



FLORIDA DEPARTMENT *of* STATE

DIVISION *of* LIBRARY *and* INFORMATION SERVICES



Marketing for Busy Librarians

Section 1 - The Big Picture

Part 2 - The Communicative Library Culture

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Everything that happens in your library has a marketing component and value.

- Interactions at the information desk
- Appearance of the library
- Telephone experience
- Website – online services
- Strategic planning choices
- Interactions in the community
- Even how you catalog, shelve and label materials





Build a culture
of
knowledge
and
enthusiasm!

What are the results?

- You'll go back to this restaurant
- You'll recommend this restaurant
- You'll value this restaurant

If your library staff knows a lot about your services and enthusiastically informally promotes them, people will:

- Come back to your library
- Enthusiastically recommend the library to friends
- Come to value the library as a vital community good

What are some ways you can have a “family meal” so staff can taste what’s on the library menu?









What's it like to walk in at your library?



Every
interaction matters!



Think

- Think of one thing you can do to increase your staff's knowledge of library services and enthusiasm about how they can benefit people.
- Think of one thing you can do tomorrow to brighten the experience of connecting to your library, whether by phone, online or in person.



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