CLA MARKETING AND PR INTEREST GROUP SURVEY –
AUGUST 2013 (Based on 47 responses)

What Marketing and Public Relations topics for training or programs would interest you?

COMMENTS:

- Simple & Innovative Ways to Create Buzz about the Library ("small," "viral," crazy?)
- Promotion campaigns; strategies for serving targeted audience
- CLA-statewide PR campaigns; more information about The Emerging Story of California Public Libraries
- General info on branding and marketing
- Social Media Web page design press releases and letters to the editor
- just joined...topics beyond display furniture
- How to reach non-users, how to reach targeted demographics, graphic design
- How to raise awareness of the library. Has goodwill attached to it, but users don't necessarily follow. Maybe on a statewide scale, or local
- How to get the word out about data bases for customer use. How do libraries market to local businesses. Ways and means for partnering with local businesses
- Marketing to teens Pitching importance of libraries to those who feel they are out of date
- Innovative ideas on marketing library programs and services
- best practices for public relations off site
- Everything
- Here's a few random ideas: 1.) How to create a marketing plan for your library 2.) Best practices for marketing programs and events using social media 3.) Tips for creating great press releases (and even if this is still necessary in today's age of other technology outlets) 4.) How to work with designers and web technologists to best support your marketing efforts (perhaps I can help present this topic!) 5.) How to manage marketing budgets throughout the year to maximize projects and outcome? 6.) Why marketing and public relations is important to any public, academic, school or special library.
- Free marketing techniques and resources How (and when) to write a press release
- Branding techniques and ways to identify needs of cluster groups
- Fostering relationships with community organizations
- Developing an effective marketing plan Guerrilla marketing Public Awareness and marketing
- how to market library programs to those with low literacy and/or little computer skill
- Proven successes on a limited budget. Writing a successful press release. Successful relationships with local papers and social media
• Sharing vector graphic file formats between library systems for summer reading program
• How to develop an effective marketing campaign with busy staff and limited time.
• working with community groups how to do publicity when your city/college won't
• Using mass media. Partnerships with radio, tv etc.
• Facebook for libraries
• How to create a marketing plan that can be accomplished by one employee - as we are all so short-staffed.
• Program marketing Branding Community resources for p.r. Successful programs and projects
• Developing marketing and communication plans
• Branding; Community Outreach to Minorities and Immigrant Populations
• A state-wide marketing campaign, rebranding of services ideas (i.e. instead of "adult DVDs, Books, etc." calling it maybe 18+ items?)
• I use the list to see and learn what other libraries are doing and how they are marketing those programs. I had hoped for more of a discussion about using social media for marketing or how different libraries are successfully using new tools or new partnerships with local businesses and organizations to market programs
• Email and Social Media Marketing Outreach Marketing
• Any new ideas for getting the word out
• Case Studies
• Best practices for marketing library programs
• program publicity

What information or resources would you like to see on the Marketing and PR Interest Group webpage?

• Ideas for marketing or public relations 95.56% (43)
• Newsletter 37.78% (17)
• Examples from PRExcellence Award submissions and winning entries 60% (27)

COMMENTS:

• I guess all of the above plus links to any articles or website that specifically address marketing/PR in libraries
• Links! Social media links. A CLA youtube channel. Directions for submissions from CLA members. Tumblr link. Photo gallery links
• Library related graphic - customizable for local use - similar to ALAs READ graphics
• ENewsletter
• press releases!
• Example of successful Constant Contact newsletters, Facebook pages, Friends pages, etc
• Examples of how others are using digital tools such as Pinterest & crowd sourcing
• Successful software tools and funding for marketing
• A place to solicit and manage joint marketing campaigns