

Ace Your Marketing Message with a Theme

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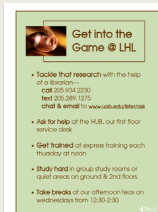


Develop a theme for the year to promote resources, services, and events:

Use the theme in all of your marketing channels including website, social media, and signage:

Create different themes each year to provide continuity and variety:

Get your Game on:



Keep it interesting with different taglines and images:

Track feedback on the campaigns through comments and usage:

- ❖ The library staff voted on the theme from three choices
- ❖ We selected a theme that was both versatile and memorable
- ❖ We include the library logo (which includes the university name) on all materials to provide consistent branding

- ❖ Our Facebook page has grown from 50 to over 500 "likes"
- ❖ Attendance at classes and usage of LHL Guides continues to rise with our top ten guides totaling 20,000 views in the last year
- ❖ We get lots of positive feedback about the library, especially at our afternoon teas where students tell us how much they appreciate the staff at Lister Hill Library

Love your Library:

