

MONTANA PUBLIC LIBRARIES

To: Library Staff
Date: October 17, 2011
Re: Marketing Materials for BTOP

Enclosed you will find the marketing materials for BTOP. These materials should be used within your local market to increase awareness of the computer and Internet improvements made via BTOP.

In addition to the materials enclosed, we included a one-sheet that describes some of the ways you can “get the word out” using these materials, along with some other marketing suggestions. However, feel free to use your creativity and other avenues that have been successful for your library in the past.

To complement the materials enclosed, on October 31 our television and radio spots will begin airing in markets all over the state. We are excited about the campaign and look forward to taming the Wild, Wild Web with all of you.

Montana State Library will be hosting a webinar to review all outreach materials at 10:00 on October 26th. MSL will also be posting instructions and resources to its project website.

If you have any questions about these materials or the marketing in general, please do not hesitate to call Donci Bardash at 406-444-0223.

Ideas for distributing your marketing materials:

Table Toppers — If possible, try and distribute these table toppers outside of the library. Patrons inside the library most likely will already be aware of the improvements to the computer center. Our goal with the table toppers is to get them into places where we might find “new” patrons. For example: local coffee shops that do not offer Wi-Fi, local diners, partner agencies like the Job Service, schools and retirement communities.

Montana State Library has also sent these directly to your local job service offices and offices of public assistance.

Palm Cards — Similar to the table toppers, try and reach beyond your current patron base. Remember to utilize the existing BTOP partners to help with distribution.

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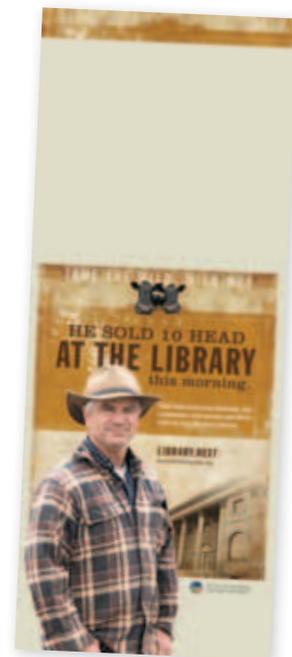
Bookmarks — Montana State Library has produced two versions of bookmarks. One version is designed to be distributed to your local school children. The other version can be used for the general public.

Montana State Library has distributed bookmarks to your local elementary and high schools. The bookmarks you have received are for use in your library and community.

Thumb Drives — Montana State Library is producing thumb drives that are pre-imaged with shortcuts to popular partner resources available online, such as job searching tools and self-litigation forms and guides. These thumb drives could be distributed in a number of ways. For example: to attendees of library-sponsored workshops, library community partners, patrons using your computer center, speaking engagements, schools, etc.

Banner Stands — A pop-up banner stand with a customizable top can be ordered through Montana State Library. Some of you have already taken advantage of this marketing tool. This piece will be valuable in not only getting the word out about the new computer center improvements but about your local events as well.

Montana State Library has budgeted for 15 stands. These have been ordered for libraries with BTOP-funded technology staff, as well as locations with high foot traffic.



Additional Marketing Ideas (Public Relations and Local Market Tactics):

Open House/Media Event – Host a media event in your local market. Invite local media to tour the library, specifically the area with the new equipment/computer improvements. Host an open house following the media event for the local community.

Montana State library will provide an event planning checklist to assist you. It is also important to notify the BTOP staff so that they can assist with promoting the event to partners.

Community Calendars – Libraries should be sure that training sessions and “special” days at the library are on every community calendar within their markets. These are usually free calendars and it just takes time to contact the media/organization and place the information on their calendars. Most of the time this can be done online. Example calendars include: Chamber of Commerce, newspaper and TV stations.

Chamber of Commerce/CVB – Work with your local Chamber of Commerce to be included in the next Chamber newsletter, mentioned on the Chamber website and involved in any relevant Chamber event. This type of activity could be done at numerous local events.

Bring a Senior Friend to the Library – Work with a local high school for this effort and have students offer to bring a senior friend for a day at the library. The high school kids would volunteer for a couple of hours and demonstrate to the senior how to pay bills online, set up a Facebook page, research health topics, etc. Invite the press to attend and use this as another opportunity to receive free publicity.

Referrals from Partner Agencies – Educate and remind partner agencies of the additional resources the library can offer their clients. For example, job service staff could advise job seekers to visit the library if computers are full or after-hours.

Speaking Engagements – Establish a speaking calendar where a local staff member could get on the agendas of school boards, Rotary clubs, Kiwanis clubs, partner events (annual membership meeting, conferences, town hall meetings, etc.) and provide a speech (10 minute) on what the library has to offer. Montana State Library will be providing a PowerPoint template that can be easily customized for your community.

Utilize Existing Library Networks –

- **External Networks:** Partner agencies can promote local library events through their e-newsletters, websites, Facebook pages, etc. Local libraries should work directly with MSL to assist with distribution to partners.
- **Internal Networks:** Use resources within the library such as MLA, list serve & Web junction.