Let’s Market Our Libraries

2018 NYLA Conference
Friends of Libraries Section

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“Public libraries were established through the efforts of community members who understood the value of libraries to their communities and understood that libraries needed community support to survive.”
53% of Millennials (ages 18 to 35) say they used a library or bookmobile in the previous 12 months.

Overall, 46% of adults ages 18 and older say they used a public library or bookmobile in the previous 12 months.
2018 Sienna poll:

75% NY residents say public libraries are a critical resource

30% NY residents rely on local public library - primary source of internet

2018 OCLC survey

55% viewed the public library as an essential local institution

53% viewed the library as a source of community pride
Libraries do Matter -

Libraries are **more** than books

Libraries **build** stronger communities

Libraries are at **community tables**
MARKETING ...

Ongoing communications exchange with customers (patrons and future patrons) in a way that educates, informs and builds a relationship.
To effectively market libraries...

Know your market

...Who uses the library?

...What are they using it for?

Who doesn’t use the library?

...Why?
PROMOTIONS
Stay on Message

- Think about the interests/priorities of the person you are talking to.
- Anecdotes about individuals, events, or specific library activities
- Quantitative data – 5,000 library card holders, etc.
BRANDING
PUBLIC RELATIONS and PUBLICITY

Books For Kids
Nearly 2.8 million books and 23 years of service.

Tell us why you... love your library

ROTARY READS KIDS CLUB
Rotary Club of Buffalo
ADVERTISING

- Read Aloud 15 MINUTES
  Every child. Every parent. Every day.

ADVOCACY / EDUCATION
OUTREACH TO SCHOOLS
WELCOME to the LIBRARY
YOUR LIBRARY
RESOURCES

http://www.pewresearch.org/fact-tank/2017/08/30/most-americans-especially-millennials-say-libraries-can-help-them-find-reliable-trustworthy-information/

http://publiclibrariesonline.org/tag/library-marketing/

http://www.pewresearch.org/topics/libraries/

http://librarystrategiesconsulting.org/2017/04/7-unconventional-library-fundraisers-that-worked/ = Library Strategies

https://www.forbes.com/sites/davidvinjamuri/2013/01/16/why-public-libraries-matter-and-how-they-can-do-more/#2ff0362b69be

http://publiclibrariesonline.org/2017/01/public-libraries-how-relevant-are-they/
Thank you!
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