5 TIPS OF MARKETING

Here are five tips for effective marketing:

1 KNOW YOUR AUDIENCE

Understanding your target audience is fundamental. Research their demographics, interests, behaviors, and preferences.

2 CREATE VALUABLE CONTENT

Content is king in today's marketing landscape. Produce high-quality, valuable content that educates, entertains, or solves problems for your audience. Find out what draws your audience in. Pictures or videos from events are always a draw.

3 UTILIZE PLATFORMS THAT WORK FOR YOUR COMMUNITY

Focus effects on what platforms are currently trending in your community. Remember that each social media platform is specific to a certain type of content.

4 CREATE VALUABLE CONTENT

Building a relationship with your audience is crucial. Engage with them through comments, messages, and discussions on social media platforms, respond to their inquiries or feedback promptly, and show appreciation for their support.

5 TRACK AND ANALYZE RESULTS

Use analytics to measure the performance of your marketing campaigns. Monitor key metrics to understand what works and what doesn't.

STOCK IMAGES AND DIVERSITY

Diversity in images helps to connect your library with your community. For a patron, seeing someone that looks like them represented in posts, flyers, or photos helps to create a welcoming and safe environment for them to enter. The use of EDI in stock images brings to the forefront a library's mission and vision to Intellectual Freedom by highlighting the library as a place for everyone. The use of stock images has always been focused on white individuals. The ability to find diversity in stock images is now more common and easier to navigate.

For those using Canva, it's built into your elements. For others you can find free public domain images through these sites. Always remember that if you can use your own images of staff, patrons, etc. that is even better. Using your images, avoids copyright concerns, and showcases your library's diversity, staff, and community.

SITES TO CHECK OUT:

unsplash.com

pixabay.com

nappy.co (yes that is without an "m" on the end)

pexels.com

Openverse - wordpress.org/openverse

genderphotos.vice.com

librariendesignshare.org

Venngage.com/features/diversity-images
- Venngage.com have templates available for infographs, charts, and diagrams available to professional create your own.

burst.shopify.com

- A listing of EDI focused images collections can be found on. This list includes POC, all body types, and even vector style graphics: https://connect.oeglobal.org/t/what-are-good-resources-for-finding-diverse-images-of-people/1521