




Exercise #1

Word-of-Mouth Bingo

In this exercise you will explore some of the ways that word-of-mouth marketing works in libraries and have an opportunity to get to know your colleagues in our workshop.

Instructions: Circulate around the room and find people who match the description in the bingo squares. When you find a match, ask that person to initial the square. When you have five squares in a row, horizontal, vertical or diagonal, shout “Bingo!” and claim your prize.

B	I	N	G	O
	Library has a profile on MySpace or FaceBook	You teach computer classes at the library	You have posted to a blog	You play on a sports team
You have posted to an online discussion list		You have changed employers more than four times	Library has a book discussion group	You are involved in a writers group or theatre company
Your family lives in the community where you work	Library publishes a blog	You are attending Infopeople’s Word-Of-Mouth Marketing for Libraries	You write a blog	You are a member of a club (Soroptimist, Rotary, PTA, etc.)
Users can request purchases using an online form or email link on library website	You have more than two email accounts	Library has readers advisory feature like BookNews, Chapter-a-Day, Dear Reader, or BookLetters		Your children attend local schools
You work with library volunteers	Library has an e-newsletter	You volunteer in the community	Library invites feedback on its website	