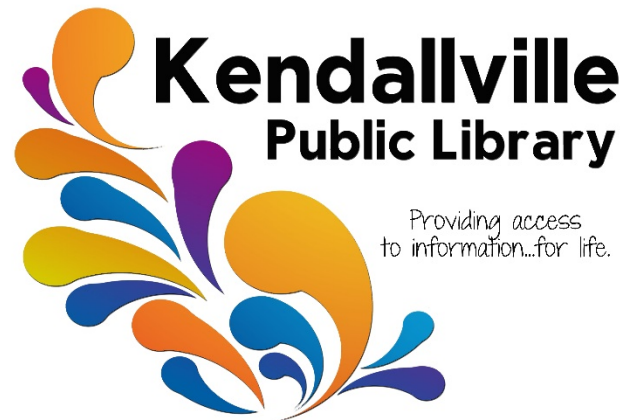


Jenna Anderson

Marketing Specialist, Kendallville Public Library



UNLEASH YOUR INNER MARKETER

Your Role in Marketing:

**BUILD BRAND &
RELATIONSHIPS**

UNLEASH YOUR INNER MARKETER

Marketing Challenges:

REACH

TOO MUCH!

UNAWARE

UNLEASH YOUR INNER MARKETER

Get What You Need:

CHECK

Read

SHARE

Request

Training

Go Social

Communicate

WATCH

UNLEASH YOUR INNER MARKETER

Staff Training Videos:

- [KPL Staff Academy](#)

UNLEASH YOUR INNER MARKETER

Conversational Marketing

"I need to stock up on books...I'm having back surgery and will be laid up for 8 weeks."

Homebound Delivery Extended Checkout OverDrive Evergreen Indiana - up to 100 items
Renewals by phone Access account online

"We have way too many family members. My daughter wants to invite everyone to her wedding shower, and I don't have the room." Room Reserve (Rooms A, B, C & D)

"I'd really love to earn more BABE Store Vouchers, but there are so many doctor's appointments we can go to!" M.A.P.S. Workshops Preschool Play 1,000 Books Before Kindergarten

"Where do I get a list of all the board games you have?" Website Catalog Sign near games

"I just got a Kindle, but I'm not sure how to use it." Ask KPL eReader Classes Tutorials

UNLEASH YOUR INNER MARKETER



Talking Points:

Talking points for the transition to our new, topic-driven (work in progress) collection:

- This system uses common subject names to make our non-fiction materials more accessible by removing the Dewey Decimal System.
- Main topics will be shelved alphabetically, as will the sub-topics within those.
- It will be easier to browse, because books on similar topics will now be shelved together.
- It will be easy to search for a specific book, because all books will still have a specific shelving location.

Please do:

- Be positive about this change when speaking to or around patrons. The library has decided to go in this direction, and as an employee you need to be supportive.
- Be excited about this change! Once the hard work is over, it will be easier for all of us to find items, reshelve, and talk to patrons about how to find items. Patrons will get a new sense of awareness of our collection, a newfound confidence in finding what they want without help from us, and enjoyment because they are quickly and easily able to find what they need.
- Understand that the library has been moving in this direction already. In Special Collections, we have been grouping items into categories to make it easier for staff to locate and shelve, and easier for the patrons to find. Inspirational, Western, Mystery, SciFi have been pulled out of the Fiction Collection to make those genres more accessible for their fans. The Children's Department created a Board Books section, and Leveled Reader section. This change is just an extension of the work we've been doing already.

Please do not:

- Use the term "Bookstore Model." It's not. Each item will still have spine labels and have a specific shelving location. The only difference is the location will be words, rather than numbers.
- Be negative about this change when speaking to or around patrons. This can't be stressed enough.

If you have questions or concerns, or simply want a further explanation of what is happening, please speak with Katie. She encourages your input and is open to these conversations.

- Give the basics...
- Please do...
- Please don't...
- Further contact with concerns...

UNLEASH YOUR INNER MARKETER

Get What You Need:

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UNLEASH YOUR INNER MARKETER

Room	Capacity	Profit Fee	Deposit Required Parties/Showers
Room A	35	\$25	\$25
Room B	35	\$25	\$25
Combined Rooms A & B	70	\$50	\$25
Room C	75 (guests in chairs)	\$50	\$50
Room D	100 (guests in chairs)	\$50	\$50
Room E (request only w/Rooms C & D)	40 (guests in chairs)	\$50	\$50
Combined Rooms C & D	175 (guests in chairs)	\$100	\$100
Combined Rooms C, D & E (request only w/72 hours notice)	250 (guests in chairs)	\$150	\$150
Room 1	12	\$25	n/a
Room 2	12	\$25	n/a
Combined Rooms 1 & 2	24	\$25	n/a
Room 3	12	\$25	n/a
Room 4	18	\$25	n/a
Board Room	10	\$25	n/a

UNLEASH YOUR INNER MARKETER

Get What You Need:

CHECK

Read

SHARE

Request

Training

Go Social

Communicate

WATCH

UNLEASH YOUR INNER MARKETER

Spreading the Word:

SPEND

EXPAND

Exceed

Be clear

TEACH

MEET AND GREET

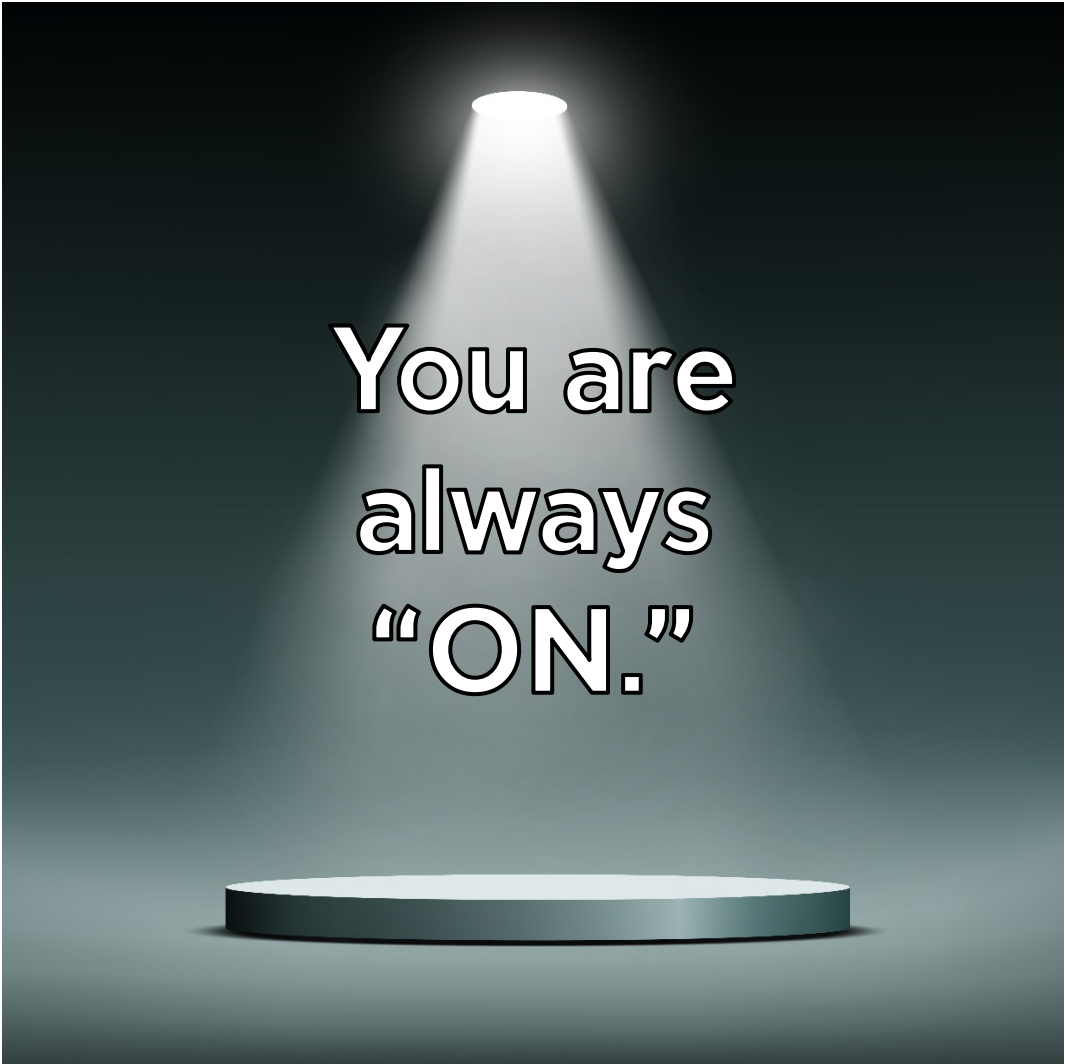
Explore

Know

SHARE (A LITTLE)

Update

UNLEASH YOUR INNER MARKETER

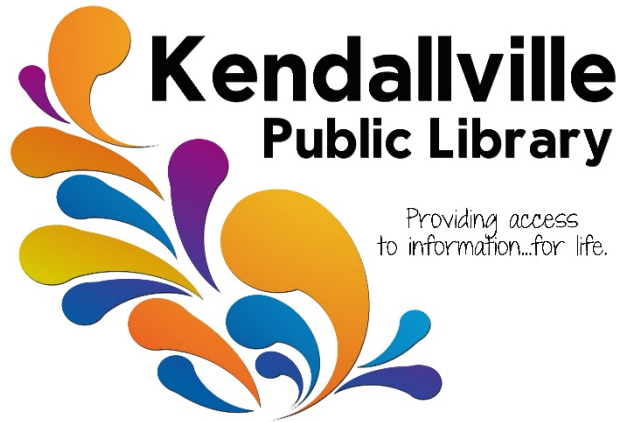
A dark stage with a single spotlight shining down on a small, round, light-colored pedestal. The text "You are always 'ON.'" is centered within the beam of light.

You are
always
"ON."

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