

# Show It Off: Techniques for Increasing Circulation through Merchandising An Infopeople Workshop

## Key Ideas for Library Staff

### Merchandising Encourages

Use of materials through attractive display



### Merchandising is Different

- Scale Small
- Quantity Attractive
- Selection Specific
- Approach Organic
- Behavior Browsing
- Goal Attractive & Orderly



### Permanent Merchandising

- Displays popular topics and items
- Showcases a critical mass of items
- Gives a feeling of abundance
- Presents clear, attractive displays
- Designed to be easy to maintain
- Biggest impact on circulation

### Successful Library Merchandising

- Full displays
- Colorful, attractive items
- Variety of covers
- Balanced visually
- Can use current shelving
- Easy to maintain



### Merchandising is everyone's job!

- Displaying our collection makes the best use of our tax resources, our collection, our building and our people
- It's everyone's job to keep the library displays looking good...every day, all day



### Enhance New Books Zone

- Define "new" as a longer period
- People can shop the shelves
- Highlight a *critical mass* of new and popular books to for a feeling of abundance



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## Key Ideas for Library Staff

### Temporary Merchandising



- Showcases older items in collection
- Presents clear display
- Communicates a single message
- Designed to be easily changed

### Simple Things to Start Today

- Use front door to enter
- Declutter
- Add WOW using color
- Work on “power paths”



### Do a Walk-Through and Ask...

- How can we display popular collections?
- What would I like to change?
- What's on my wish list?



### Take a Retail Field Trip



Take a field trip to Target, Staples, book and grocery stores

Adapt good retail ideas and attitudes

### Remember



Willingness is more valuable than money

### Other Resources for Library Staff

- Library before and after pictures plus staff training materials  
[www.sjrlc.org/tradingspaces](http://www.sjrlc.org/tradingspaces)
- Free online training course  
*Merchandising That Works*  
<http://learning.libraryu.org>
- *Merchandising Strategies* DVD  
[www.lvn.org](http://www.lvn.org) (Library Video Network)