

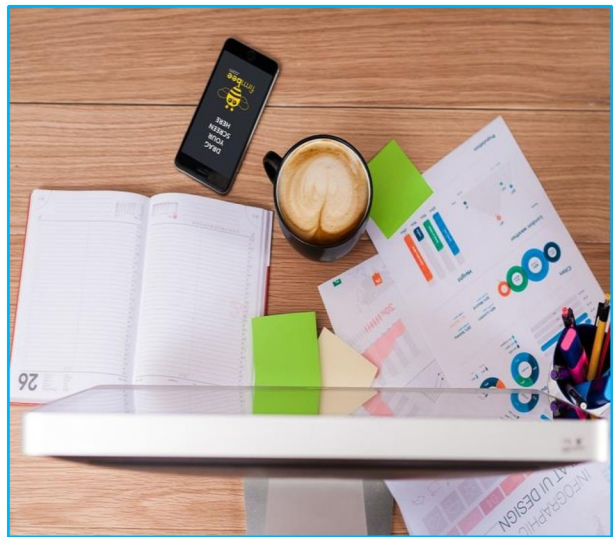


Northern Lights continues to be innovative and relevant in today's library world; a sure sign of an organization's growth. Growing more sophisticated by recognizing the important of marketing for libraries, hiring a dedicated staff member with the marketing and communications responsibilities instead of many individuals wearing the marketing hat.

Marketing aspects include: public relations, promotion, publicity, advocacy, social media, content marketing, branding, promoting the services, marketing campaigns and ensuring that the message is being communicated using the proper method.

The starting focus for the department will be:

- developing a marketing strategy plan /content marketing plan /social media plan /communications plan that compliments the Plan of Service
- the delivery of the Plan of Service brochure to the NLLS member libraries
- website



I recently attended a marketing conference that specifically discusses the marketing needs for libraries and the importance of

effectively promoting services. I came away from the conference with a notebook full of notes and ideas which I quickly transcribed into a document – 17 pages worth but will provide a few highlights of the learning.

- Have a plan! Ensure that you have recorded the initial numbers to determine the outcomes.
- Ensure that the proper research is completed before tackling the creation of marketing plan: Who is your target audience? Segment as narrow as possible. Don't guess or assume what is wanted – surveys, chats, emails to determine the needs. Identify appropriate services. Choose the action plan...Now, you are ready to write the marketing plan. Do the promotion. Track the data.
- Visuals are key
- Crisis management – be true to the organization's values
- Tips on media – social media post, promoting events, email marketing, maximizing website



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