MARKETING YOUR COLLECTION

Increase visual appeal and overall circulation

Kiyoshi Parke, Library Operations Supervisor
Glendale Public Library
kparke@glendaleaz.com
THE BENEFITS

• Increases circulation
• Helps you stay relevant
• Increases literacy
• Makes all your efforts worthwhile
LET'S MERCHANDISE!

MARKETING WITH DISPLAYS

CHOOSE A THEME

LEGIBLE SIGNS

REPLENISH OFTEN

Photo credit: Karen Jensen
WOMEN'S EQUALITY DISPLAY

HIGHLIGHTED:

- STRONG FEMALE CHARACTERS
- FEMALE AUTHORS
- DIVERSE CULTURES
- BOOKS WITH "PINK" COVERS
3-D balloons made of paper and a stick.

Big Sign at the Top, stayed for the month

Creative way to do "Halloween" books without pulling holiday specific books

Printed pictures of Newbery Winners as banner

Printed picture of a creature, changed out weekly
FEATURED:
- DIVERSE PEOPLE
- NEW TITLES
- BOOKS TEENS MAY NOT HAVE SEARCHED FOR

ENDCAP OR DISPLAY

BIOGRAPHIES
• BIOGRAPHIES (BIRTHDAY DISPLAY THAT CHANGES EACH MONTH)
• NATIONAL "WHATEVER" MONTH
• TIE IN TO LOCAL EVENTS
• TIE IN TO LIBRARY EVENTS
WHAT'S YOUR SIGN?

- Eye-catching
- Less is more
- Diverse
- Trendy
Shelf Talkers & Section Dividers

- Keep them uniform
- Don’t use too many pictures
- Consider bilingual signs
JUDGING BOOKS BY THEIR COVERS
• **BOOK LISTS**
• **CALENDAR OF EVENTS**
• **PROGRAM FLYERS**

Services and products to market around the library within specific collections.
• library apps
• e-resources
• special services

Advertise Lego Club next to your Non-Fiction LEGO books.
Celebrate National Crafting Month!

Miss Quinces: A Graphic Novel
by Kat Fajardo

Calling all crafters! It’s National Crafting Month and we have the books for you. Stop by the library and find your next inspiration!

#nationalcraftingmonth #harrypotter #crochet #libraryreads

Did you enjoy “Six of Crows” by Leigh Bardugo? Try “League of Liars” by Astrid Asholte! Place a hold today!

#shadowandbone #LeighBardugo #libraryreads #bookrecs

COMING SOON

What is coming out? Promote it before it arrives.

NATIONAL EVENTS

There is literally something every day! Concentrate on monthly celebrations for your displays. (less work)

BOOK RECS

You can recommend just about anything. New books, old books. Books that have to do with events happening in your community.
NEW MOVIE ALERT

NEW MOVIE RELEASES
Advertise the new movies coming to your library. You would be surprised how many people still pay for DVD rentals.

PROGRAMS
Let people who don’t come to the library often that you have fun stuff going on. No library card required!
EMAIL MARKETING

The Benefits:

- Create personalized content
- Generate traffic to your website
- Reach people that don’t go to the library often

- Send a monthly newsletter
- Send a Welcome email to new library card sign-ups
- Don’t send too many
- Highlight new collections each time
Librarians are admired and your opinions are valued more than the average person. Use that advantage to help “sell” the things that your branch offers!

-Angela Hursh, Library Marketing Expert
Questions?

Kiyoshi Parke, Library Operations Supervisor
Glendale Public Library
kparke@glendaleaz.com