

# Marketing on a Shoestring

The Ivy Group, Ltd.  
*Advancing America's Libraries*

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# Presentation Available

[www.ivylibrary.com](http://www.ivylibrary.com)

Username

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# Marketing on a Shoestring

Nada...Zip...Zilch...



=



...pittance, wing and a prayer...

# *nifty thrifty* marketing ideas!



=



...small potatoes, pocket full of lint...

1. Excuses, Realities
2. No-no's and the 4-letter word
3. The Shoestring Mentality



...scratch, chicken feed...

*Excuses, excuses, excuses...*  
*My Library ...*

- Is too small.
- Doesn't have time.
- Can't afford it anyway.

*Excuses, excuses, excuses...*  
*My Library ...*

- Can't stand up to Borders or [www.amazon.com](http://www.amazon.com).
- May get too busy and attract too many customers.
- Isn't sure marketing will work anyway.
- Couldn't do a marketing campaign well.

# The realities are...

- “Small” buys you slack.
- “Good” doesn’t always mean expensive.
- Something is generally better than nothing.
- You have to spend something.
- Marketing works.
- Investing in planning pays off.

# The no-no's of library marketing

- Mass marketing
- Focusing on one segment
- Reliance on one medium



# The no-no's of library marketing

- Rolling before testing
- Looking cheap
- Inconsistent branding
- Not counting staff time as \$



# The no-no's



is a 4-letter word.

# Proceed with caution when you see think “free”

- Barter
- Donations
- Public relations



# Proceed with caution when you think “free”

- Look at value, not price
- Account for staff time
- Think sustainability



# Adopt the shoestring mentality



# Adopt the shoestring mentality

Always dress your best



# Adopt the shoestring mentality

## Build learning into marketing initiatives

# Adopt the shoestring mentality

Target, target, target

# Adopt the shoestring mentality

Tell your stories



# Adopt the shoestring mentality

Apply the double duty rule/achieve more than one goal

# If You Have Limited Funds...

...try these sure fire strategies

# 1

Your next best customer is  
your current good customer

Cross-market products and  
services to existing customers

## # 2

Make your Friends and trustees your best ambassadors for the library in the community—market to them first

# # 3

Develop strategies that motivate offline customers to become online customers

## # 4

Include knowledgeable marketing professionals either as members of your board or as members of an advisory marketing and PR committee (but be willing to pay for their producing materials)

# # 5

Make sure that your library card is the best looking card in a customer's wallet

# # 6

Make presentations about the library to any group that will listen

# # 7

Use public service announcements and local cable television stations

## # 8

Ask other organizations, agencies and departments to insert information about the library in their mailings and communications

# # 9

Work with the schools and obtain permission to use their distribution channels

# # 10

Use vehicle signage, bumper stickers,  
and vanity license plates

# # 11

Ask local “celebrities” to assist in marketing campaigns and PR events

# # 12

Use customer input—such as seniors or teens to develop marketing communications for their market segment

# # 13

Ask other organizations that publish newsletters such as churches or civic associations to put articles about the library in their publications

# # 14

Participate in community events such as parades or town fairs

# # 15

Place library ads in sports programs, school yearbooks, cultural programs, etc. They're not expensive; they'll be unexpected; they'll be appreciated.

# # 16

Invite other organizations to host their programs and meetings in the library—market to attendees

# # 17

Insert cross-marketing and “readers advisory content into bookmarks for checked out materials

# # 18

- Solicit marketing support from vendors

# # 19

Provide local newspapers with book reviews and articles about other topics of broad public interest

# # 20

Make best possible of library displays to involve the public and promote related library materials

# # 21

Replicate best marketing practices with  
other libraries

## # 22

Increase the marketing savvy of your staff at all levels by providing them with training

# # 23

Ask a local printer to talk to you about economies in print production

# # 24

Solicit corporate support to cover the cost of producing marketing materials or promotional items

## # 25

Get other agencies, organizations and companies to create links to the library website from their homepage

# # 26

Make sure that staff and trustees have business cards

# # 27

Use your library's annual report as a  
marketing communications piece

Create return-on-investment statements  
to replace statistics

# # 28

Maximize the potential of your  
telephone as a marketing tool

# # 29

Display banners seasonally

Reuse; redistribute them at other  
branches

# 30

Offer free training on business research to  
Chamber members

# # 31

Co-develop materials with other libraries,  
leaving spaces only for your logo.

# # 32

Use your website more effectively: a virtual branch is the most cost-effective marketing possible.