

Ideas for Merchandising Library Materials

1. Make re-shelving area accessible to the public.
2. Create a “Staff Recommendations” location.
3. Post bestseller lists for books, movies, and music.
 - a. Post bestseller lists with how to place holds and reserves near self-check machines or personal reserve section.
 - b. Post bestseller lists from prior years.
4. Place merchandise on customer service desks.
5. Put displays on moveable carts and rotate them during the day to match the flow of library visitors throughout the day.
6. Coordinate material displays with other items on display in the library; i.e., art shows, local history exhibits, flower arrangements on the customer service desk.
7. Combine audiovisual and print materials in displays.
8. Use eye-catching or unexpected items to stage displays: baskets for crafts books; wheelbarrow for home project books. Go wild!
9. Randomly stack merchandise on coffee tables and end tables.
10. Place carts of “materials of interest” for groups using the community room; e.g., yoga classes, mommy and me groups, business groups, painting groups, alcoholics anonymous, etc.
11. Put a selection of tax guides and business planning information in the copy center.
12. Locate cart of world language materials in/near the story time room for caregivers to browse (and borrow!).
13. Have something new on display at regular, frequent intervals.
14. Talk to your customers.