

Linscheid Library Events Marketing Plan

As soon as you know about an event:

1. Contact the Outreach Librarian to plan a marketing strategy. (Work to be done either by Outreach Librarian or the librarian planning the event)
 - a. Design Posters and any other publicity materials.
 - b. Article in library newsletter (if time allows).
 - c. Contact the Communications and Marketing Department for press releases, inclusion on campus calendar, white board etc. All these services can now be accessed by e-mailing ecuinfo@ecok.edu .
 - d. Contact the ECU Journal (this must be done AT LEAST two weeks in advance of desired story publication date).
 - e. Send emails to faculty/staff/student lists.
 - f. Send emails via appropriate listservs.
 - g. Send email to area librarians email list (see Dana).

Two weeks before an event:

1. Put posters up in buildings around campus.
2. Put posters up in strategic locations around Ada (i.e. – Public Library, City Hall, etc.).

Two days before event:

1. Sidewalk chalk if desired.