Disney+
Netflix
iPod
Nikon

Best 27 Virtual Programs
Visit Online Calendar for Full Winter List!

For Kids
Growing Neighbors Live
Monday, December 14, 10:00-11:00 am
Join us for a festive sing-along with Growing Neighbors Live. We'll be singing holiday favorites and new songs. Bring your own drink and join us for a festive sing-along.

Winter Break Fun
Second Sunday Special Walk, Wonder & Explore at Home Woods
Sunday, January 19, 2:00-4:00 pm
Join us for a festive sing-along with Second Sunday Special Walk, Wonder & Explore at Home Woods. We'll be singing holiday favorites and new songs. Bring your own drink and join us for a festive sing-along.

Stream New Music!
Library has the best of the best, popular and new music from the world's top artists. Stream it all on our website, or download it to your phone or tablet.

NEW BOOKS FOR KIDS
Check out our new books for kids. We have a great selection of new books for kids. Visit www.nilesmaine.org for more information.

NEW MATERIALS FOR TEENS
Check out our new materials for teens. We have a great selection of new materials for teens. Visit www.nilesmaine.org for more information.

Share Photos Online
Tuesday, December 15, 6:00-7:00 pm
Join us for a festive sing-along with Share Photos Online. We'll be singing holiday favorites and new songs. Bring your own drink and join us for a festive sing-along.

Libby ebooks and Audiobooks
Tuesday, December 15, 6:00-7:00 pm
Join us for a festive sing-along with Libby ebooks and Audiobooks. We'll be singing holiday favorites and new songs. Bring your own drink and join us for a festive sing-along.

Save \$132
BINGE BOXES
Sign up for our Binge Boxes. We have a great selection of new books for kids. Visit www.nilesmaine.org for more information.

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BLACK FRIDAY TRAVEL DEAL
BOOK YOUR DREAM GETAWAY NOW!!

Check Out Our ALL-INCLUSIVE PACKAGES

TRAVEL FREE
from the kitchen to the couch!

MILLIONS OF DESTINATIONS
ALL-YOU-CAN-READ BUFFET
NONSTOP LITERARY FUN
PLUS! GET FREE RETURNS

SPECIAL OFFER!!!
FOR AN UNLIMITED TIME!!!
ESCAPE TO NEW YORK

Get a library card—the only passport you'll need!
nysl.org/blackfriday

New York Public Library

Press Record!

Don't Be Afraid of Video!

- Create short videos promoting book recommendations, services, and more
- Facebook/Instagram Live
- Facebook/Instagram Stories
- Instagram Reels
- Create a photo slideshow in Facebook



BEST. DEAL. EVER!

Music Video by Jason from Digital Services



What's Next? Recommendations

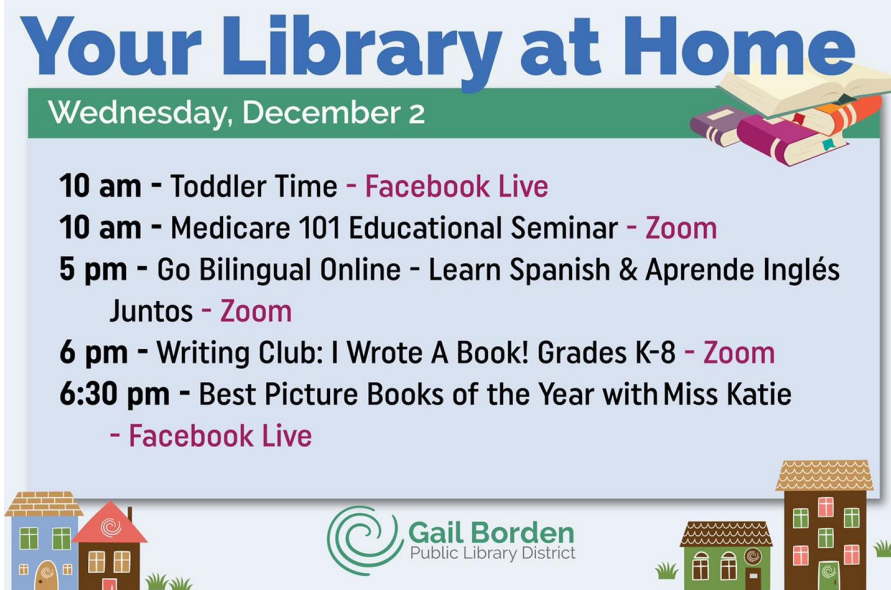


Niles-Maine District Library




Stream from Zoom to Facebook or YouTube

- Alerts followers about live stream
- Lives in your video archive
- Easily share to Facebook Groups



Your Library at Home

Wednesday, December 2



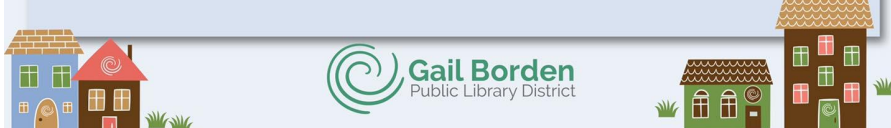
10 am - Toddler Time - Facebook Live


10 am - Medicare 101 Educational Seminar - Zoom

5 pm - Go Bilingual Online - Learn Spanish & Aprende Inglés Juntos - Zoom

6 pm - Writing Club: I Wrote A Book! Grades K-8 - Zoom

6:30 pm - Best Picture Books of the Year with Miss Katie - Facebook Live



 **Gail Borden**
Public Library District

In the Community

Virtual Options

- Facebook Groups
- Nextdoor
- Community Calendar
- Village TV Channel



In-Person Options

- Community Events
- Community Event Giveaways
- Flyers at Village Hall
- Village/School Newsletter
- Chamber of Commerce Guide



Community Partnerships

Community Partnerships

- Village
- Township
- Schools
- Food Pantry/School Meals
- Work with other organizations and businesses



eNewsletters

eNews Tips

- NextReads Targeted Emails
- Does your email subject attract attention?



Fiction A to Z

April 2020

Check out e-books and digital audiobooks from home!

The library is closed but we're still recommending great books. Don't forget, many of our recommended titles are also offered as e-books and digital audiobooks. Just click on any title or book jacket to see what formats are available. We offer free e-book and digital audiobook apps so you can access e-books and listen to digital audiobooks on your own device. Get the apps and more info [here](#).

Recent Releases



These Ghosts Are Family
by Maisy Card

Your Website

What Are Your Most Popular Webpages?

- Tweak your top 5 most popular webpages
- Add promotions with targeted messaging

1. /

2. /coronavirus

3. /research

4. /using-the-library

5. /pickup

Online Book Displays

- University of North Carolina Thomas G. Carpenter Library
- Pick a current theme
- Highlight ebooks, streaming media, and programs




More Online Options

Try These!

- Eventbrite or another online calendar service
- Newspaper Event Listings
- Google Homepage



Niles-Maine District Library
on Google



The advertisement features a blue background with a white snowflake in the top right corner. In the center, there is a white car. To the left of the car, there is a red circular badge with the word "SAVE" in white, and below it, the text "With Your Niles-Maine Library Card!". Above the car, there are icons for a Wi-Fi router, a GoPro camera, and a stack of books. A small blue snowflake icon is also visible in the bottom right corner of the image area.

Looking for a deal? Sign up for
a Niles-Maine library card!

2 mins ago

[Learn more](#)

More Promo Options

Try These!

- Promote programs in a group or theme
- Script at the beginning of programs
- Insert marketing materials in Curbside Pickup bag
- Self checkout machines
- Slides during Board meetings
- Start a contest

**Virtual Programs
We Recommend**

For Kids
Read Live: Off the Shelf with Ms. Cate
Wednesday, April 22, 4:30-5:30 p.m. | [REGISTER](#)

For Teens
Cap'n Crunch French Toast Recipe
[WATCH NOW ON YOUTUBE](#)

For Adults
Virtual Knit Wits
Monday, April 27, 11 am.-12 p.m. | [REGISTER](#)

KiddieLand Remembered
Tuesday, April 28, 1-2 p.m. | [REGISTER](#)

The Finale

Tips

- You can't promote everything, but you can try!
- Where are the people?
- Challenge yourself to something new
- Not everyone wants to attend a virtual or in-person program, and that's okay!
- Think outside the box

**Thank
You!**

Sasha Vasilic

svasilic@nileslibrary.org

Find me on Twitter (@SaleVasi)
and LinkedIn!
