



Marketing Resources

Press Releases, etc.:

- [First Anniversary Press Release Consumer-oriented](#) (MS Word doc)
- [First Anniversary Press Release Project-oriented](#) (MS Word doc)
- [Press Tipsheet](#) (MS Word doc) - *June 2003*
- [Tutor.com Live Homework Help Press Release](#) (MS Word doc) - *[click here for other Tutor.com resources](#)*
- See also, [Q and A NJ News Releases](#) page
- For more information, please contact Karen Hyman, Executive Director, [South Jersey Regional Library Cooperative](#) at hyman@sjrlc.org or 856-346-1222.

Marketing Ideas Checklist:

Press/Media:

- Contact local newspapers; affinity newsletters; local radio and cable television
- Write your own article about your library and Q and A NJ
- See above Press Release section

Q and A NJ bookmark distribution:

- Drop off bookmarks at the following outlets: bookstores (e.g., Borders, Barnes & Noble); municipal and county offices and agencies (e.g., ask the municipality or county to put a bookmark in employees' paycheck envelopes); college dorms; college stores, and other student meeting places around campus; other storefronts and restaurants; local schools (contact administration and/or teachers--bookmarks can be distributed in school library, computer labs, and to Internet and research skills classes).
- Hand out bookmarks at local events, e.g., street fairs and sporting events
- Include bookmarks in packets for new student orientation, parent/student events, etc.
- Please call Judy at 856 346-1222 to request bookmarks. Bookmarks come in 500-count packets.
- You may want to accompany the bookmarks with this [introduction letter](#) (MS Word doc)

Posters:

- Distribute to schools and community organizations such as the "Y"
- Display in college dorms and stores and other student meeting places around campus
- Display at conferences and other special programs
- Please call Judy at 856 346-1222 to request posters

In-library promotion:

- Hand out bookmarks and display posters during library events, programs, and computer classes
- Hand out bookmarks to classes or groups receiving orientation at the library
- Have the Circulation department hand out a bookmark at every checkout
- Display Q and A NJ posters throughout library, especially near circulation and reference desks, public access computers, and in computer rooms
- Place Q and A NJ stickers on public access computers
- Create a Q and A NJ display that includes photocopies of articles about Q and A NJ; questions and answers; customer comments; the names of your virtual librarians
- Display Q and A NJ balloons during library events and programs and embellish with crepe paper streamers
- Have customer service personnel, especially the Reference department, spread the word about Q and A NJ during every transaction with the public, e.g., ask patron “Have you used Q and A NJ before?” and hand out bookmark
- Customize "ask me about..." name tags with Q and A NJ

Banner Ad placement:

- Library Web Site: place Q and A NJ banner ad on homepage and any other page associated with information resources and searching, including your (customizable) web-based online catalog
- Other Web Sites: contact Webmaster of the following types of web sites to prominently display the Q and A NJ banner ad: town, county, schools, legislative representatives, clubs and other community organizations
- [Click here](#) for Q and A NJ banner ads

Q and A NJ Demonstrations:

- Hold a breakfast reception for local business and community organizations at the library that includes a Q and A NJ demo
- Demonstrate Q and A NJ to school classes, the PTO and School Boards, community organizations from Girl Scouts to the Garden Club to Rotary
- Include a Q and A NJ demonstration in your line-up of programs
- Attending a conference, workshop, or special program? Make it an opportunity to demo Q and A NJ. Contact Marianne Sweet if you'd like to use one of the project's Power Point presentations