

Innovative Marketing Tools and Strategies: Presentation Supplement

Computers in Libraries, March 21, 2011

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General Tips

1. Make use of innovative tools, for example, video cartoons to attract customer interest and attention.
2. Market the same item using all or many of your marketing channels, including blogs, posters, podcasts, digital displays, and in-person presentations. Not every customer notices every marketing channel.
3. Repeat important marketing messages. They are frequently forgotten or missed. Just when you think that you've repeated a message too often, repeat it again.
4. Cross-promote. For example, when promoting one library resource, point out how well it integrates with another resource. Or when showing pictures of your library, incorporate images of services that the library provides.

Podcasts

1. Audio podcasting can be done simply with either a PC or a Mac¹.
2. We found video podcasting easier with a Mac because "free" editing software was included with the new Mac. GarageBand included royalty-free music that we could use with our podcasts.
3. Invest in a separate microphone for better quality recording of audio podcasts or video voiceovers.
4. Use forums and blogs to verify whether a video camera is compatible for easy downloads to your computer prior to purchase. Be sure to read the fine print in the camera's user manual to verify that the software is compatible with your computer's operating system. (Sometimes even "incompatible" cameras and computers can be made to work together, but try to avoid having to do that.)

¹ Note: The identification of any commercial product or trade name does not imply endorsement or recommendation by the National Institute of Standards and Technology.

5. A library book cart and a small tripod make a great camera dolly for smooth moving camera shots.
6. Short video podcasts are most effective (about one minute).
7. Occasional photographs make video podcasts more interesting.
8. Scripts and storyboards save time, permit you to rehearse the time it will take, and make recordings run more smoothly.
9. Add spontaneous expressions of high energy (such as a bouncing ponytail or an explosion of music) to grab users' attention.

Digital Displays

1. Time your display transitions so that more than one display shows while customers walk past (we found 7 seconds was best for the width of our hallway).
2. Simplify text on each display – the text should be able to be read twice before it transitions to the next display.
3. Use built-in art and animations judiciously, just like with traditional PowerPoint presentations.
4. Don't overwhelm customers with new display technologies – mix them with traditional displays.

Free or Low-Cost Marketing Tools we used:

Tool	Description	Web address
Paint.net	Paintshop Pro replacement	getpaint.net
Xtranormal	Text-to-speech video cartoons	xtranormal.com
Super C	Video conversion to any format (including flash) to a format readable by PowerPoint	erightsoft.com/S6Kg1.html
Prezi	Non-linear presentations	prezi.com
pptPlex	Flowing presentation style plugin for PowerPoint 2007/2010	officelabs.com/projects/pptPlex
Camstudio	Video screenshot recordings	camstudio.org
Audacity	Audio editor, recorder, and format converter	audacity.sourceforge.net
Lame	Audio MP3 format converter plugin for Audacity	lame.buanzo.com.ar
iLife	Mac multimedia editing software package – includes iMovie and GarageBand	apple.com/ilife/
CaptionSync	Captioning for videos for 508 compliance	automaticsync.com/captionsync/