



Marketing for Busy Librarians Questions to Ponder for the Q&A on September 8

Section 1.1

1. Say to yourself, “We need better marketing.” Now what do you see in your mind’s eye when you imagine having great marketing? Be specific.

Click or tap here to enter text.

2. Ask your staff what they think of when they hear the word “marketing.” Do they have a positive feeling?

Click or tap here to enter text.

Negative?

Click or tap here to enter text.

Talk about this – build interest.

Section 1.2

1. Think of one thing you can do to increase your staff’s knowledge of library services.

Click or tap here to enter text.

How would you encourage staff to share that knowledge with patrons?

Click or tap here to enter text.

2. Think of one thing you can do tomorrow to brighten the experience of connecting to your library, whether by phone, online or in person.

Click or tap here to enter text.

Section 1.3

1. What has surprised or especially struck you so far in these presentations?

Click or tap here to enter text.

2. List one or two marketing goals and give one measurable objective for each.

Marketing Goal:

Click or tap here to enter text.

Objective:

Click or tap here to enter text.

Marketing Goal:

Click or tap here to enter text.

Objective:

Click or tap here to enter text.