Communication Strategy Menu

Strategy	Library Customer Target	Ideas for Our Library	Target Date	Persons Responsible	Results

Outreach

Share the message directly. Go where the customers are. Partner with organizations.

Speaking engagements
Interview shows
Sponsorship of community
    events/activities
Offsite seminars
Offsite workshops
Service club membership
Other club memberships
Offsite delivery of library services
Offsite demonstrations
Offsite displays
Other

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Word of Mouth
Create Word of Mouth:
Talking Points and Fact Sheets

Online and Social Networking:
Creating the Buzz:
Library/Partner Website
Library/Partner Facebook
Library/Partner Twitter
Library/Partner YouTube
Other

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Paid Advertising
Radio
Television
Outdoor billboards
Direct Mail
Letters
Newsletters
product/service announcements Flyers
Postcards
"Special customer" offers
Brochures
Direct response
Coupons
Bill stuffers
Other

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Collateral (not as powerful as people)

Print:

Newspaper
Magazines
"Shoppers" (free or classified ad magazines)
Yellow Pages
Special directories (regional, seasonal, Chamber)
Trade or industry directories (e.g., *Thomas' Register*)
Cooperative ad support from your library vendors
Flyers
Posters
Handouts
Other

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Public Relations News releases Articles in magazines, journals, etc. Open houses, coffees, etc. Other					
One-On-One Selling Presentation materials Personal letters Customized proposals Telemarketing Library personnel training Other					

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Sales Promotions
Discounts
Loss leaders
Coupons
"Buy one fine, get one free"
Other

Specialty Advertising
Credit Card Flash Drives
Matchbooks
Key-chains
Novelties
Calendars
Datebooks
Bookmarks
Other