

Marketing TIPS



Less is More.

Keep a centralized location for calendars and flyers and be strategic over where to place additional posters. Utilize poster holders on endcaps and acrylic flyer stands in lieu of taping flyers to walls. Invest in TV screens to cut back on paper. Share graphic design tips with those working on displays and programs to maintain consistent standards.

Everyone Participates.

Get all library staff involved in promoting events. Staff can make recommendations based upon conversations with patrons, provide copies of calendars to people checking out, and give out promotional bookmarks with every transaction. Marketing doesn't just fall on the marketing department or library programmers. To be most effective, everyone must participate.

Think Outside the Library.

Everyone is strapped for time but scheduling just a few hours a month to get outside the library can make a huge impact. Build relationships, identify library advocates and businesses which allow the drop off of materials, and make contacts at apartment complexes and housing developments. Take advantage of those free online calendars too!



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Graphic Design

FREE RESOURCES

- **Unsplash.com**
Free (do whatever you want) high-quality images.
- **Canva.com**
Simple graphic design software and photo editor with layouts, templates, tutorials, tips and tricks.
- **Getpaint.net**
Basic graphic design software that began as an undergraduate college senior design project. Use this tool to make a logo or graphic, with a solid background, transparent.

1 Be Current and Relevant.
Avoid cheesy clipart and fonts like *Curlyz* and *Comic Sans* that remind people of the 90's.

2 Consistency is Key.
Create a consistent look for marketing materials so people associate it with the library's brand. Use footers and distinctive styles for kid, teen, and adult event marketing.

3 It's a Balancing Act.
Make sure materials have good balance to them (color, weight) and don't be afraid to use white space. Take a step back and see where the eye is drawn to.

4 Use What You Got.
Don't have the latest in Adobe Photoshop? No problem. Learn all the tricks and tips for the software that is available (Word, Publisher) to be as proficient as possible.

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