



Amanda Lamb
Newberg Public Library
April 17, 2015



Newberg Public LIBRARY

Enriching & Nourishing the Life of Our Community

503 E. Hancock Street Newberg, OR 97132
phone: 503.538.7323 fax: 503.538.9720



Pew Marketing: Library Services in the Digital Age
By Kathryn Zickuhr, Lee Rainie and Kristen Purcell

“[the library does] so many fabulous things, [but] they have horrible marketing.”

“...[people] probably weren’t going to go to the website to look for events (or even to sign up for email newsletters) unless they already knew that the library had those events.”

“One parent loved their library and described it as “unbelievable,” but said that she only heard about events when they were already in the library with their children, on their way to participate in another activity or event.”

Tell **EVERYONE** why your library is relevant to them!

Fellow library staff

City staff

School district offices &
administrators

Principals, teachers

Parents, students

Local preschools & childcares

Local Businesses

Chamber of Commerce



Service organizations

Community Centers

Parks & Recreation

Travelers & Visitors

Local Churches

Nearby universities/students

Homeschooling families

Restaurants

After-school clubs

Tutoring services

Programming & Promotion Overload!



zzzzzzzzzz...

Make Time for Marketing

- The real key to a publicity campaign is planning
- One or two staff hours each week
- Promote where you already are: start or finish a program by talking up your next one
- Try something innovative

Need Even More Time for Marketing?



Find a
marketing
intern

Connect with a nearby
university or college

Promotion Helper



Promotion Helper

Book Club

(program, service or time slot)

Current Patron

NOT current patron

WHO?

K-4th, some 5th

not many older elem.

UNDERSERVED?

working families, struggling readers

WHICH programs succeed and WHY?

Chapter Chat - MIXED AGES

WHEN & WHERE best attended?

WHY is my library the best choice?

maybe not - diff. time of day, hard to promote

WHEN & WHERE receive:

information

School, Facebook, Google, older siblings, e-Friday,

services

entertainment

phones, apps, games, sports,

1. **Identify a need:** What is a problem I can help my patrons solve?

Struggling readers, Support for ~~books~~ OBOB

2. **Find your target audience** - what are their motivations?

Teams want to do well in OBOB competition

3. **Develop a title** - when and where

Oregon Battle of the Books
Club (OBOB Book Club)

evening?
after-school?

Promotion Plan of Action

1. Know community and current patrons
2. Know who is NOT a current patron
3. Identify a need
4. Find your target audience
5. Develop a title, when and where
6. Develop a marketing message
7. Design
8. Spread the word!



#1 Know Your Current Patrons

WHO currently uses children's library services?

WHEN exactly do families visit? WHY is this time slot working for them (or not)?

WHY is my library the best choice?

WHICH current children's programs are most valued? WHY?

WHEN & WHERE do these families receive information, services and entertainment? This is where you're going to reach them!



#2 See the Potential

WHO does NOT currently attend a particular program? WHY not?

WHO does NOT currently use the library at a particular time?

WHO are the underserved families in our community?

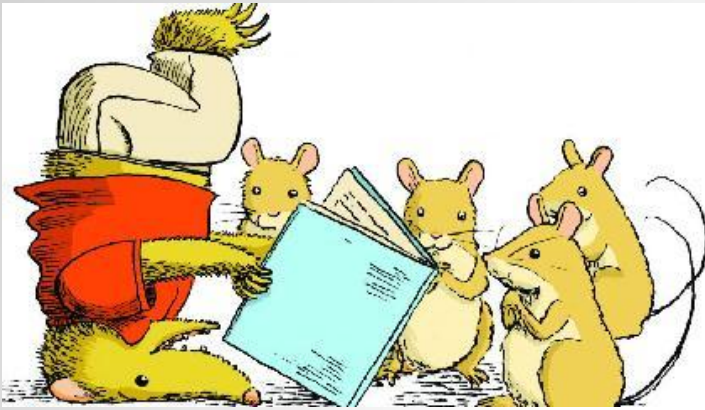
WHO are my competitors? Think both time slot & program type.

WHY is my library the best choice for these families? WHY is this service relevant?

WHERE & WHEN do potential patrons receive information, services or entertainment? This is where you're going to reach them!

#3 Identify Needs

What are the problems I can help
my patrons solve?



For Example...

- ❑ Some families can't attend storytime during the day
- ❑ Patrons are asking for programs in the evenings or weekends
- ❑ But...our weekly evening storytime has inconsistent attendance

#4 Find Your Target Audience



Who am I targeting for THIS service or program?

What are their motivations?

Example Target Audience

- Headstart and Relief Nursery Families
- Children in childcare during the day
- Current evening patrons
- Current storytime attenders during the day wanting to bring their whole family
- Early elementary kids now in school and missing storytime
- Families new to the area



#5 Choose a Program Title or Tagline

Stuffed
Animal
Sleepover



WHEN and WHERE to Schedule



... to best meet the needs of my target audience?

Stuffed Animal Sleepover at the library

Friday 6:30 p.m. (evening!)

Kids pick up their animals on Saturday (weekend!)

Offer seasonally instead of family storytime

#6 Develop a Marketing Message

WHY should your target audience care?

What makes your target audience's lives easier, more enjoyable or more meaningful

Promote benefit NOT service itself

Any benefit can be given the spotlight

*“Preparing for your first Oregon Battle of the Books match?
Test your wits with your friends at our OBOB Book Club”*

From How to Craft an Exciting Marketing Message ... Even for a Boring Product by Sean D'Souza

Marketing Message

A bedtime storytime the whole
family can attend

#7 Design

'TRAP' Your Target Audience

Make a 'TRAP' checklist for all of your communications:

- ☐ **Timely** Does it include an opportunity to act immediately upon viewing?
(access online, text, call, email)
- ☐ **Relevant** Why is this service or program necessary and/or meaningful?
- ☐ **Active** Show people taking action & experiencing the resource/service?
- ☐ **Personal** Target audience should see themselves: "this is for me!"

(from Marketing 4 Libraries at eduscapes.com/marketing/7.htm)

Stuffed Animal Sleepover

Relevant

→ A bedtime storytime the whole family can attend



Active

[Newberg Public Library](#)
Friday, May 16th; 6:30 p.m.

Digital
link

It's a sleepover—for your stuffed animals!
Bring a stuffed friend for storytime and leave
them for a sleepover adventure.

Pick up by 3:00 p.m. on Saturday, May 17th
and take home a memory page.

Personal

Questions? 503.537.0304
korie.buerkle@newbergoregon.gov

Timely

#8 Spread the Word



Where does your target audience receive:

1. information
2. services
3. entertainment

Go there! Don't try to bring your audience somewhere they are not.



In a Time Crunch?

Promote where you already are...

1. Promote at daytime storytime for three weeks - wear your pajamas!
2. Wear pjs or bring stuffed animals to outreach visits the month before. Bring flyers!
3. Include flyers in monthly book bins to childcares.
4. Include flyers in donated books delivered to WIC, health clinics
5. Write a press release that doubles as a school district announcement
6. Post flyer at all desks and boards a month before
7. Get your event on the library reader board
8. Launch a 'question of the week/month' related to your program, display it at the reference desk and post it weekly on Facebook or other social media
9. Showing a movie? Project your event on screen while attendees arrive.
10. Attending a city or community meeting? Bring flyers!

Question of the Month:

Who is your
everyday hero?



Every time you visit the library, put your answer in our drawing for the chance to win a free book!

Question of the Month/Week

- ★ Relate to upcoming program
- ★ Use as informal survey (why do you come to storytime?)
- ★ Display at reference desk
- ★ Send new question out weekly on social media

School District



Newberg School District's weekly electronic community events listing

With your single e-Friday posting:
District emails all families a link leading to your flyer
District mobile app does push notifications to a link leading to your flyer
District lists a link to your flyer on their website

Participating in Oregon Battle of the Books?

The Newberg Public Library can help!

@ the Newberg Public Library
503 E. Hancock St. Newberg, OR 97132

Oregon Battle of the Books
(OBOB) Book List | 3 - 5 Division



1. Sign up for our
October book club:

Chapter Chat
Book Club:

Sasquatch
by Roland Smith
Meets Wed., October 15,
4:00-4:45 p.m.

Please register in person at
the Newberg Public Library.

2. Join us for our OBOB event:

Oregon Battle of the Books
Practice Session

Thursday, October 23, 6:30 p.m.

Bring your team for a lively
OBOB practice session
including sample ques-
tions, meet-and-greet with
other teams and more.



3. The Newberg Public Library can help students
find the OBOB books that they need.

Just call the Children's Desk at 503-537-0304 or visit the
children's desk at the library!

Questions?

Contact Korie Buerkle:
korie.buerkle@newbergoregon.gov
503 537 0304 | newberglibrary.org



- *The Fantastic Secret of Owen Jester*
by Barbara O'Connor
- *Gaby, Lost and Found*
by Angela Cervantes
- *Kizzy Ann Stamps* by Jeri Watts
- *The Miraculous Journey of Edward Tulane*
by Kate DiCamillo
- *A Nest for Celeste* by Henry Cole
- *Night of the Twisters* by Ivy Ruckman
- *The One and Only Ivan*
by Katherine Applegate
- *Rules* by Cynthia Lord
- *Sasquatch* by Roland Smith
- *Starry River of the Sky* by Grace Lin
- *Swindle* by Gordon Korman
- *Takes from the Odyssey, Part One*
by Mary Pope Osborne
- *Takes of a Fourth Grade Nothing*
by Judy Blume
- *The Trouble with Chickens*
by Doreen Cronin
- *The World According to Humphrey*
by Betty G. Birney
- *The Year of the Book*
by Andrea Cheng

The 'New' Press Release

1. Title = Hook. Reel them in = Summary
2. Write it for your target audience
3. Use words that your target audience uses
4. Link to event within the press release
5. Add photos or video to increase time on a page
6. Distribute to local media
7. Distribute to social media. List your library's social accounts on the release so readers can share it easily. Tweet sentence snippets with a link if your library has a Twitter account.
8. Send releases for small news too: awards, hosting a traveling exhibit, new feature

From The New Rules of PR :: How to create a press release strategy for reaching buyers directly

by David Meerman Scott



For Immediate Release

Media Contact:
Korie Buerkle, Library Assistant Director
korie.buerkle@newbergoregon.gov
(503) 537-0304

Oregon Battle of the Books Author Coming To The Newberg Public Library Get a free copy of author Rosanne Parry's book *Heart of a Shepherd*



(Newberg, Ore. – February 25, 2014) Calling all families, teachers and Oregon Battle of the Books (OBOB) teams! Meet award-winning Oregon author Rosanne Parry at the [Newberg Public Library](#) on [Tuesday, March 4th at 6:30 p.m.](#) for your chance to ask questions and bring your OBOB experience to life! Parry is the author of the Oregon Battle of the Books selection *Second Fiddle*.

Stop by the Children's Information Desk at the Newberg Public Library for a FREE copy of Parry's book *Heart of a Shepherd* while supplies last. Parry's books, *Heart of a Shepherd*, *Second Fiddle* and *Written in Stone* will also be for sale at the event from Chapters Books & Coffee. *Written in Stone* is a finalist for the Oregon Book Award.

Visit [rosanneparry.com](#) for more information on the author and her books. For additional information on the Newberg Public Library and its programming visit [newberglibrary.org](#), [www.facebook.com/newberglibrary](#), call 503.538.7323 or email [nplibrary@newbergoregon.gov](#).



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Newberg Public Library
503 E. Hancock
Newberg, OR 97132
503.537.0304
[www.newberglibrary.org](#)

Media Contacts



- Newspapers
- Blogs
- Shopping Guides
- Magazines:
MetroParent, Sunset,
Travel Oregon
- Employer Newsletters
- Elected Officials



Extra Time or Motivation?

Be Creative!

1. Ask local schools and businesses about using their reader boards
2. Deliver flyers to your city's welcome wagon to reach new families.
3. Connect with real estate offices to offer an email newsletter, flyers or tours
4. Partner with strong community centers: Parks & Recreation, Cultural Centers, Farmer's Market, local gathering places (restaurants, aquatic center, sporting facilities). Promote each other's events.
5. Partner with local businesses - how can you help them promote?
6. Visit schools & staff meetings to outline resources face to face

Library Cards for All



Student e-Resources



Almanacs, Arts, Audio, Authors, Books, Biographies, Countries, Culture, Current Events, Encyclopedias, Education, Flags, Geography, Government, Human Body, Homework, Health, History, Images, Journals, Leaders, Literature, Magazines, Maps, Music, Nutrition, Newspapers, Numbers, Photographs, People, Podcasts, Recipes, Science, Sports, Travel, Video, Weather, AND MUCH MORE!



503 E. Hancock
Newberg, OR 97132
503.537.0304
fax. 503.538.9720
www.newberglibrary.org

Student E-Resources

Kindergarten - Grade 12

at the Newberg Public Library

Find reliable, grade-specific information 24/7 on a wide range of subjects. Unlike the Internet, these e-resources offer quality information with NO advertisements or other pitfalls that often accompany internet browsing and research.



Find a Map or Flag

Homework Help

Skill Building

Learn a Language

Download ebooks



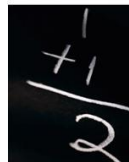
e-Resource Demo

*Classrooms (library cards)
Teacher Staff Meetings
(book club kits, educator
cards, big books)*

How do I use library e-resources at home?

1. Visit www.newberglibrary.org
2. Select DIGITAL LIBRARY link
3. Select KIDS/STUDENT RESEARCH or select ALL DATABASES
4. Select your preferred resource
5. Enter your library card number
6. Questions? nplibrary@newbergoregon.gov
503.538.7323 (READ)

If you do not have a card,
click on the HOW DO I tab to apply online!



**Help your student using Newberg Public Library's
e-resources and your library card!**

Skill Building



Math, reading, social studies,
and writing skill practice!
First time users - use your
library card number as your user name.

Learn a Language



Highly engaging language
learning courses.

Research and Homework



A complete overview of U.S.
history including most-
studied events, issues and
current information. Combines digital archives,
articles, country and era information and full-text
periodicals and journals.



New database designed for
elementary students.
Access to current events,
arts, sciences, health,
people, government, sports, history and more.



Find history, literature,
science, social studies and
more. Full-text periodicals
and newspapers, primary
documents, creative works, and multimedia,
including video and audio clips and podcasts.



Quick access to accurate
information on your school's
most-studied subjects:
science, literature, arts,
biographies and more.



Encyclopedias and
reference sources for
multidisciplinary research.

Books & Entertainment



National Geographic Kids
will take kids on adventures
in science, nature, culture,
archaeology and space.



Download ebooks,
audiobooks and videos to
your computer or device.



Search the catalog for materials
place holds & have items delivered
from our partner libraries

Newspaper Archives



Full-text titles that support
school curriculum, including
magazines, newspapers and
reference works.



This searchable collection of
historic Oregon newspapers
includes full text articles back
to the 1800s.

Find a Map, Flag or Country



Research countries all over
the world including
demographics, maps, flags,
seals and more.

Ask a Librarian



Contact a Newberg Public Librarian
at 503.538.7323 (READ)
or nplibrary@newbergoregon.gov



Get answers to all kinds
of questions 24 hours a
day, seven days a week
at answerland.org

Summer Reading

=

ideal time to promote



SRP & Community Partners

“We want to partner more with the community as we plan our successful and growing Summer Reading Program.”



To: Donation Request: Polar Bear Yogurt
16160 SW Langer Drive
Sherwood, Oregon 97140

Date: March 25, 2015
RE: Summer Reading Program Incentives

Thank you for your past support of the Newberg Public Library's Summer Reading Program. Coupons to Polar Bear Yogurt are a favorite prize! We are again seeking incentives for our 2015 summer reading program beginning on June 2nd: **Every Hero Has a Story**

We market the program and our community partners to the entire Newberg School District of over 5,100 students plus their families as well as all private schools and daycare centers in Newberg. Community partner names are also displayed in the library for the entire summer where more than 5,000 people attended programs in summer 2014. In 2014 we registered 1,688 children in our program – an increase of more than 14 percent from 2013! We expect even more in 2015.

This program encourages children and their families to read over the long summer break from school. Statistics show that children who participate in summer reading programs and read every day return to school at grade level, retaining their literacy skills. To encourage reading, we offer weekly prizes to children for their reading efforts.

Thank you in advance for any donations and for taking part in this important effort to help promote reading to Newberg youth. Our tax identification number is 93-1068906.

Mary Lynn Thomas, Children's Services Manager
Newberg Public Library
503 E. Hancock Street
Newberg, OR 97132
mary.thomas@newbergoregon.gov

SRP & Community Partners

“And benefits to you include...”



1. Flyer distribution to school district (more than 5000 kids plus their families)
2. Prominent display of merchant name in library
3. Recognition in library newsletter
4. All participating merchants are given a certificate of participation to hang in their place of business.

SRP & Community Partners

Think small:

Newberg Grocery Outlet

Coupon = one free apple or banana in all SRP registration packets

Cora's Crop Farm

coupon = one free pound of u-pick blueberries

Think Big:

Partner with Parks & Recreation

Kids given a Recreation and Reading Passport to collect stamps from programs attended for both groups to earn prizes.

Community Partners

Mudpuddles

Innovative promotion:
Mudpuddles, a local toy store, donated 500 'Mudpuddle' bucks as incentives



Community Partners

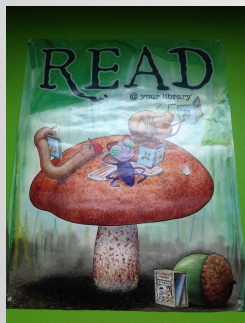
Lego Builders Program

Innovative promotion:
Brickhaven, a local Lego shop, donated a bucket of Legos plus a gift certificate. Marketing gold!



SRP & Schools

School Trophy



Bilingual Flyer to ALL students



Newberg Public Library's
Summer Reading Program
June 2—August 15, 2015

It's easy to join, and kids up to 5th grade get a **FREE BOOK** !

1. SIGN UP at the Newberg Library, or online at newberglibrary.org.
2. PICK UP or DOWNLOAD your reading log/event flyer.
3. READ or LISTEN and earn prizes!

First day to sign up! Tuesday, June 2 from 10-8 p.m. or online at newberglibrary.org

Toddler Party with Entertainer Brad Clark Wednesday, June 10 at 11 a.m.

Superhero Party Saturday, June 13 from 1-2 p.m.

Public Works Day Tuesday, June 16 from 11-1 p.m.

Lego Builders Tuesday, June 23 from 3-7 p.m.

Magician Jay Frasier Wednesday, June 24 at 11 a.m.

Juggler and Entertainer Rhys Thomas Wednesday, July 1 at 11 a.m.

Music Lab: Band (with *The Newberg Community Band*) Wednesday, July 8 at 11 a.m.

Funny Man Angel Ocasio (at *Edwards Elementary Cafeteria*) Monday, July 13 at 12:30 p.m.

Ventriloquist Vikki Green Wednesday, July 15 at 11 a.m.

Reptile Man Richard Ritchey Wednesday, July 22 at 11 a.m.

Funny Man Angel Ocasio (at *Babe Nicklous Pool Park*) Monday, July 27 at 12 p.m.

Lego Builders Wednesday, July 29 from 3-7 p.m.

Entertainer Brad Clark Wednesday, August 5 at 11 a.m.

Get Set for School with **MATHNASIUM** Tuesday, August 11 at 6:30 p.m.

Lego Builders Thursday, August 13 from 3-7 p.m.

Last Day of Summer Reading Program Saturday, August 15 from 10-3 p.m.

End of Summer Party with Juggler Curtis Carlyle (and free Jem 100 ice cream)
Wednesday, August 19 at 6:30 p.m.

Weekly Early Literacy Storytimes

Baby Storytime
Tuesdays at 10:30 a.m.
Summer Storytime
Tues. & Thurs. at 11:30 a.m.

Search for the Library Mascots!

Details at
www.newberglibrary.org



Newberg Public Library | 503 E. Hancock Street | 503 538 READ | newberglibrary.org
Questions? Contact Korie Buerkle at korie.buerkle@newbergoregon.gov

posters for school librarians

SRP...in the thick of it

Bring summer reading (and free books)
OUT of the library!

- *Free meal program
- *Childcares
- *Migrant Summer School



Bring families **INTO** the library!

Promote a Find the Lego Librarian who moves once a week to encourage weekly summer visits to the library



SRP...concludes



End-of-Summer Party

Local ice cream shop donates (and scoops!) free ice cream to all party goers. Free ice cream is easy to promote!

Digital Marketing

- Email Newsletter
- Texting Service
- Linked Web Site
- Social Media
- (Facebook, twitter, Pinterest, Instagram)

This is Rosa Olivares from Newberg Public Library's Latino Services.



Email Newsletter

Free at

MailChimp.

Newberg sends biweekly

1,504 subscribers

21% open rate = 315 viewers

Each event has option to add to
reader's Google calendar

Ask for email and permission

*library card registration

*drawing slips for giveaways

*summer reading registration

*Question of the Month slip

"Japan on the Road" program for grade-schoolers!

[View this email in your browser](#)



Newberg Public
LIBRARY

Enriching & Nourishing the Life of Our Community



Share



Forward



April 10, 1:00 p.m.

JAPAN ON THE ROAD

@ the Newberg Public Library

Texting Service

sendhub.com =
free trial

groupme.com = free

At least two texts
per month



SendHub
Simple Messaging



groupme

Linked?

Do local websites link to your library (schools, community groups, Chamber of Commerce)?

Find out in Google & Yahoo

Search link: <http://yourlibraryURL.org>

If not, start adding web site links to PR communications



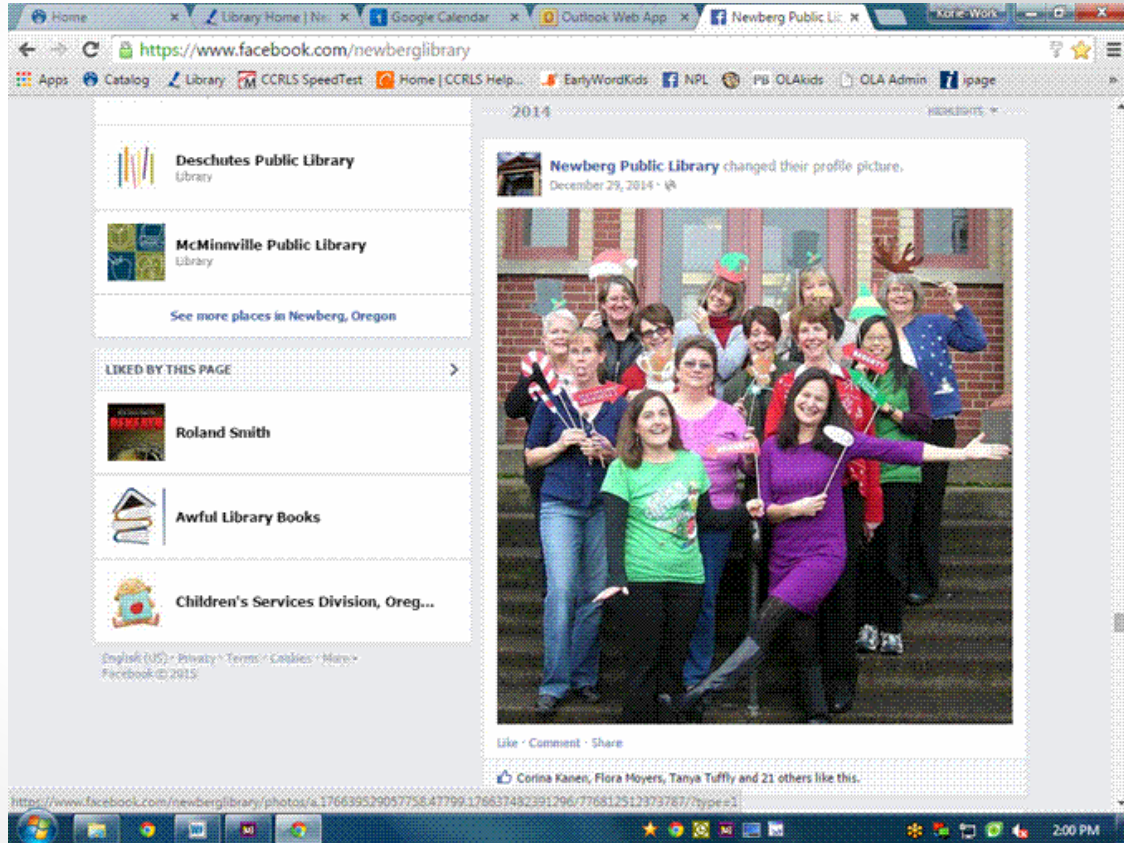
Social Media



Instagram

twitter

Pinterest



Social Media

What makes sense with the time you have? Keep them updated!

Most Americans on two social networks: Facebook and one other

Make it easy to respond

Ask Fun Friday Questions: what's the coolest place to read a book?



From Idealware
Webinar: Social Media
Tactics to Do More
with Less



Keep the Momentum

DURING program:

Invite local media to attend

Invite a volunteer (parent) to take photos for the library

Hold a giveaway and collect emails for newsletter & permission on entry form

Promote your next event

It's DONE! Or is it?

Send thank you notes to contacts that boosted your library's PR

1. Marketing is a skill - it is worth the time and effort to develop
2. Think, speak and promote BENEFITS not services
3. Where is my target audience already spending time? Go there!

Further Resources

<http://www.scls.info/pr/toolkit/>

<http://eduscapes.com/marketing/7.htm>

<http://www.ala.org/acrl/issues/marketing>