Using Programs to Market Materials and Services

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Displays & Book Lists

- Displays can pull double duty advertising programs and materials
- Provide a list of items as a handout or available on your website
- Some speakers will even have titles ready for you
- Include multiple formats—even Library of Things!
- Don't limit yourself to only nonfiction
Pre-program Advertisements

- Talk about upcoming programs
- Short book talks
- Mention related resources
Pre-program Advertisements

- Create a short slideshow to play while patrons are filing into the room and set to autoplay
- Can be shared with a virtual audience, too!
- Use existing graphics whenever possible. Has your marketing department created posters or digital displays? Use those!
Pre-program Advertisements

• Know your audience!

COMING THIS FALL
FRIDAY, SEPT. 20, 7 P.M.

Cooking for One or Two

Learn how to prepare meals for one or two people easily at home. Chef Joyce Lande will provide recipes and tips during her cooking demonstration to help you make perfectly portioned and healthy meals.

Me forcing myself to save money and cook instead of eating out
Using Streaming Options

- Supplement your programs with content from streaming platforms
- Play music while people are joining a program—especially helpful on Zoom!
- Background music
- Show movies & documentaries without worrying about performance rights
Integrate Materials into Programs

- Make patrons aware of special collections by bringing items to use in programs
- Use equipment or materials in a class and let patrons know how to check one out for their own use
Integrate Materials into Programs

- You can even use equipment for passive programs!
Provide Supplementary Resources

- Print or share existing content as handouts
- Create your own handouts using information from databases
Bring Promo Materials

- Promotion is not limited to programs you create yourself!
- Bring brochures, business cards, etc. to programs with outside speakers
- Most speakers are happy to help promote library resources, too!
Ready-to-Go Programs

- Use existing content to create programs
- Make craft kits to go with videos for patrons to do at home on their own schedule
- Follow along with a video in-person for a shared learning experience
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Program Ideas: Genealogy

- Run a genealogy program about a database, not a database program about genealogy
- Focus genealogy programs on specific databases
- Give examples of how to use databases when focusing on a topic
Program Ideas: Book Clubs

- Help book clubs select new titles
- Use readers' advisory databases to...
  - Learn about the author
  - Find discussion questions
  - Make a list of similar titles
Program Ideas: Book Clubs

• Book Buzz for Book Clubs
  ○ Staff share titles for discussion around themes
  ○ Highlight resources between book talks
    ■ NoveList
    ■ Goodreads
    ■ Book club services
  ○ Sharing advice & airing of grievances
  ○ Giveaways of tote bags full of ARCs
  ○ Promotes the library as book experts
Program Ideas: LinkedIn Headshots

- Take headshots for LinkedIn and other professional networking
- Promote creative studio equipment
- Schedule LinkedIn classes in the same month to cross-promote
- Provide information on job hunting and business resources
Program Ideas:
What Your Library Can Do

We can...provide access to resources
- Interlibrary Loan
- Free subscription to LinkedIn Learning (formerly Lynda.com)
- Small business resources
- Ancestry Library Edition
- Consumer Reports
- Free resume reviews with Tutored
- Chicago Consumers’ Checkbook
- Access to journal articles
- Newspapers.com

We can...help you discover a new hobby
- Knitting needles, sewing machines, and other craft equipment for checkout
- Cooking equipment to try before you buy, from air fryers to spiralizers, plus seasonal baking pans
- Enrolling for free craft lessons
- Learning a new language
- Materials on everything from acrylic painting to Zumba
- Adventure Backpacks
- Craft kits and classes

Elmhurst Public Library
What we can do for you

with
Jez and Alyssa
Promotion as Conversation

- Talk to patrons during downtime in programs like crafts or games
- Don't give a rehearsed speech; find out what a patron's interests and needs are and suggest library resources to match
- There's something for everyone—they just need to know it exists
Post-program Advertisements

- Talk about how to learn more about a program's topic with library resources
  - Practice after language clubs with Transparent Language or Mango Languages
  - Take practice tests after college prep classes
  - Get expert feedback from Brainfuse JobNow after resume and cover letter classes
Post-program Advertisements

- Sharing program recordings on YouTube
  - Create branded intro and outro slides
- Add a slide to promote access to a specific resource or service
- Use overlay links to direct viewers to playlists of additional content

Find program details at elmlib.org/events
Any questions?

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