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.

Marketing and PR Division Discussion Group - Feb. 17 @ 10 a.m.

The OLC will host an open discussion for library marketers to ask questions, exchange ideas and share best practices for handling library promotions in the current environment. This event will be held online Wed., Feb. 17 (from 10-11 a.m.) and is free for OLC members, but you must register to attend. After registering, you will receive a confirmation email containing information about joining the discussion group. Send your questions and agenda items in advance to nfowles@delawarelibrary.org.

REGISTER NOW

One Minute Marketing Tip - Partnerships!

According to the old African Proverb, “If you want to go fast, go alone. If you want to go far, go together.” In this open-and-closed time of COVID-19, it is helpful to have partners to share your stories. In the fall, Shaker Heights Public Library teamed up with the League of Women Voters on a voter registration campaign, It’s Not Too Early. We took pictures of library staff and they shared them on their website. In turn, they shared our Drive-in Voter Registration on their page – giving us both double the publicity. Shaker Library also partnered with the Shaker Heights City Schools' Nurses on a Stop the Spread Campaign; again, doubling our reach. The campaign incorporated books with the word “mask” in the title.

Marketing Toolkit
The OLC’s Marketing and Public Relations Division created a marketing toolkit to help you with the basic elements to build your library’s brand and promote your library’s programs and services. Don’t see something you need? Email us.

2021 Convention and Expo: Program Proposals Due Feb. 1

Do you have a great program idea that involves public relations or marketing? Programs are currently being accepted for the OLC’s Convention and Expo scheduled for October 13-15, 2021 in Columbus. The Marketing & PR Division Action Council will consider all programs submitted in advance for sponsorship. Just send our division an email with your proposed topic and synopsis.

LEARN MORE

Have You Been Inspired by a Colleague, Lately?

The OLC is now accepting nominations for the 2021 Awards and Honors program, which recognizes and celebrates the innovative and dedicated people who make Ohio's public libraries successful and vibrant. Have you been inspired by a colleague, lately? The OLC’s Awards and Honors program covers every type of position within the library community. If you have a great co-worker or team in mind, please nominate them for an award. Nominations are open through April 30, 2021.

READ MORE

Pantone Colors of the Year - 2021

The Pantone Color Institute revealed Ultimate Gray and Illuminating as the colors of the year for 2021.

PANTONE 17-5104 Ultimate Gray
RGB 147 149 151
HEX/HTML 939597

PANTONE 13-0647 Illuminating
RGB 245 223 77
HEX/HTML F5DF4D

Need to match a color for the web or a flyer? Try the Pantone Color Finder.
Library Marketers Can Have a Book Club, Too!

Chris Boivin, Marketing Director at the Jacksonville Public Library created a book club for people in library marketing roles. Each month the group reads a different marketing or marketing-related book and gets together on the 4th Thursday of each month to talk about it.

October book: Everybody Writes by author Ann Handley Watch the discussion on YouTube.

November book: Minimalist Marketing by Joe Fontenot

December book: Youtility by Jay Baer

January book: The Marketing Rebellion by Mark Schafer who will join the discussion on Jan. 25.

Quick Reads and Good Ideas

67 Book Picks for the Ultimate Content Marketing Library by Ann Gynn for Content Marketing Institute

Five Ways Local Libraries Can Help Small Businesses and Entrepreneurs
They are the superheroes of economic development in every community.

2020 American Library Association’s PR Xchange Awards
Award-winning publications from libraries across the nation.

2020 John Cotton Dana Award-Winning Libraries
Winners include Cleveland Public Library.

Get to Know Your Action Council Members

This month get to know Margaret Simon. Margaret is the PR Manager for Shaker Heights Public Library. She has served in that position for more than 30 years and enjoys working with community partners and organizations such as OLC - and helping to unmask the potential of our talented members!

Feel free to reach out to members of the Action Council. We’re happy to help!