
Marketing Minute

Welcome to **The Marketing Minute** presented by the OLC's [Marketing and Public Relations Division](#). We hope this regular email will make your life easier and your marketing spectacular.

One-Minute Marketing Tip

Start marketing your library in the New Year. Need help with graphics? Try [Pexels.com](#) for free searchable graphics.

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Marketing Toolkit

Here's help for when you need to call attention to your library, your services, and its value to your community!

The Marketing and Public Relations Division has created a [Marketing Toolkit](#) to help you get started with some basic elements to build your library's brand and image and promote your library's programs and services.

Check out our [favorite free marketing resources](#). Don't see something that you love to use? [Email us your tips](#).

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Call for Programs

Do you have a great program idea that involves public relations or marketing? Programs are currently being accepted for the [2020 Convention and Expo](#) and the [Service for All Conference](#). The Marketing and Public Relations Division Action Council will consider all programs submitted in advance for sponsorship. Just [send our division an email](#) with your proposed topic and synopsis.

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OLC JOBLine

Looking for a marketing job in Ohio libraries? Check out the [OLC JOBLine](#). The Upper Arlington Public Library recently posted a position for a Graphic Design & Digital Marketing Creator.

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Get to Know Your Action Council Members

The Marketing and Public Relations Division provides a forum for sharing and developing new ideas to engage the public, promote library services, and educate communities. Our Action Council includes a coordinator, assistant coordinator, past coordinator, secretary, and four action council seats.

This month, get to know Nicole Fowles, Assistant Coordinator of the Marketing and Public Relations Division Action Council. Nicole is Communications Manager for the Delaware County District Library, where she has worked since 2011. Nicole has worked to help her library system successfully pass a levy, rebrand, develop a new ADA-compliant website, and increase library card sign-ups by 66% in just two years. Her library won the John Cotton Dana Library Public Relations Award in 2019 for their “Your Library” campaign.

Feel free to reach out to [Nicole](#) or any other members of the [Action Council](#). We’re happy to help!

