

## Marketing Programs and Services

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Step 1: Build a Marketing Plan (even a rough outline).

- Identify a need.
- Identify an audience (teens, seniors, etc).
- What do you hope to achieve?
- Craft your message.
- Find the right tools (poster, web, social media, word of mouth).

Step 2: Get your message out there.

- Use your website, word of mouth, Facebook, Twitter or other social media, posters, etc. – get creative.
- Visit community groups and local organizations to promote library services.
- Get your message to the groups you are targeting.
- Contact local media – they're always looking for stories to cover.
- Use templates to make it easier.

Step 3: Evaluate.

- Include measures in your Marketing Plan.
- Count participants, ask for impact stories.