

SAMPLE MARKETING GOALS FOR ADULT FICTION MINI-COLLECTION:

1. Build community and promote cultural enrichment through onsite and remote activities
2. Develop a multi-faceted marketing campaign for promoting collection-related events
 - a. Discuss marketing message for collection, events, and promotional activities with team in light of library mission and environmental scan findings; determine onsite and offsite staffing needs for events and marketing materials budget
 - b. Schedule events and marketing activities; develop promotional materials (e.g. ads, flyers, bookmarks) in English; coordinate with Spanish collection librarian on developing promotional materials in Spanish
 - c. Advertise upcoming events through social media channels, website, patron email listserv, and shelf talkers, as well as through local newspapers (print and online), businesses, nonprofits, cultural institutions; advertise as well at the library's own events
3. Establish a reliable community feedback mechanism for assessing effectiveness of marketing efforts - Solicit feedback through event attendee surveys distributed immediately after each event and through focus groups recruited from event gatherings, library visitors, and other community members; send requests for participation by social media as well

Example Event 1: "One Book, One Community" book discussions in June (Book: *The Last Ballad*) and October (Book: *House of Broken Angels*).

June: Couple book discussion with an author talk/book signing, if possible (Cash is from NC). Coordinate with local partner on a possible "partnering" cultural event, such as a local factory tour.

October: Book discussion will coincide with Dia de los Muertos, which syncs with *House of Broken Angels* story line. Coordinate with Spanish collection librarian to determine related cultural events.

Example Event 2: Host popup libraries at local business complexes and shopping centers every two months beginning in January (more or less frequently depending on demand)