Webinar

4 Simple Ways to Beef Up Your Library Marketing

November 17, 2016

Start time: 2:00 p.m. ET  
1:00 p.m. CT  
12:00 p.m. MT  
11:00 a.m. PT

End time: 3:00 p.m. ET  
2:00 p.m. CT  
1:00 p.m. MT  
12:00 p.m. PT

#demcoideas

Presenter

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Moderator

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FOUR SIMPLE WAYS TO

BEEF UP

YOUR LIBRARY MARKETING
Angela Hursh
Public Library of Cincinnati and Hamilton County
SuperLibraryMarketing.com
@Webmastergirl
Call to Arms

#LibraryMarketing
Change is Hard

#LibraryMarketing
Customers want experiences

#LibraryMarketing
CONTENT MARKETING

Turn your blog or newsletter into a content marketing effort.

#LIBRARYMARKETING
The average human being has an attention span of eight seconds.

#LibraryMarketing
TRANSIENT ATTENTION

Short-term response to a stimulus that temporarily attracts/distracts attention.

#LibraryMarketing
SELECTIVE SUSTAINED ATTENTION

Focusing on a particular object for an extended period of time.

#LibraryMarketing
TELL A STORY, SHARE INFO without directly promoting a product or service.

#LibraryMarketing
Main Library Commemorates King Records' 70th Anniversary

In September 1943, singer-musicians Grandpa Jones and Merle Travis made the first recording for Cincinnati's King Records, which was founded by record producer Syd Nathan. King Records' list of artists went on to include James Brown, Steve Lawrence, Bob Braun, Trini Lopez, Minnie Pearl, Mickey Rooney, Hank Ballard, Freddie King, Betty Clooney, the Standley Brothers, and Cowboy Copas.

This year also marks the 60th anniversary of R&B vocalist Otis Williams' first recording for King Records. Williams, a Walnut Hills native, was attending Withrow High School when he signed to King Records in 1953.

Several special events and programs are being held around the city in September to mark King Records' anniversary, including the following ones at the Main Library.

KING RECORDS AUTHOR VISITS

Join author Susan Whitall at 3:30 p.m. Saturday, September 7, in the Genealogy & Local History program space on the third floor of the Main Library. She'll talk about the amazing music and tragic life of King Records artist Little Willie John. In her book Little Willie John: A Fast Life, Mysterious Death and the Birth of Soul, Whitall traces John's meteoric climb to the top of the music charts after bursting onto the scene in 1955 as a 17-year-old with a huge, blues-drenched voice. Arguably one of the greatest voices in music, Little Willie John went on to have 15 hit singles on the Rhythm and Blues chart, with considerable cross-over success in Pop. He was inducted into the Rock and Roll Hall of Fame in 1996.

KING RECORDS MUSIC PROGRAMS

The Popular Library has a special King Records theme for its program series "Listen to This," held on Wednesdays in the Popular Library Reading Lounge at 7:00 p.m. On Wednesday, September 11, the featured album will be "James Brown Live at the Apollo," which was released 50 years ago in 1963 by King Records. On Wednesday, September 25, the album "This Is Otis Williams and the Charms," released in 1958, will be featured.

For more information about the King Records programs, call (513) 381-6600.

Jazz of the Month Club Concerts

Groove to the sounds of live jazz in the atrium of the Main Library during Jazz of the Month concerts at 2:00 p.m. on Saturdays. This program is sponsored by jazz artist and educator Jamey Aebersold.

September 14
Cohesion Jazz Ensemble
Jim Anderson, bass
Bobby Scott, drums
Jeremy Long, tenor saxophone
Terry Twitty, trombone
Rusty Burge, vibes

October 19
Chris Barrick Quartet
Chris Barrick, vibraphone
Ben Walkerhauer, tenor saxophone
Peter Genus, bass
Tom Buckley, drums

November 16
Jamey Aebersold Quartet
Jamey Aebersold, alto saxophone
Phil DeGreg, piano
Tyrene Wheeler, bass
Jonathan Higgins, drums

December 7
Holiday Jazz Concert
Steve Schmidt Quartet featuring Steve Schmidt, piano
THE GRAND LIBRARY ADVENTURE!
A Madeira man and his son set out to visit all 41 Library locations in one day!
Find out how they did it on page 6.

Celebrate with us at a Cincinnati Reds game and at the opening of the Cincinnati Streetcar! Get details on page 3 and 4.

The Library makes a MONSTER book purchase. See what we added to our collection on page 8.
The Grand Library Adventure
A Madeira man and his young son set out to visit all 41 Library locations in one day!

A visit to any one of our 41 library locations can be a magical experience — a snapshot of visiting all 41 of these locations in the same day! That’s exactly what Dan Miller and his 10-year-old son,ложений, enjoy doing part of a personal challenge to visit them all in the Library system and check out a book from each.

“Two years ago, we started planning this adventure. I researched the locations and decided on a Saturday when we knew the library would be open,” Miller said. His son, Landon, was excited to join in the fun.

Some of the other locations they visited included the Pelham branches, which Miller had visited during the previous years as part of his family’s traditional road trip to travel the Great Lakes region.

The Public Library of Cincinnati and Hamilton County in Ohio is one of the largest libraries in the country, consisting of the Main Library in Downtown Cincinnati and 43 additional locations throughout the city. This year marks its 160th anniversary, and Miller wanted to visit all of them.

Miller started making plans about tackling the library system several years ago. He originally considered doing it on his bike, but changing his plans meant enlisting the help of his family.

The pair used the library’s mobile app to plan their adventure, which included visiting all 41 locations in one day. They decided to start at the Main Library and work their way through all the branches.

Miller and his son visited all 41 locations in one day, checking out a book from each location and reading them all in different spots. They were amazed at the variety of stories available and the unique experiences each library offered.

“Even though we had planned for this adventure for a few years, it was still an amazing experience,” Miller said.

Miller’s son, Landon, enjoyed the challenge of finding the book he needed at each location and the sense of accomplishment he felt at the end of the day.

“Tiring on your feet and heart, but the sense of accomplishment was incredible,” Landon said.

Miller hopes to continue this tradition with his son in the coming years and continue exploring the library system.

“Books are a wonderful adventure,” Miller said. “They can take you anywhere you want to go, and you never have to leave your seat.”
Tell your story on your terms

#LibraryMarketing
ASK LIBRARY WORKERS to be on the lookout for great story ideas.

#LibraryMarketing
CROWD SOURCING
The Grand Library Adventure
A Madeira man and his young son set out to visit all 41 Library locations in one day!

The pair used a free online mapping service to plan out the best route to visit all the locations in one day. They chose to start at the Harrison Branch Library one Saturday, which meant they had eight hours to get all the visits in before the last library location closed for the day.

Miller runs a travel site, PointsWithACrew.com, which helps families, especially larger ones, travel free or inexpensively using airline miles, hotel points, and credit card rewards. He’s accustomed to strategically planning trips and knows preparation is key.

The Public Library of Cincinnati and Hamilton County is one of the largest library systems in the country, consisting of the Main Library in downtown Cincinnati and 40 additional locations stretching to some of the farthest corners of the county including Harrison, Loveland, and Andover Township.
CHECK THE CALENDAR

for library-related events.

#LibraryMarketing
Don't Pitch, Tell Stories

#LibraryMarketing
STEP TWO

REDUCE PROMOTIONS to increase the effectiveness of your marketing.

#LIBRARYMARKETING
STOP TRYING to do everything and be everywhere.
Define goals and success

#LibraryMarketing
PROGRAM STANDARDS are a big help.

#LibraryMarketing
Right message in front of the right people.
LESS PROGRAMMING but more quality programming.
STEP THREE

MARKET YOUR COLLECTION because it's what cardholders want and where your library spends budget.

#LIBRARYMARKETING
66% of library users borrow books

17% of library users attend a class, program or lecture

#LIBRARYMARKETING
6.5 MILLION VISITORS
426,000 PROGRAM ATTENDEES
(8% OF VISITORS)

18 MILLION ITEMS CIRCULATED
620,000 TOTAL CARDHOLDERS
29 ITEMS PER CARDHOLDERS

#LIBRARYMARKETING
$275,000 versus $8.6 million!
TARGETED EMAILS are the best way to market your collection.

#LibraryMarketing
Check out these new books for kids!

**Fuzzy Furry Hat**

*For all ages.* A lonely bear who lives in a magical tree provides shelter for countless animals in his fuzzy, furry hat as they all withstand a deluge and become forever friends.

**If You Give a Mouse a Brownie**

*For ages 4-8.* Mouse is back in this ninth picture book in the beloved #1 *New York Times* bestselling series! If you give a mouse a brownie, he's going to ask for some ice cream to go with it. When you give him the ice cream, he'll probably ask you for a spoon. He'll start drumming on the table. Drumming will get him so excited he'll want to start a band.
Where do I start?

#LibraryMarketing
MAKE SOCIAL MEDIA WORK especially organic posts.

#LIBRARYMARKETING
WHAT IS GOING ON?

Are you starting conversations?
Are your posts shared?
Are your posts generating clicks?

#LibraryMarketing
FOLLOW COMPETITORS

See what bookstores and libraries of similar size are doing right... and wrong.

#LibraryMarketing
WHERE IS BENEFIT?

Which platforms are the best use of your resources?

#LibraryMarketing
CREATE STRATEGY

Write it down and hold yourselves accountable.

#LibraryMarketing
The Snapchat Story

#LIBRARYMARKETING
Social media is fluid.

#LibraryMarketing
You Can Do It!

#LibraryMarketing
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Thank You for Attending!

**Presenter**
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**Moderator**
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**Upcoming**
Transform Your Children’s Library into an Interactive STEAM Learning Environment  
February 8, 2017  
2:00 p.m. ET / 1:00 p.m. CT  
Presented by: Amparo Leyman Pino, Assistant Director  
Family Engagement Institute at Foothill College