GUERILLA BRANDING: 10 Ways To Make a Big Splash With a Tiny Budget

1. AUDIT YOUR SPACE – define the “why” for each space and make sure you’re using your library space effectively
2. CREATE A PARENT-CHILD SPACE – reading to children is a different activity than some children’s libraries are designed for but will draw parents of younger children in.
3. SURPRISE YOUR PATRONS – make sure that every visit yields a pleasurable surprise, large or small
4. CREATE AN OUTREACH BOARD – of marketing and social media professionals as well as local small business owners to guide your outreach
5. INSTEAD OF WEEDING – use selected books to seed free community library boxes to extend your library’s brand
6. TRY A POP-UP – beyond awareness this can help shape the personality of your library brand
7. A POSTER CAMPAIGN – it’s an old media but effective if you get good placement. Tell a continuing story and look for a small creative agency to create the campaign pro bono.
8. SEEK SPONSORS – Even sponsorship is a large and legitimate business. Nonprofits can get great sponsors if they know what to offer and how to ask.
9. DO LESS, BETTER WITH SOCIAL MEDIA – It’s far better to be excellent on one platform than mediocre on four. Facebook is the default choice.
10. PROMOTE YOUR POSTS – organic and viral reach on Facebook and Twitter is very limited for businesses. Use a small budget to go further.

QUESTIONS?

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