



FLORIDA DEPARTMENT *of* STATE

DIVISION *of* LIBRARY *and* INFORMATION SERVICES



Marketing for Busy Librarians

Section 2.2 – Branding, Print Materials and Your Website

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Library Communications Consultant



The Marketing Cycle



Media Choices

bookmarks

newsletters

posters

advertisements

interviews

speeches

events

podcasts

flyers

library publications

Twitter

Facebook

Pinterest

Instagram

news releases

YouTube

word of mouth

website





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Branding



@your library®



Branding – Basic Elements

- Logo
- Typefaces, fonts, sizes, page placement, proportions
- Adapt to apply everywhere:
 - Website
 - Print materials
 - Signage
 - Business supplies

Posters, Flyers, Bookmarks

- Small or tight communities
- Offices and groups for your target audience
- In-house use – regular users
- But be systematic – keep current, know where they are

The “Press”

- Media releases
- Photo opportunities
- Editorial boards, opinion leaders
- Personal relationships

Your Website

- Remember the brand
- Easy to navigate
- “Above the fold”
- Rich and deep – an exciting adventure
- Remember mobile

Think

- How's your library brand? Is your logo consistently used? Have you gone so far as to develop style sheets and signage, even considering intangibles such as “look and feel?” Talk this over with your staff!
- How much time do you spend developing print materials vs. online materials? What is the return?



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Rick Scott, Governor
Ken Detzner, Secretary of State
Florida Department of State
Division of Library and Information Services

This presentation has been funded under the provisions of the Library Services and Technology Act from the Institute of Museum and Library Services. Florida's LSTA program is administered by the Department of State's Division of Library and Information Services..