



MARKETING FOR LIBRARIES

Lessons learned and rules to live by.



EAST GWILLIMBURY
Public Library

Angela Ramsey,
Deputy CEO

Stephanie Clare,
*Manager,
Programs & Community Engagement*

From library school to the marketing department.

What we're about to share with you:

- **EGPL once upon a time**
- **Examples of before and afters**
- **Core elements of design**
- **Tips for implementing design/marketing change**





**EAST GWILLIMBURY
PUBLIC LIBRARY**

EGPL logo 1985-2012



EAST GWILLIMBURY
Public Library

MARKETING PLAN 2019

KEY DELIVERABLES

- E Resource Training Program
 - Social Media
 - Streamline Publicity

STREAMLINE PUBLICITY & WEBSITE

Strategic Alignment: ENGAGE the community by developing and implementing effective marketing plans.

To increase awareness of the library and create public recognition on the value of the public library

Priorities include:

- Designing and purchasing more valuable and trendy merchandise to sell, such as library totes, mugs
- Investigate or design a new way to brand ourselves in addition to our logo—something unique to use for merchandise
- Streamlining use of website to make it more friendly for visitors
- Revise Welcome Brochure
- Revise Books for Babies Brochure
- Design new library cards

Benchmarks:

- Reduce number of pages on the website to get to [eResources](#) and Digital Library
- Reduce posters in branch
- Upload Program Guide cover as a banner on the website, follow release of guide
- Increase website traffic

Q1	Q2	Q3	Q4
Buy acrylic sign holders for slat wall	In-house signage		Commission artist for building sketch
Revise Welcome Brochure-streamline to Program Guide			Design new Library Cards for 2020



Books for Babies

Congratulations on the birth of your new baby!
The library welcomes new babies to the community with a kit of library materials and baby's first board book.

Holland Landing Branch
19513 Yonge Street
(905) 836-6492



Mount Albert Branch
19300 Centre Street
905) 473-2472

This literacy project is made possible through the support of the Friends of the East Gwillimbury Public Library and Southlake Cinemania

www.egpl.ca



Christmas Clay

Create a kiln-fired pottery gingerbread house!
Presented by Cathy Gifford.

Children under 6 years must be with an adult.
All ages. Cost: \$5. Please register.

Mount Albert: Wed., Nov 23 at 6:30 pm
Holland Landing: Thurs., Nov 24 at 6:30 pm



egpl.ca

BeBop & Dance



Get Moving!



Ages 2-5. Free. Drop in

Saturday, September 24 & October 22
Mount Albert at 10:30 am



Mount Albert (905) 473-2472
egpl.ca



KNIT, CHAT & LEARN NEW & SKILLS

Meet others who love to knit, chat, and learn new skills.

Thursdays from 6—8 pm

May 10 & 24

June 7 & 21

For more information, find the Guild online at:
[facebook.com/MountAlbertKnittingClub](https://www.facebook.com/MountAlbertKnittingClub)



BBC Landmark Video Collection

Gain access to exclusive HD video series from BBC Nature like *Planet Earth* and *Blue Planet*.

More than 68 FREE titles to choose from!

ACCESS IT FOR FREE AT [EGPL.CA/DIGITAL-LIBRARY/](https://www.egpl.ca/digital-library/)

ENGLISH CONVERSATION CIRCLE

**FREE!
PLEASE REGISTER**

Want to practice your English? Come join us in a casual environment that promotes a positive learning experience.

MOUNT ALBERT: Wednesday, January 9, 16, & 23 at 10:30 AM



What's Happening @ Your Library™

New Online Resources @ Your Library™ OverDrive and Ancestry Library edition



Download digital Audiobooks anytime and then transfer to your portable device. This collection is powered by OverDrive, and has over 2500 fiction and non-fiction titles, covering a wide range of genres and including juvenile and young adult titles.

Most Audiobooks are iVox® and Zune® compatible. This project made possible by the Ontario Ministry of Culture's \$15 Million Investment in Public Libraries



Ancestry® Library Edition is one of the most important genealogical collections available today. It has unparalleled coverage of the United States and the United Kingdom, including census, vital, church, court, and immigration records, as well as record collections from Canada and other areas. This edition is available only through your Library.

Please visit the Library website to view all online databases @ www.eastgwillimbury.ca/library

Holland Landing's New Bookdrop!



You may or may not have noticed a big new shiny metal box outside of the Holland Landing Community Centre.

Stop Hello to the Library's new outdoor bookdrop located by the main entrance to the community centre.

If you have books or other materials to return, this convenient bookdrop is open 24 hours a day, 7 days a week, 365 days a year and is not waiting to be filled!

Toy & Food Drive

Donations of Food & New Unwrapped Toys are being accepted for the Town of East Gwillimbury's Annual Collection.

Drop-off Locations

City Centre
Holland Landing Library Branch
Mount Albert Library Branch

*Donations will be accepted until December 21st

Should you, or someone you know require assistance this year, please contact the Salvation Army at 905-995-6216.

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LIBRARY CLOSURES

Thurs. Dec. 24: 10:00 a.m. – 1 p.m.	
Fri. Dec. 25: CLOSED	
Sat. Dec. 26: CLOSED	
Sun. Dec. 27: CLOSED (Mount Albert Branch)	
Thurs. Dec. 31: 10:00 a.m. – 1 p.m.	

Fri. Jan. 1, 2010: CLOSED; Sat. Jan. 2: 10:00 a.m. – 4:00

Newsletter

July—August

Volume 8, Issue 4



Summer Reading Club
page 4

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PROGRAM GUIDE

EGPL.CA

EAST GWILLIMBURY
Public Library

JANUARY & FEBRUARY

Teens & Tweens

Teen Advisory Board

- Gain leadership and team work skills
- Earn community service hours
- Meet other teens with similar interests
- Have a voice for teens and kids in the library



Holland Landing: Tuesday, November 11 & December 9 from 7 – 8 pm
Mount Albert: Wednesday, November 12 & December 10 from 7 – 8 pm

Santa Claus Parade



Join the Library's walking group at the East Gwillimbury Santa Claus Parade! Dress in festive attire and hand out treats to onlookers. Community service hours also provided. To volunteer, please contact Heather at halbias@egpl.ca or 905-836-6492.

Sunday, November 16
Volunteers meet at 1:30 pm; Parade starts at 2 pm
Sharon, East Gwillimbury. Meeting place TBA.

Tween Scene

Button Making: Saturday, November 15
Design and make your own funky pin back button.

Arm or Finger Knitting: Saturday, December 13
Learn to arm knit a simple scarf (for yourself or as a gift!)

Ages 9 – 12. Free. Drop in.
Mount Albert Branch @ 11 am



FOREST OF READING AUTHOR VISITS

Alex Lyttle



From Ant to Eagle
Silver Birch Fiction Nominee
Mount Albert Branch
May 9 at 10 am
Grades 4–6

Shelly Becker



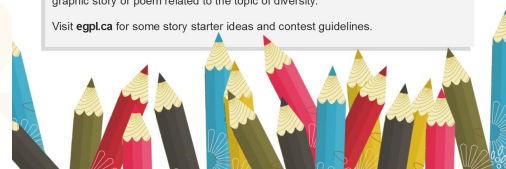
Even Superheroes Have Bad Days
Blue Spruce Nominee
Holland Landing Branch
May 24 at 10 am
Grades K–3

WRITE ON! CONTEST 2018

The Write On! Contest is officially open!
Submissions will be accepted from now until June 1, 2018.

The Library invites students from grade 3–8 to submit a short story, graphic story or poem related to the topic of diversity.

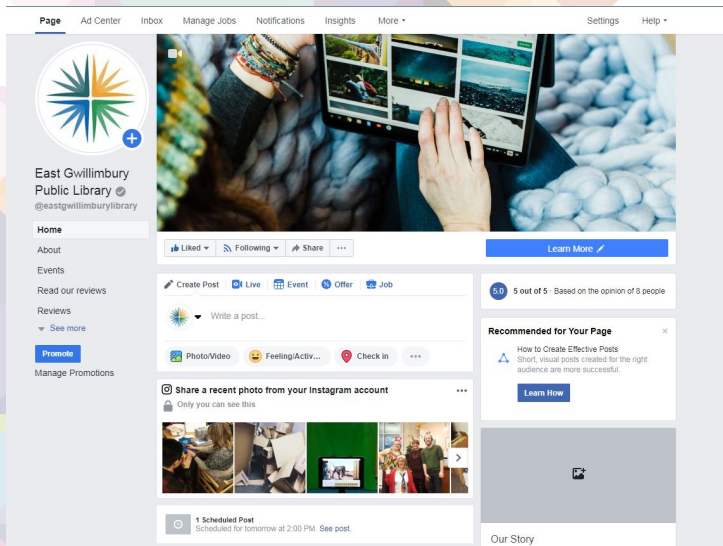
Visit egpl.ca for some story starter ideas and contest guidelines.



OPEN

East Gwillimbury Public Library
Holland Landing Branch **Phone:** 905-836-6492
Mount Albert Branch **Phone:** 905-473-2472
info@egpl.ca | www.egpl.ca





"I have many fond memories from my own childhood embedded in this library and am so happy things have stayed the same as my own children grow here. Thank you to everyone who makes this local library what it is: a place of wonder and excitement."
- East Gwillimbury Public Library Patron

THE FACTS
 REGISTRATION **UP 20%**
 LIBRARY VISITS **UP 35%**
 OVER **ONE MILLION VISITS**

6,789
 ACTIVE CARD
 HOLDERS

75,418
 PROGRAM
 ATTENDANCE

710,37
 ITEMS CIRCULATED

4,576
 LIBRARY
 PROGRAMS

#1 most circulated item: Internet Hotspots

\$721,78 REVENUE
 GENERATED

Most popular books:

- ▶ Gray Mountain by John Grisham (Adult)
- ▶ Diary of a Wimpy Kid by Jeff Kinney (Children's)

Most popular DVD:

- ▶ Game of Thrones

? 102,120
 QUESTIONS ANSWERED



WHAT DOES THIS ACTUALLY MEAN?

- **Brand consistency**
- **Created Annual Marketing Plan**
- **Easy to use templates & common fonts**
- **Stock images and graphics**
- **Developed a full time role that supports the marketing department (now there's two!)**
- **Requested more financial support**
- **Professional development opportunities**





Make it simple, but significant

-Don Draper



IDEAS TO HELP GUIDE YOU *and things to think about along the way*



IDEAS TO HELP GUIDE YOU *and things to think about along the way*

Just because you don't have the most expensive design software doesn't mean you can't create beautiful work.

IDEAS TO HELP GUIDE YOU *and things to think about along the way*



IDEAS TO HELP GUIDE YOU *and things to think about along the way*

Balance

The Rule of Thirds

Scale

Contrast

Blank Space

IDEAS TO HELP GUIDE YOU *and things to think about along the way*

Balance

The distribution of the visual weight of objects, colours, textures, and space.



CHILDREN

PICK UP A SUMMER CALENDAR AT YOUR BRANCH!

Please register for all programs, unless the program is drop in.

Special Guests

Zoo to You

All ages. Cost: \$4.
Come out and join us to interact and learn all about a variety of animals.
Holland Landing: Wednesday, July 4 at 1 pm
Mount Albert: Wednesday, July 4 at 11 am

Yvette and her Puppet Friends

All ages. Cost: \$4.
Make yourself a puppet friend and watch Yvette's fun-tastic puppet show!
Holland Landing: Wednesday, July 11 at 10:30 am
Mount Albert: Wednesday, July 11 at 1:30 pm

Teddy Bear Factory

Ages 5+. Cost: \$10.
Personalize a t-shirt and stuff your very own teddy bear or animal with Kids' Fun Factory.
Mount Albert: Wednesday, July 18 at 10:30 am

LEGO® WEDO Robotics

Ages 6+. Cost: \$10.
During the workshop Students will be working with gears, pulleys, motors and sensors to construct, program and control robots.
Holland Landing: Wednesday, July 18 at 10:30 am

Storytime with Sparky

All ages. Free. *Drop in.*
Meet special guests Sparky the Fire Dog and the EG Fire Fighters at this exciting storytime.
Holland Landing: Tuesday, July 17 at 10:30 am
Mount Albert: Thursday, July 19 at 10:30 am

Tie Dye

All ages. Cost: \$2.
Bring a white t-shirt and prepare to get messy!
Holland Landing: Wednesday, July 25 at 11 am
Mount Albert: Wednesday, July 25 at 11 am

Ice Cream Party

All ages. Cost: \$2.
Make an ice cream sundae for our final celebration of summer! Generously donated by Real Canadian Superstore, Newmarket.
Holland Landing: Wednesday, August 8 at 11 am
Mount Albert: Wednesday, August 8 at 11 am

Lego Club

Ages 5+. Free. *Drop in.*
Get creative with Lego!
July: Build a cottage
August: Feed your passion—free choice
Holland Landing: Saturdays, July 14 & August 11 at 2 pm
Mount Albert: Wednesdays, July 18 & August 15 at 6:30 pm

Bebop & Dance

Ages 2—5 years. Free. *Drop in.*
Get moving! This action-packed program is filled with movement for little ones.
Mount Albert: Saturday, July 14 & August 11 at 10:30 am



IDEAS TO HELP GUIDE YOU *and things to think about along the way*

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IDEAS TO HELP GUIDE YOU *and things to think about along the way*

The Rule of Thirds

A rule applying to the process of composing your work.



EAST GWILLIMBURY
Public Library

HOURS (HOLLAND LANDING & MOUNT ALBERT):

Tuesday to Thursday	10 am—8 pm
Friday	10 am—5 pm
Saturday	10 am— 4 pm
Sunday (mid October to mid May)	1 pm—5 pm

EGPL.CA | **(905)836-6492**

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IDEAS TO HELP GUIDE YOU *and things to think about along the way*

Scale

The importance of scaling up and scaling down.

Summer Reading Club

KICK OFF PARTY

FRIDAY, JUNE 29 AT 10:30 AM—NOON
AT HOLLAND LANDING AND MOUNT ALBERT

Join us and the Sharon Temple and be one of the first to sign up for the Summer Reading Club! Enjoy pioneer style snacks as you pick up your own book tote and sticker.



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IDEAS TO HELP GUIDE YOU *and things to think about along the way*

Contrast

More than just black or white and big and small. Use this in a balanced approach because too much of a good thing can quickly become a bad thing.



BBC Landmark Video Collection

Gain access to exclusive HD video series from BBC Nature like *Planet Earth* and *Blue Planet*.

More than 68 FREE titles to choose from!

ACCESS IT FOR FREE AT EGPL.CA/DIGITAL-LIBRARY/

IDEAS TO HELP GUIDE YOU *and things to think about along the way*

Negative Space

Allow visual breaks so that your eye can breathe before moving on to the next piece of information.

“ONE BENEFIT OF SUMMER WAS THAT EACH DAY WE HAD MORE LIGHT TO READ BY.”

Jeanette Walls, *The Glass Castle*

WEEKLY CLUBS

Please register for all programs, unless the program is drop in.

Reading Circle & Dance

Ages 0—5. Free.
Be a free spirit. Sing, Dance and Read the summer away.
Holland Landing: Tuesdays, July 3 to August 7 at 10:30 am *special guest, Sparky, on July 17
Mount Albert: Tuesdays, July 3 to August 7 at 10:30 am

Discovery Club

Ages 6—10. Free.
Free. Ages 6—10. Please register.
This weekly club will get you busy with STEAM related hands-on projects, games and activities!
Holland Landing: Tuesdays, July 3—August 7 at 2 pm
Mount Albert: Tuesdays, July 3—August 7 at 2 pm

Nature Explorers Club

Ages 5+. Free.
Get passionate about the outdoors this summer. Explore nature inspired crafts, activities and books in this weekly program.
Holland Landing: Fridays, July 6—August 10 at 10:30 am
Mount Albert: Fridays, July 6—August 10 at 10:30 am

Around the World

Ages 7+. Free.
Use the library's book and tech collection to discover favourite foods, games and sites from countries near and far.
Holland Landing: Wednesdays, July 11—August 15 at 3 pm
Mount Albert: Thursdays, July 5—August 16* at 10:30 am *excluding July 19
*Last week featuring special cooking guest Melissa O'Neil

Film Making Bootcamp

Ages 7+. Free.
Find your inner Spielberg! Practice writing, directing, editing, and performing your own movies and videos in this 6 week program.
Holland Landing: Thursdays, July 5—August 9 at 4:30 pm

Mini Monet Art Club

Ages 4—7. Free.
Get your creative juices flowing and practice your skills to become the next Monet!
Holland Landing: Thursdays, July 5—August 9 at 10:30 am
Mount Albert: Thursdays, July 5—August 9 at 3 pm



Don't Miss Our

GOODBYE SUMMER PARTY:

Holland Landing & Mount Albert: Thursday, August 23 at 11 am
Wish summer goodbye with activities and refreshments. See the final results of our community art project.
All ages! Free. Drop in.

A blurred background of a bookshelf with the text "Stay organized." overlaid in the center. The text is white and bold, set against a dark, out-of-focus background of book spines. The book spines are visible in the foreground and background, creating a sense of depth and a library environment.

Stay organized.

TOOLS & RESOURCES

Our most commonly used tools:

PHOTOS & GRAPHICS

- **Unsplash**
- **Pixabay**
- **The Noun Project**
- **Dafont**
- **iStock**

SOFTWARE

- **Gimp**
- **Pixlr & Pixlr Express**
- **Designer.io**
- **Canva**
- **Publisher**
- **Indesign**
- **Tech Soup**

IDEAS & iNSPIRATION

- **Pinterest Design Boards**
- **Dribbble**
- **QBN**
- **Registered Graphic Designers**

BUDGET

Total Library Budget: \$1.6 million

Annual Marketing Budget: \$8,000

iStock images: \$199

Full Colour Program Guide: \$4,855

Cricut Asset Plan: \$120

Facebook Boosts: \$100

Merchandise: \$300

Advertisements in local paper: \$2,430

Program Guide Budget Range: \$2,400-\$4,855



GET IT FROM THE NOUN PROJECT





POWERED
BY THE PEOPLE

Demonstrations



POWERED
BY THE PEOPLE

Share some of your experience with marketing and tell us about a lesson that you've learned or a tool that you can't live without.

CONTACT INFORMATION

Get in touch! We'd love to connect.



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