
LIBRARY MARKETING VALUE

*An analysis of the value
derived through library
marketing activity*



*Prepared by Cuyahoga County Public Library
Updated January 2020*

MARKETING CHANNELS

Libraries deliver undeniable value to authors and publishers through their traditional and digital marketing strategies. From physical and digital shelf space to reading recommendations, book club selections, email marketing, and more, the public library lends visibility to established, popular writers and exposes readers to debut and emerging authors who need to build a loyal fanbase.

With more than 16,000 public libraries across the United States, publishers and authors benefit from what amount to local marketing agencies in every community in the nation. Leveraging owned media - such as library websites, email lists, print materials, and shelf displays - to paid media, including digital advertising, promoted social media posts, outdoor/billboards, and traditional broadcast advertising, libraries deliver value that can be quantified above and beyond the value created through collection development and event-generated book sales.

01**WEBSITE****04****IN-BRANCH DISPLAY****02****EMAIL****05****EVENTS****03****SOCIAL MEDIA****06****PAID ADVERTISING**

MARKETING HIGHLIGHTS:

Juliet Grames

For debut author Juliet Grames, CCPL leveraged owned and paid media to deploy a marketing strategy reaching our "bread and butter" customers: female readers ages 35-64.

The digital marketing mix included heavy promotion on the CCPL website and our dedicated author event site as well as email marketing to the Library's nearly 70,000 segmented "books & authors" list.



WEBSITE IMPRESSIONS

253,928



VALUE*

\$3,809

EVENT ATTENDANCE

40



BOOK SALES

24

IN-BRANCH IMPRESSIONS

436,521



VALUE**

\$2,183

*Assumes CPM for premium publishers at \$15; CPM typically varies from \$15 (display) to \$25 (video)

**CPM for outdoor advertising may vary from \$2 to \$15

MARKETING HIGHLIGHTS:

Juliet Grames

EMAIL DISTRIBUTION

68,376

TOTAL OPENS & CLICKS

25,033

OPEN RATE

36.5%

VALUE*

\$375



FACEBOOK IMPRESSIONS

3,305

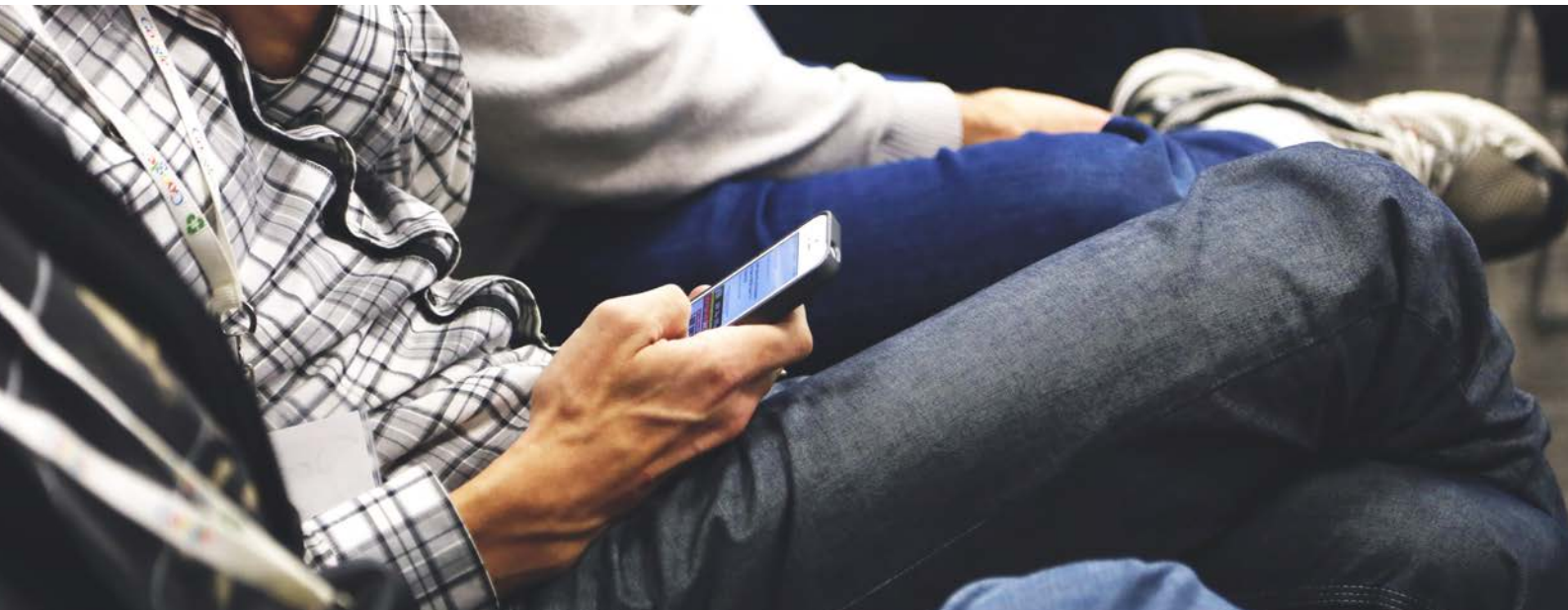
TWITTER IMPRESSIONS

327

FACEBOOK ENGAGED USERS

41

*Based on \$15 CPM



MARKETING HIGHLIGHTS:

Juliet Grames

CCPL also made Grames' debut novel the book club selection for our partnership program with WKYC, the local NBC affiliate. The "WKYC Book Club" selection is promoted through paid television spots and a live monthly "book club" discussion segment.

413,500

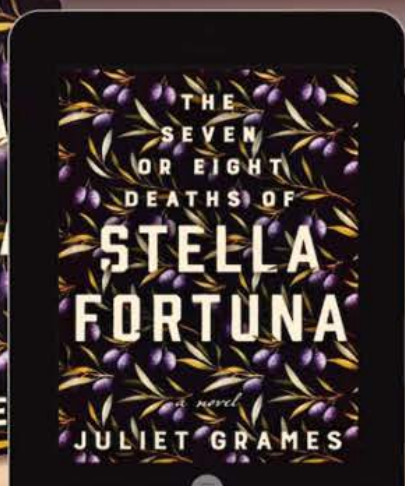
impressions :15 sec spots
running for seven days on WKYC

\$12,000

MEDIA VALUE

37,300

impressions for 5-minute segment
on Live on Lakeside show



www.cuyahogalibrary.org/wkyc

MARKETING HIGHLIGHTS:

Mary Kay Andrews

Mary Kay Andrews, the "queen of the beach read," received royal treatment when she visited CCPL for the second time in 2 years to promote her latest novel.

CCPL included Andrews in our specialty "A Cook + A Book" series, which pairs a book discussion and author interview with a popular cooking demonstration. Attendees purchased books at the event and left with a recipe card that includes a summary of the novel.

WEBSITE IMPRESSIONS

245,001



VALUE

\$3,675

EVENT ATTENDANCE

130



BOOK SALES

36

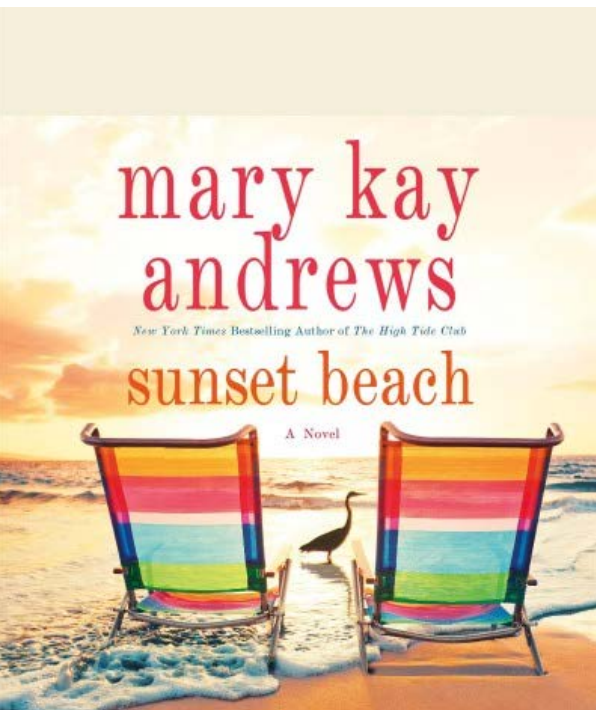
IN-BRANCH IMPRESSIONS

467,084



VALUE

\$2,335



MARKETING HIGHLIGHTS:

Mary Kay Andrews

TOTAL EMAIL OPENS & CLICKS

77,129



VALUE*

\$1,157

FACEBOOK IMPRESSIONS

9,804

FACEBOOK ENGAGED USERS

366



MARKETING HIGHLIGHTS:

Louise Penny

For #1 New York Times bestselling author Louise Penny, we did not have to do much promotion to generate interest in her December 2018 event at CCPL. Rather, we focused our marketing efforts on creating a ticketed event model that guaranteed a record-setting 700 book sales and created a unique opportunity for fans to deepen their engagement with the author.

WEBSITE IMPRESSIONS

9,082



VALUE

\$136

EVENT ATTENDANCE

502



BOOK SALES

700

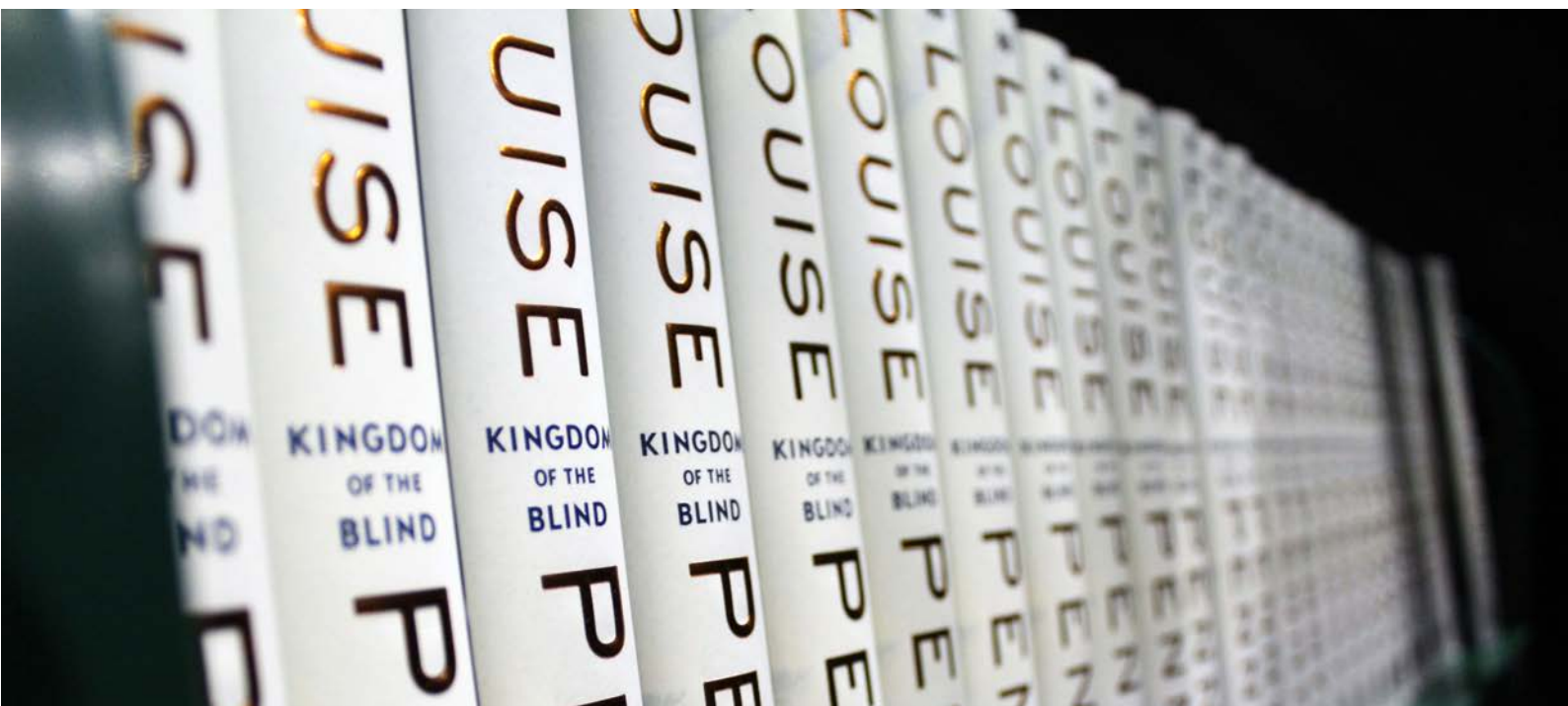
IN-BRANCH IMPRESSIONS

411,319



VALUE

\$2,057



MARKETING HIGHLIGHTS:

Louise Penny

TOTAL EMAIL OPENS & CLICKS

21,064



VALUE*

\$316

FACEBOOK IMPRESSIONS

1,161

TWITTER IMPRESSIONS

1,602

FACEBOOK ENGAGED USERS

36

