

# How Will They Know?

Make Sure Your Library's Efforts to Bridge the Divide Get Noticed!



## Takeaways

- Set specific, measurable, attainable, timely, and relevant (SMART) goals for your library promotions. **Write them down.**
- Identify the psychographic makeup of your target audience to uncover their motivations, wants, and needs.
  - Use that information to create messages that deeply engage.
- Use your in-house digital signage to strategically market your library.
  - Encourage patrons to interact with your staff.
- Use your website homepage to promote your library.
  - Make your social media icons and email signup easy to find.
- Start a blog.
  - Tell your library story.
  - Encourage partners to write and share posts.
- Focus on prompting social media followers to engage with your posts.
  - Keep posts focused on a target audience.
  - It's okay to post on only one platform.
- Email is your secret weapon and the most effective marketing tool.
  - Build your subscriber list.
  - Focus on a target audience.
  - Keep text short.
  - Include active calls to action.
  - Promote your best content.
- Don't forget your non-digital community members.
  - Use print to bridge the gap.
  - Leverage your partnerships.
  - Try door-to-door marketing.



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