

Event Marketing Checklist for Libraries

You want to do everything you can to ensure that your library's events are successful. After all, you put a tremendous amount of time and energy into planning all the details. But just as important as planning the event itself is following a marketing strategy. By conveying a clear, interest-capturing message about your event in your marketing materials, you will effectively get the word out and set the stage for a successful event.

Marketing Tips

Simplicity

On all of your marketing materials, keep the message simple. Be concise, but be sure to include the important information:

- A short, attention-grabbing description of the event
- Who the event applies to
- The date and time of the event
- How to register (if applicable)
- Cost (or highlight that it's FREE)

Photos

Visual cues help convey what the event is all about and what patrons can expect. If you use an event management tool like SignUp, it's easy to add photos. Be sure to include at least one photo on your event page.

You can also use photos on flyers, posters, and other marketing collateral to add visual interest.

Tagging

Event management software like SignUp can help you tag events to make it easier for community members to find programs that align with their interests. Examples include:

- Age groups (Children, Teens, Adults, etc.)
- Healthy Living
- Summer Reading Events
- STEM
- Storytime

Patrons can then filter events based on their unique interests to create calendar views that are curated just for them.

Consistency

Create a similar look and feel when marketing events in a series. You can do this by creating a brand, or similar design and message, in all promotional pieces for the series. But try not to depart too far from your library's overall brand, so that it is clear to patrons that the library is hosting these events.

Community

Reach out to organizations in your community that share similar goals with your library, and ask them to promote library events on your behalf. This can be through various channels:

- Social media
- Website banners
- Physical posters and flyers
- Word-of-mouth

This is a great way to reach a broader audience.

Videos

More and more, people are getting information through videos. Explore this type of marketing by creating short videos (under 10 seconds) for your social media to advertise events. Videos don't have to (and shouldn't) be expensive to produce. People appreciate authenticity, so be sure to use your library's voice.

Maximize your event marketing efforts with this checklist:



Planning

- Define how you will measure the event's success.
- Identify your goal: What do you hope to achieve with this event?
- Define your target audience.
- Assign staff task owner(s).
- Brainstorm a list of partners or sponsors you want to reach out to for help with advertising the event.



Event Creation

- Make sure you have a room available for the event (if you use SignUp and Spaces, there is no risk of double-booking).
- Create a title/description: Be concise, but make the event sound fun and appealing.
- If this is a recurring class or program, select the future event dates.
- Include a photo with the event details if possible.
- If registration is required, include a question asking patrons if you can add them to your newsletter list.



Promotions

- Post on social media (Facebook, Twitter, Instagram, etc.); consider adding paid advertising to your strategy.
- Add a banner to your website.
- Email patrons who attended similar events in the past.
- Call out the event in your newsletter.
- Display a small poster at checkout kiosk stations.
- Advertise on the radio or in the newspaper.
- Use digital signage to advertise your biggest events.



Day of Event

- Set up room configuration.
- Test technical/AV equipment.
- Prep snacks, handouts, and giveaways.
- Print a list of registrants to check in, as well as flyers for a similar event attendees may be interested in.
- Take photos during the event. Try to capture patrons' emotions to share the story of your program's impact.
- Capture email addresses of attendees, so you can add them to your list for future event announcements.



Post-Event

- Reporting: How did you measure against your goal? Was it a success? What could you have done better?
- Include photos from the event in newsletters and on social media.
- Survey staff: What went well, and what could be improved?
- Send a "thanks for attending" email to participants. Include info for any similar upcoming events, along with a short survey for feedback.