

# MARKETING YOUR COLLECTION

Increase visual appeal and overall circulation

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# THE BENEFITS

- Increases circulation
- Helps you stay relevant
- Increases literacy
- Makes all your efforts worthwhile



# LET'S MERCHANDISE!

## MARKETING WITH DISPLAYS

CHOOSE A THEME

LEGIBLE SIGNS

REPLENISH OFTEN





# WOMEN'S EQUALITY DISPLAY



## HIGHLIGHTED:

- **STRONG FEMALE CHARACTERS**
- **FEMALE AUTHORS**
- **DIVERSE CULTURES**
- **BOOKS WITH "PINK" COVERS**







3-D balloons made of paper and a stick.

Creative way to do "Halloween" books without pulling holiday specific books

Big Sign at the Top, stayed for the month

Printed pictures of Newbery Winners as banner



Printed picture of a creature, changed out weekly





**ENDCAP  
OR  
DISPLAY**



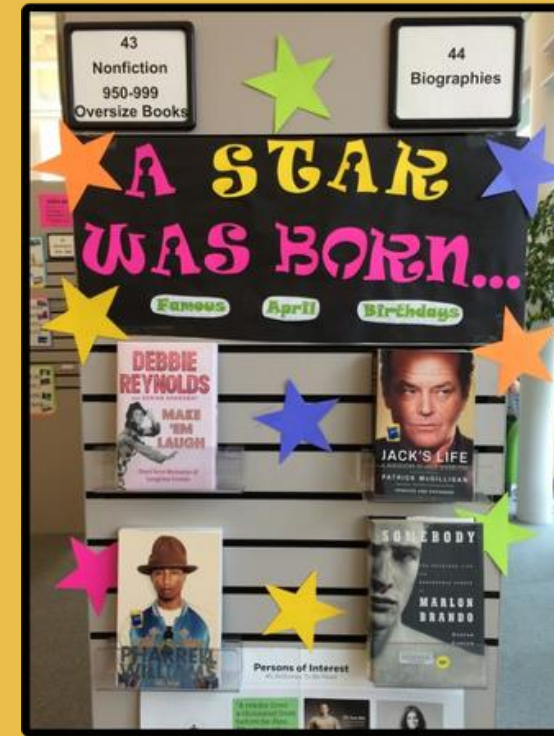
**FEATURED:**

- **DIVERSE PEOPLE**
- **NEW TITLES**
- **BOOKS TEENS MAY NOT HAVE SEARCHED FOR**

**BIOGRAPHIES**



- BIOGRAPHIES (BIRTHDAY DISPLAY THAT CHANGES EACH MONTH)
- NATIONAL "WHATEVER" MONTH
- TIE IN TO LOCAL EVENTS
- TIE IN TO LIBRARY EVENTS



IWHS Library



Wellington City Library





# WHAT'S YOUR SIGN?

EYE-CATCHING

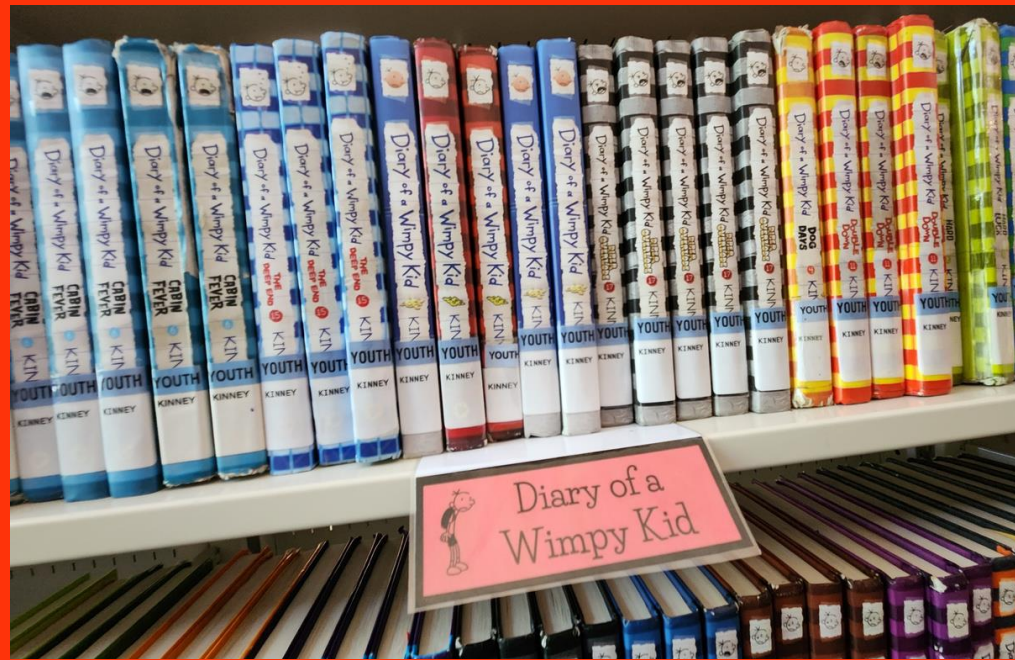
LESS IS MORE

DIVERSE

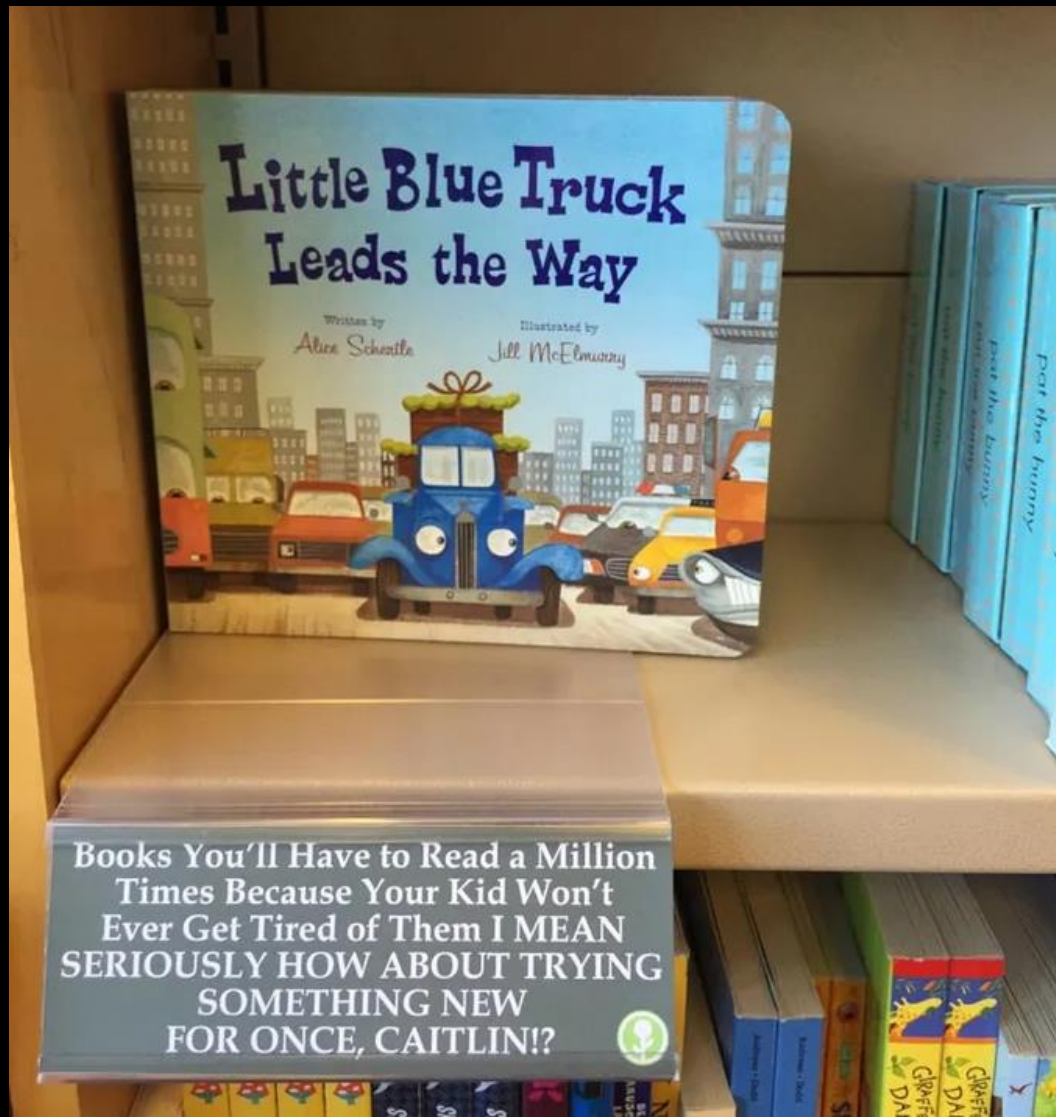
TRENDY



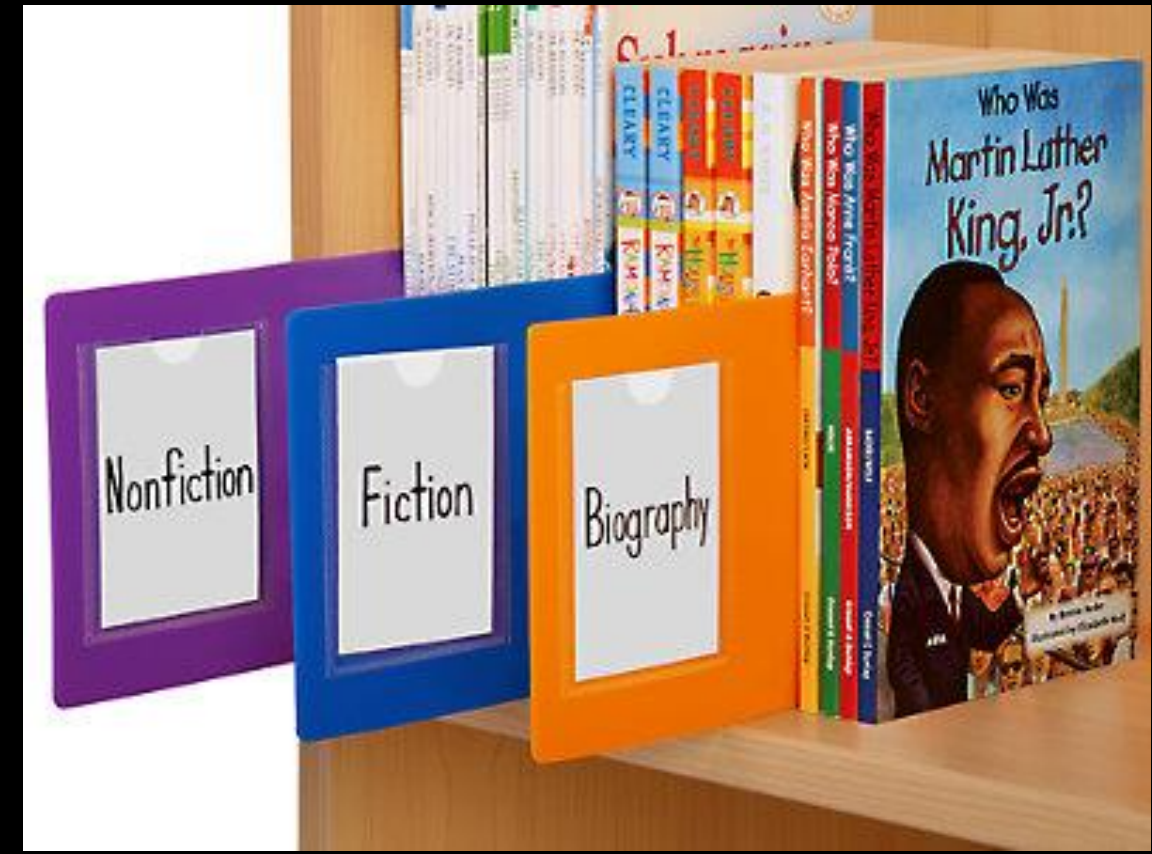








- Keep them uniform
- Don't use too many
- Use pictures
- Consider bilingual signs



# Shelf Talkers & Section Dividers





VS



# JUDGING BOOKS BY THEIR COVERS



# SOMETHING TO TAKE HOME

- BOOK LISTS
- CALENDAR OF EVENTS
- PROGRAM FLYERS

Services and products to market around the library within specific collections.

- library apps
- e-resources
- special services

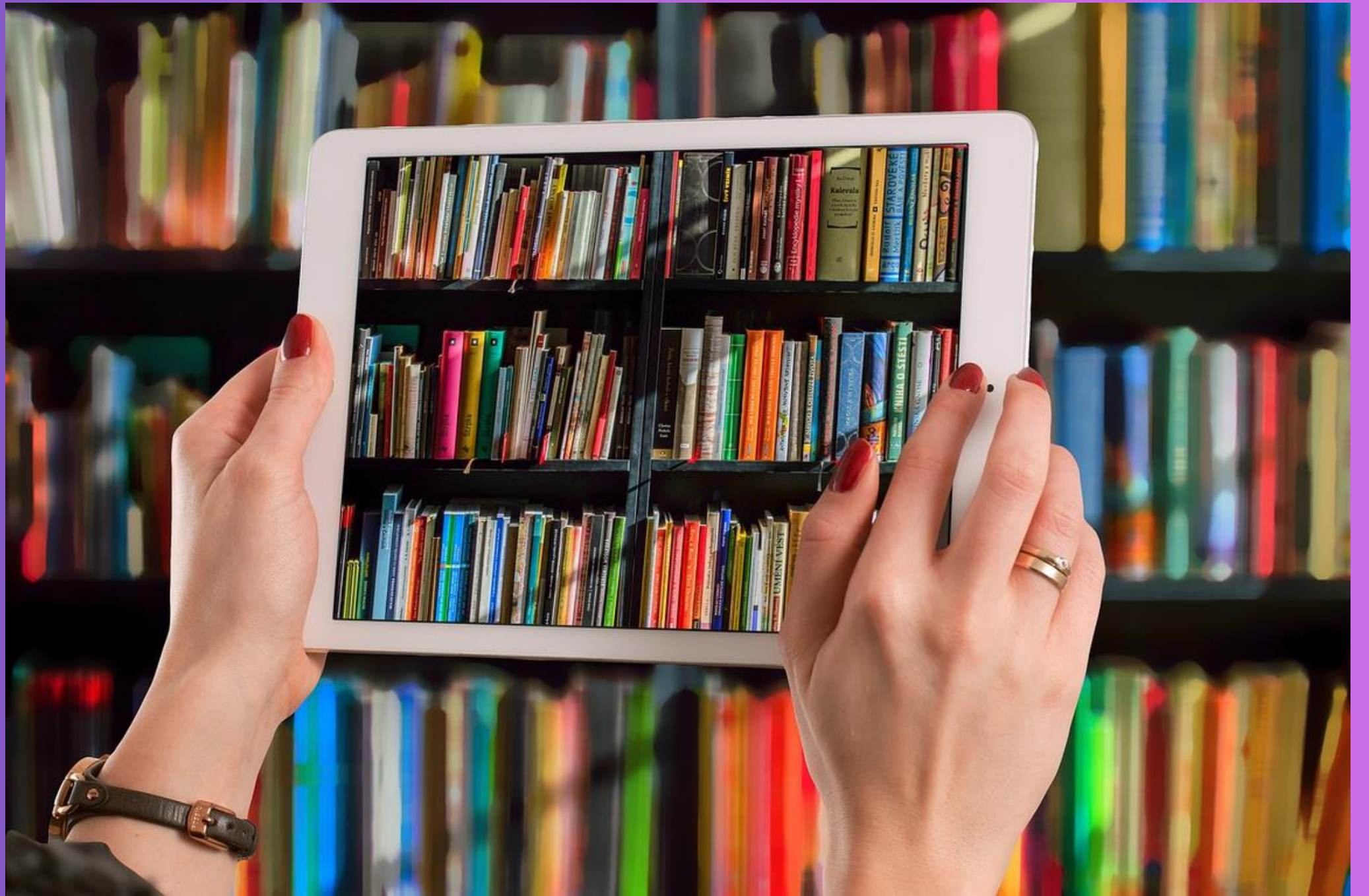


Advertise Lego Club next to your Non-Fiction LEGO books.





# SOCIAL MEDIA MARKETING





Miss Quinces: A Graphic Novel  
by Kat Fajardo

**COMING SOON**

Coming Soon - Miss Quinces by Kat Fajardo  
Place a hold on a copy today!

#comingsoon #missquinces #katfajardo #graphicnovels

## COMING SOON

What is coming out?  
Promote it before it arrives.

**Celebrate National Crafting Month!**

Harry Potter Crochet Wizardry  
BY LEE SARTORI

Calling all crafters! It's National Crafting Month and we have the books for you. Stop by the library and find your next inspiration!

#nationalcraftingmonth #harrypotter #crochet #libraryreads

## NATIONAL EVENTS

There is literally something every day!  
Concentrate on monthly celebrations for your displays. (less work)

**LEAGUE OF LIARS**  
ASTRID SCHOLTE

**SIX OF CROWS**  
LEIGH BARDUGO

IF YOU LIKE THIS, TRY THAT!

Did you enjoy "Six of Crows" by Leigh Bardugo? Try "League of Liars" by Astrid Asholte! Place a hold today!

#shadowandbone #LeighBardugo #libraryreads #bookrecs

## BOOK RECS

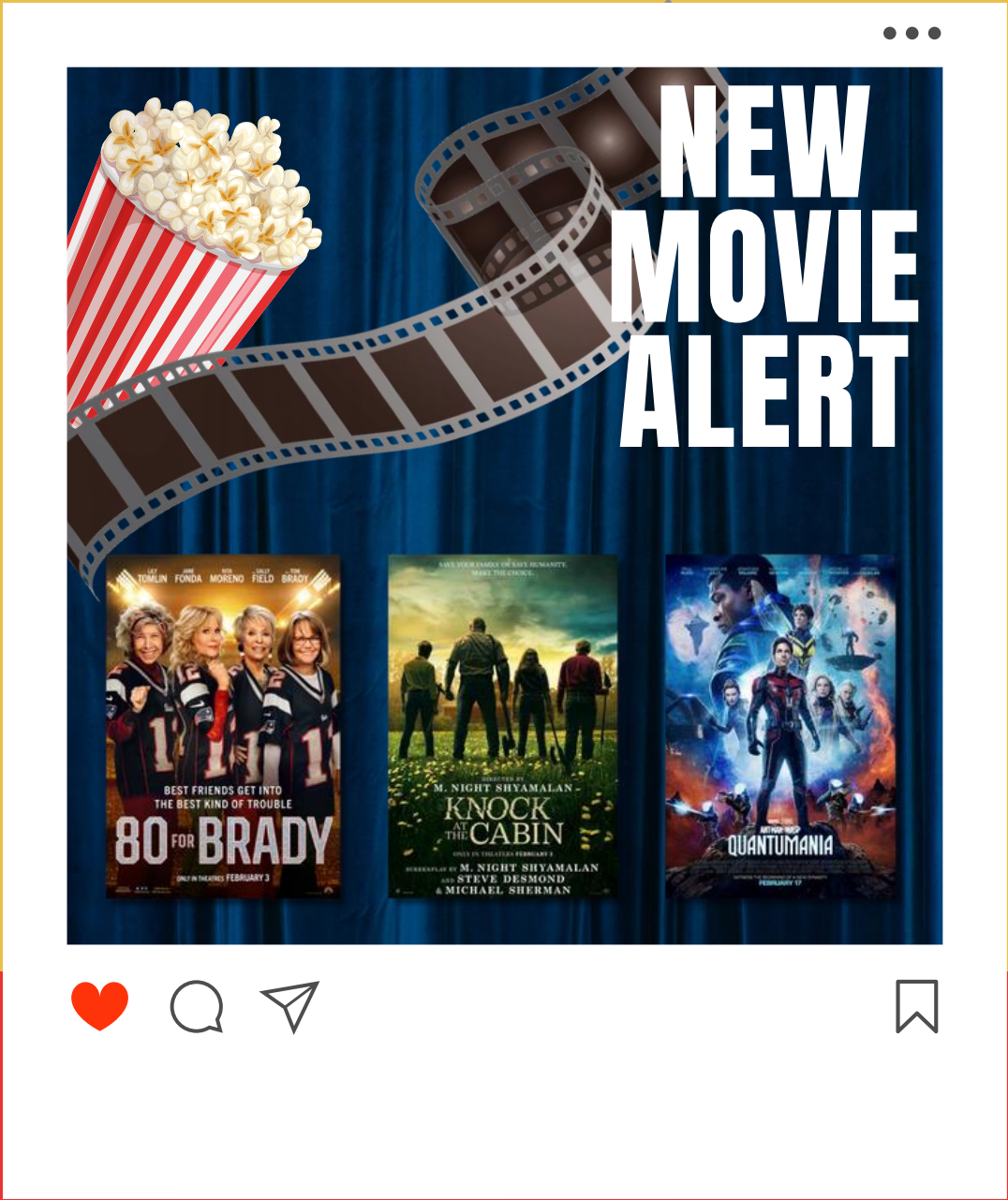
You can recommend just about anything.  
New books, old books. Books that have to do with events happening in your community.





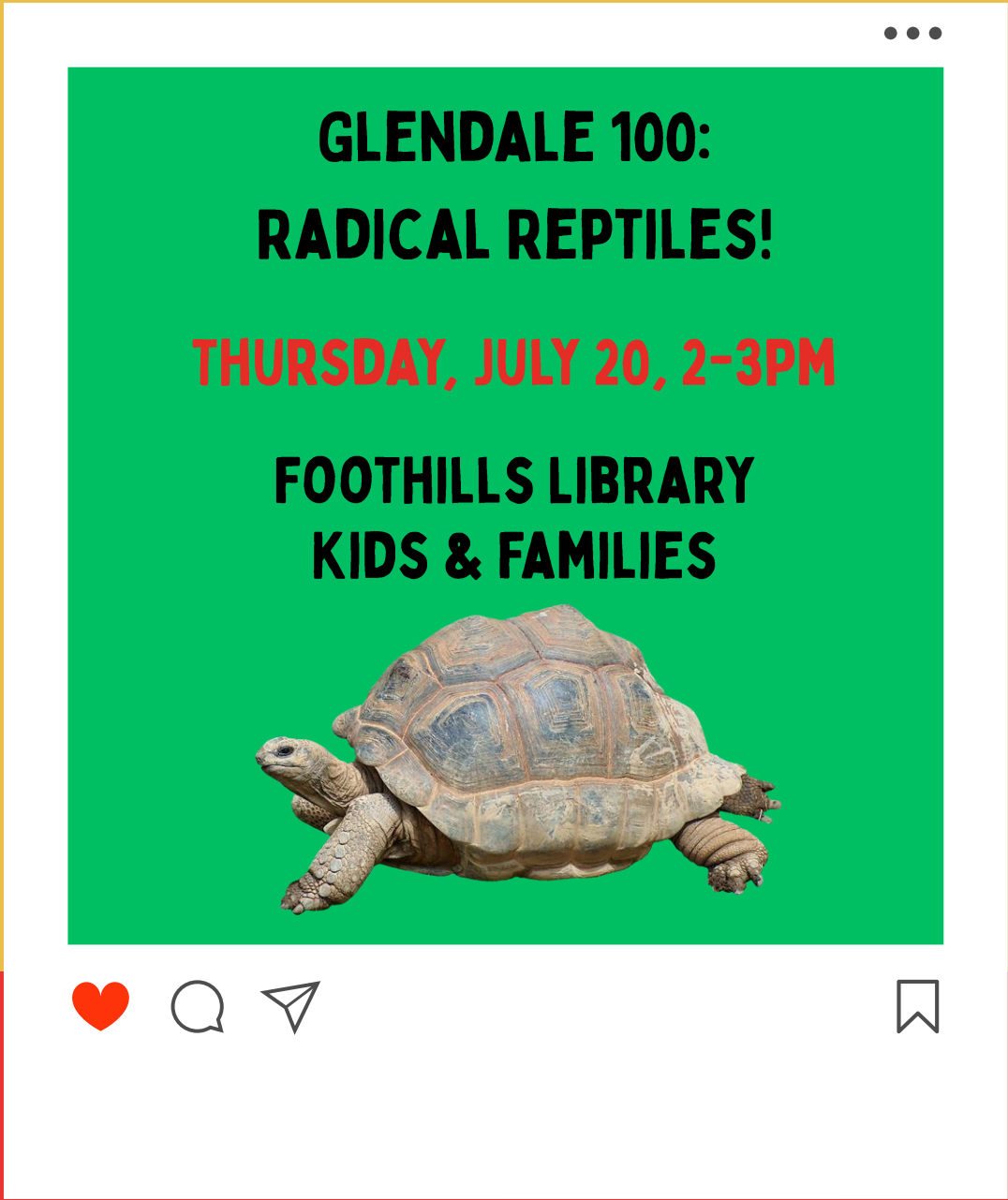
### POPULAR TRENDS

Highlight books that match upcoming blockbuster movies or popular TV shows.



### NEW MOVIE RELEASES

Advertise the new movies coming to your library. You would be surprised how many people still pay for DVD rentals.



### PROGRAMS

Let people who don't come to the library often that you have fun stuff going on. No library card required!





# MARKETING

## The Benefits:

- Create personalized content
- Generate traffic to your website
- Reach people that don't go to the library often

- Send a monthly newsletter
- Send a Welcome email to new library card sign-ups
- Don't send too many
- Highlight new collections each time

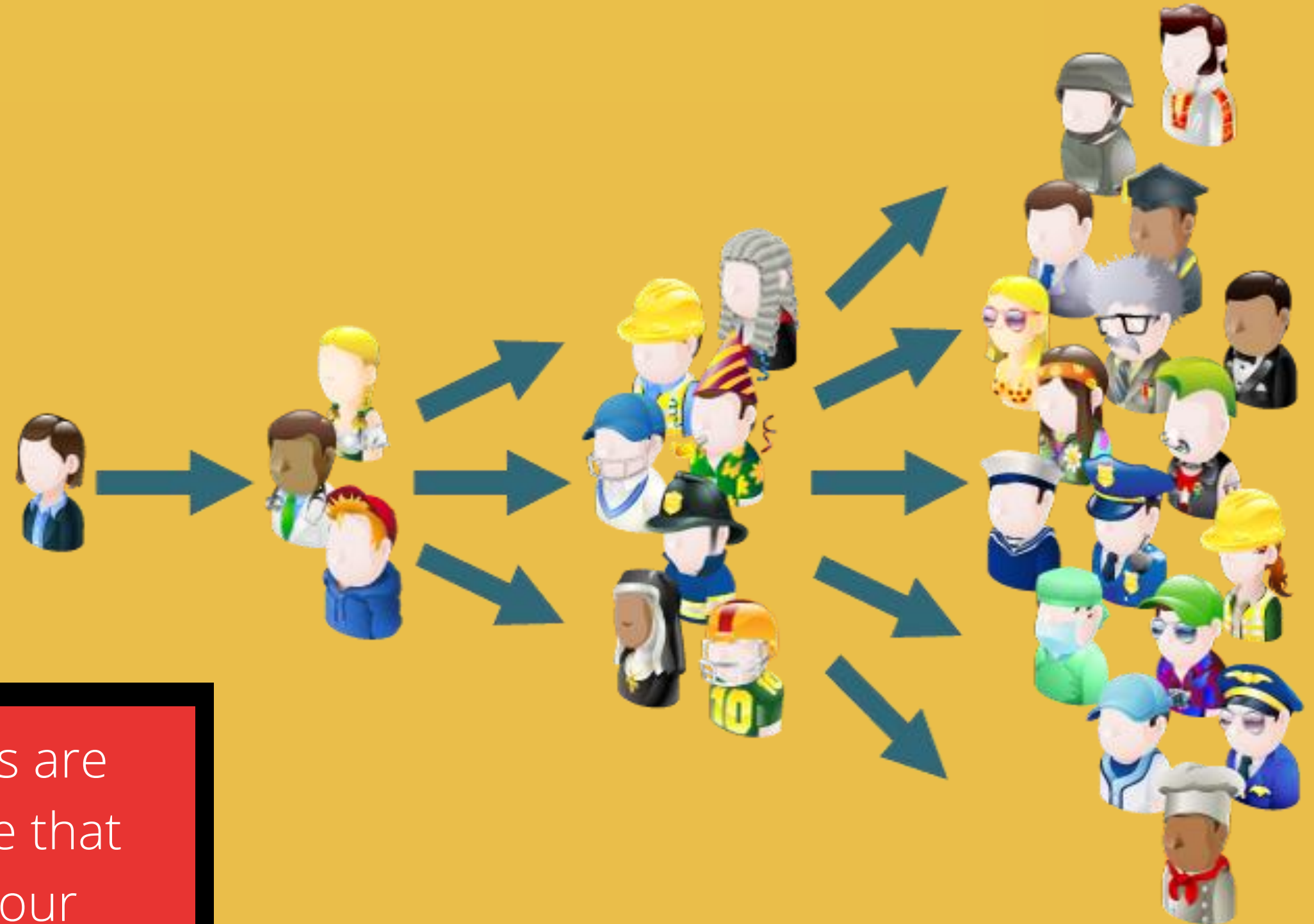


# Word-of-Mouth Marketing

**PEOPLE TRUST US**

**LITTLE TO NO PREP**

**IT'S FREE**



“Librarians are admired and your opinions are valued more than the average person. Use that advantage to help “sell” the things that your branch offers!”

-Angela Hursh, Library Marketing Expert



# Questions?

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