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
02 EMAIL
03 SOCIAL MEDIA
04 IN-BRANCH DISPLAY
05 EVENTS
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.

<table>
<thead>
<tr>
<th>Website Impressions</th>
<th>Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>253,928</td>
<td>$3,809</td>
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</table>

<table>
<thead>
<tr>
<th>Event Attendance</th>
<th>Book Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In-Branch Impressions</th>
<th>Value**</th>
</tr>
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<tbody>
<tr>
<td>436,521</td>
<td>$2,183</td>
</tr>
</tbody>
</table>

*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

FACEBOOK IMPRESSIONS
3,305

FACEBOOK ENGAGED USERS
41

FACEBOOK IMPRESSIONS
3,305

TWITTER IMPRESSIONS
327

OPEN RATE
36.5%

VALUE*
$375

*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
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 ➔ $3,675

EVENT ATTENDANCE
130 ➔ 36

IN-BRANCH IMPRESSIONS
467,084 ➔ $2,335

VALUE
MARKETING HIGHLIGHTS:
Mary Kay Andrews

TOTAL EMAIL OPENS & CLICKS  
77,129  →  $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.

<table>
<thead>
<tr>
<th>WEBSITE IMPRESSIONS</th>
<th>VALUE</th>
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<tbody>
<tr>
<td>9,082</td>
<td>$136</td>
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<table>
<thead>
<tr>
<th>EVENT ATTENDANCE</th>
<th>BOOK SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>502</td>
<td>700</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>IN-BRANCH IMPRESSIONS</th>
<th>VALUE</th>
</tr>
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<tbody>
<tr>
<td>411,319</td>
<td>$2,057</td>
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</table>
MARKETING HIGHLIGHTS:
Louise Penny

**TOTAL EMAIL OPENS & CLICKS**  
21,064  →  $316

**FACEBOOK IMPRESSIONS**  
1,161

**FACEBOOK ENGAGED USERS**  
36

**TWITTER IMPRESSIONS**  
1,602

in the way he moved. The courtesy he showed towards Miss Montagu made a strong contrast with the way she had been treated by K. Nonetheless, Miss Montagu did not seem to be cross with K. As it seemed to him that she strove to introduce the captain. K, however, did not want to be introduced, he would not have been able to show any sort of friendliness either to Miss Montagu or to the captain. the box on the hand had, for K., bound them into a grip which would keep him at a distance from Miss Montagu which would at the same time seem to be totally harmless and unobjectionable. However, he saw more than that, he thought he saw that Miss Montagu had chosen a means of doing it that was good, but two-edged. She exaggerated the importance of the relationship between K. and Miss Montagu, and above all she exaggerated the importance of being to speak with her and she would be the same time to make it that K. was everything. She would be