Marketing to Survive & Thrive
Why set up a marketing group?

- Lack of coordination between teams and sites
- Move away from an enquiry desk
- Worry that librarians had become a little unseen
- Concerns about reaching & engaging with students
Official aims

Co-ordination
Co-ordinating marketing – singing the same tune

Profile
Positively raise profile

Communication
Effective, simple & targeted communication with our users

Branding
Library brand!

Development
Developing skills, keeping up with bilingualism & wider University context
We ensured that we had representatives from the main areas involved in front-facing work in the library – Customer Service, Librarians, Archives & Document Supply. We have representatives from Reps from each library site. Currently no representatives from Bibs (oversight?)
There had been a previous marketing group that had fallen into abeyance.

What went before?

Great place to start getting ideas and reviewing what had been done before.
Logos, Banners & Corporate Branding

OH MY!

Originally wanted a Logo for the Librarians and we adapted the university crest

We’d wanted to emphasise libraries at the heart BUT...
You can’t just play with the University Crest!

Although management were supportive, adapting part of the University’s official branding needed to be cleared very so many people & done professionally that in the end we decided to go more simple....
Banners!

Bright, colourful, Portable!

Easy to get approved!

Adaptable to other contexts
Marketing is not just banners!

01 First event – Freshers week!

02 Our goals – to be in the freshers’ fayre itself

03 Welcome students and get them into the library

04 To make a positive first impression
What did we achieve?

We were unable to get into the actual fayre

BUT...

We set up spaces in the entrances to both libraries manned with librarians instead
What did we do?

- Gave out a range of freebies that we produced & acquired
- Gave out sweets
- Gave out flyers about library services
- Gave out the Library themed fortune teller
- Ran a shelfie competition to encourage students to explore the library
What didn’t work so well

We forgot to take engagement stats!

We often struggled to staff the desk or ended up giving directions/general help rather than promoting the library.
To promote our book a librarian service

To engage with our students

To raise awareness of our new Library Guides

To collect study tips and advice
Change of theme
Initially themed at Assignment Apocalypse but switched to more upbeat name

Timing
Timed to coincide with assignments being set to ensure footfall and relevancy for students.

Event
1 day event on in November on both campuses.

Stall
Manned a stall between 10-3pm. Equipped with sweeties, freebies, leaflets and a tablet.
Implementation

Promotion – Tweets, Blog post & cross-campus plasma slides

An “emergency chocolate box”

Newly designed flyers and posters

Branded post-it notes and pens with a reminder of the web address for Library Guides
Outcomes

Engagement
- Engaged with 184 Students

Facebook
- 216 impressions, 58 people reached

Tweets
- 16 tweets earning 6.2K impressions, 37 likes and 79 retweets.

Enquires
- In-depth enquiries answered: 33

Tips
- Post-it note tips completed and displayed: 50

Chocolate
- Emergency chocolate distributed: 6 tubs
Blind Book Date

Det dall a llyfr

Both am gofal dde
Lyfr da ar Dadydd
San Hafan?

Why not make a
date with a great
book this Valentine's
day?

We've put together a collection of
listening books that we're looking
forward to sharing with you.

Simply choose one of the books,
unwrapp it and try it

You will love it!
This event arose as a response to increased numbers of students seeking advice on plagiarism.

Repurposed an old event, this time run as a lunch event over a week.
Designed a card game as a conversation starter

Use of mascot & props to attract attention

Much stronger pre-campaign. Posters in the Library and tweets the week before and throughout
Game was popular, good conversation
Lower numbers than we hoped
Longer times might have helped
Timetabling
So what have we learnt?

- Make sure you keep statistics for events
- Analyse what went well and what could be improved
- Plan the social media side of your events in advance
- Consider setting up an events calendar
What is our (your?) next event?

Photo essay for library study spaces
Future plans

- Keep making records and working on the timings of our events
- Banners for the other services
- Better social media
- Mascot?!