

Marketing the Genealogy Library: Traditional Marketing Strategies

- Marketing: What and Why?
- Marketing Strategy vs. Marketing Plan
 - Strategy
 - How the library or department will accomplish a mission or a goal
 - Individual pieces (i.e. Facebook, Print, or Radio)
 - Plan
 - Contains marketing strategies with the framework
 - Big Picture
- Marketing Plan
 - One plan doesn't fit all
 - Plans for Different Types of Marketing
 - Different goals require different plans
 - Calendars or Spreadsheets
 - Use for plans and strategies
 - <https://www.nonprofitmarketingguide.com/blog/>
 - <http://www.ala.org/aboutala/offices/publishing/editions/webextras/fisher09096/fisher09096>
 - <https://www.smartsheet.com/9-free-marketing-calendar-templates-excel>
 - <https://buffer.com/library/all-about-content-calendar/>
- Who oversees marketing at your library?
 - Same techniques
 - Difference is who does it
- Marketing to different types of customers
 - External
 - Societies
 - Groups and Organizations
 - Individuals
 - Internal
 - Colleagues
 - Library Board
 - Friends of the Library
- Types of Marketing
 - Paid print
 - Media
 - In-house print
- Print
 - Paid Print
 - Newspapers
 - Magazines
 - Advertisements
 - Free Print
 - Newspapers – Letters to the Editors
 - Newspapers – Op-Ed

- Media
 - Paid
 - Radio Advertisements
 - Television Advertisements
 - Free
 - Radio Public Service Announcements (PSA)
 - Request Television Stations to Cover Events
 - Speak to the Station Manager to find out what they are looking for
 - Public Access Station Programming
- In-House Print
 - Library Newsletter (Print or Online)
 - Promotional Materials
 - Flyers
 - Bookmarks
 - Brochures
- Website
 - UPDATED Frequently
 - Zero use unless the information is correct and up to date
 - Discoverable
 - Customers need to be able to find information
- Networking
 - It isn't what you know, it's who you know!
 - Use your contacts and the contacts of your colleagues to assist your marketing
 - Be a cheerleader for your library no matter the location
- Presentations
 - FREE
 - Use honey to draw the bees, not vinegar.
 - Know your audience
 - Civic Organizations
 - Rotary, Lions, Chamber of Commerce, etc.
 - Youth/Elder Locations
 - Schools
 - Elder Care Facilities
- Questions

Further Resources:

<http://www.ala.org/pla/resources/tools/public-relations-marketing/marketing-strategies>
<http://www.ala.org/acrl/aboutacrl/directoryofleadership/interestgroups/acr-iglmo>
<https://superlibrarymarketing.com/>
<https://www.webjunction.org/explore-topics/marketing-outreach.html>
<https://www.ned-potter.com/>

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