



Marketing for Librarians: How to Market What Cannot Be Seen

Worksheet for Participants

Below are a set of questions to assist you in crafting a marketing plan to promote digital library services and resources. This list is not comprehensive; instead, it allows you to jot down ideas during the webinar that you'll want to explore further on your own.

A. Getting Started:

1. Does the library have a mission and/or vision statement?
 - a. Any communication from the library should support the library's mission.
2. Who should your message target?
3. What are the channels of communication available for the library to use? Does it include social media, electronic newsletters, newspapers, flyers, electronic bulletin boards, signs, website, mobile app, etc.?
 - a. Take an inventory of all the possible methods of communication at your institution.
4. Marketing is an all-staff activity.
 - a. This activity is time-consuming and requires constant communication engagement.
 - b. Include as a goal for staff the ability (and willingness) to market and promote library services on their performance evaluation.
 - c. Practice three-minute elevator pitch.
5. Do you have a copy of your institution's communication policy?
 - a. Are there rules that you need to follow?

B. What is your message?

1. Describe a digital library.
 - a. What are its strengths?
2. Make a list of action items you want your library users to know about the library?
 - a. Share this list with your library users and see if they agree with you.
3. What are you trying to tell your users that they might not know about the library?
4. Make your message short and simple.
5. If your message is not reaching your users, troubleshoot what the issues might be.
 - a. Do you have a budget?

6. What social media and software tools can you use for free or low-cost?
7. Do you have a budget for promoting the library?
8. Do you need to ask for funds to continue with promotion?