

**If you are in this session by mistake, please return to the main room and send a chat to Cindy Olson so we can move you into the right room.**

# **Marketing Your Library at Low or No-Cost**



**Presented by BreAnne Meier  
Marketing Specialist**

**Today's Skills for Tomorrow's Services**

# What is Library Marketing?

**The mix of promotions, events, user research, and activities that help meet the needs and desires of your target audiences.**





# Develop a Marketing Plan

Target Audience

SWOT Analysis

SMART Goals

Calendar

Budget

# Low-Cost or Free Marketing Ideas, Part 1

**Word of  
Mouth**

**Social Media**

**Blog/Website**

**Newsletter**

# Low-Cost or Free Marketing Ideas, Part 2

**Promotional  
Materials**

**Collaboration/  
Partnerships**

**Local Media**

**Book Club/  
Author Talks**



# Low-Cost or Free Marketing Ideas, Part 3

**Podcast**

**Displays /  
Exhibits**

**Community /  
Campus-  
Wide Events**

**Tours /  
Orientation  
Session**

# What Are Your Ideas?

(Please use your microphone or the chat feature to add your ideas)

- What has your library done that has been successful?
- What has your library done that has been unsuccessful / a learning opportunity?
- What would you like to try in the future?



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