IGNITE MARKETING

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CORIE DUGAS
Marketing with Print & People
UPSELLING
DISPLAYS & SIGNAGE
MIXED MESSAGES
We hope you are taking advantage of the Vincent C. Imel Law Library, but you should get a card for St. Louis Public Library too! Librarians from Central Library will be on the 4th floor from 11am to 1pm on Tuesday, 9/29 to get you signed up. Get access to all the popular fiction you could ever dream of, plus nonfiction, ebooks, movies, audiobooks, and more! Did we mention that it's all FREE?!
JENNIFER PRILLIMAN
Innovative Uses of Social Media
#PICTUREIT!
### MKC's Recent Updates

**MKC_Bloch_Law_Library** wants to read

*Lessons from the Courtroom*
by Frank G. Jonas

> 04, 2009 06:22AM

**MKC_Bloch_Law_Library** wants to read

*On Trial: Lessons from a Lifetime in the Courtroom*
by Henry G. Miller

> 04, 2009 06:21AM

**MKC_Bloch_Law_Library** added

*Campus Hate Speech on Trial*
by Timothy C. Shieff

> 25, 2009 09:05AM

**MKC_Bloch_Law_Library** added

*Arbitration Law and Practice in China*
by Jingzhou Tao
#LOVEIT!
Round 1
Activity Time!
MARY KAY JUNG
Award Winner – Best Brochure
Round 2
Activity Time!
DEBORAH RUSIN
Crafting Your Elevator Speech
CINDY BASSETT
Operation Collaborate
MAALL Marketing – Operation Collaborate

A Collaborative Program for Increasing Patron Engagement at MAALL libraries
Who?

This mission is for you, should you choose to accept it.
A model marketing plan that you can adapt for your library.
Why?

To create a richer library and information seeking experience for our patrons.
When?

A quarterly initiative taking place from December 2014-October 2015
Where?

In your library, both in person and online.
How?

1) Consider participating. Tell yourself all the reasons why it isn’t a great idea and how busy you are.
2) Decide to do it anyway because you know it is important and how many times is someone going to hand you a ready-made plan?
3) Tell Cindy, you’ll do it.
4) Feel the regret and remorse course through you after you commit.
5) Determine with resignation to just suck it up and do it, or better yet, find someone else in your library to task with it.
6) Put the plan into action, by roping in any colleagues and student workers you can find to help you.
7) Give your patrons a way to provide you feedback. Take pictures. Write notes to yourself about how each event went.
8) Enjoy the smiles and interaction with students/faculty/firm members.
9) Write up a paragraph (or more) and agree to be surveyed in October about your experience.
The Plan

Activity 1: Happy Holidays from the Law Library

Date: December 2014

1. Construct Law Tome Holiday Tree

2. Add ornament/treat for each student/associate along with Happy Holidays from the Law Library

3. On the back of the tag, give them the gift of ½ hour of the undivided attention of a reference librarian. They can make the appointment at their convenience. Add the contact information and for their reference librarian. Alternate plan – give them chocolate if they bring their tag to you. Or both.
The Plan

Activity 2: National Library Week

ALA Theme: Unlimited Possibilities @ your library

Date: April 12-18, 2015

<table>
<thead>
<tr>
<th>Monday</th>
<th>Reduce stress at the library</th>
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<tbody>
<tr>
<td>Tuesday</td>
<td>Tweetup Meetup</td>
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<tr>
<td></td>
<td>Hosting a #MizzouLaw tweetup so you can chat it up with your favorite tweeters.</td>
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<tr>
<td>Wednesday</td>
<td>Library of the Future –Making the Impossible Possible!</td>
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<tr>
<td></td>
<td>I want (Fill in the Blank) In my library.</td>
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<tr>
<td>Thursday</td>
<td>Mission Impossible</td>
</tr>
<tr>
<td></td>
<td>Join the library and Ethan Hawk for some old fashioned action/adventure movie thrills. RSVP via SignupGenius so we know how much corn to pop.</td>
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</tbody>
</table>

“When you have exhausted all possibilities, remember this— you haven’t.”

Thomas A. Edison
The Plan

Activity 3: Summer Access/Summer Help

1. Create postcard (or other applicable media) to distribute to students/associates. Include contact information for summer reference desk and endorsement from student/associate who called last summer.

2. Stuff in boxes/or email as needed.
The Plan

Activity 4 – Twitter Treats! (or other social media)

1. During the first week of school/chosen fall week for firms, choose the social media you want to highlight, as well as any resources you want to highlight in your library.

2. Plant a token for a treat (one or more) there and a sign that says Twitter Treat and your username. Send a tweet out from your account letting users know it is there. When they find it, have them come to an access point to claim.

3. Tweet the treat and winner (with permission)! Continue for a week.

Date: August 2014
Round 3
Activity Time!
Cindy Bassett
Corie Dugas
Kathryn Fitzhugh
Mary Kay Jung
Jennifer Prilliman
Deborah Rustin

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