What is multichannel marketing?

Do you need this strategy to succeed?
SIMPLIFIED

1. KNOW WHAT YOUR PEOPLE WANT AND NEED
2. CREATE PRODUCTS THAT HELP
3. PACKAGE, REPACKAGE, PROMOTE
4. DELIVER THROUGH THE CHANNELS THEY
ALIGN. ENGAGE. INFORM.
ALIGN. ENGAGE. INFORM.
I'm heading to Atlantic City this afternoon to pick up a statewide PR award given to Princeton Public Library for this film chronicling the library's response to Hurricane Irene. The film was a family affair: produced by me, shot and edited by George Quinn, narrated by Mary Rose Chemris, all in the space of a few hours when we were all the library and most of the town was without power. Wish they could join me to accept, but it's kind of a busy time on the school calendar.

https://vimeo.com/28423877
ALIGN. ENGAGE. INFORM.
### Demographics of Major Social Networking Platforms

**% of adult internet users**

**January 2014**

<table>
<thead>
<tr>
<th>Platform</th>
<th>% of internet users who...</th>
<th>The service is especially appealing to...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Use Facebook</strong></td>
<td>71%</td>
<td>18-29-year-olds (84%)</td>
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<td></td>
<td></td>
<td>Women (76%)</td>
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<tr>
<td><strong>Use LinkedIn</strong></td>
<td>22%</td>
<td>30-49-year-olds (27%)</td>
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<td></td>
<td></td>
<td>Men (24%)</td>
</tr>
<tr>
<td><strong>Use Pinterest</strong></td>
<td>21%</td>
<td>18-29-year-olds (27%)</td>
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<tr>
<td></td>
<td></td>
<td>Women (33%)</td>
</tr>
<tr>
<td><strong>Use Twitter</strong></td>
<td>18%</td>
<td>18-29-year-olds (31%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No significant differences by gender, household income, education</td>
</tr>
<tr>
<td><strong>Use Instagram</strong></td>
<td>17%</td>
<td>18-29-year-olds (37%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Women (20%)</td>
</tr>
</tbody>
</table>

Source: Pew Research Center's Internet & American Life Project
SOCIAL IMPACT

Connect with People

- Helps keep up with social ties - family and friends
- Online social support
- Political engagement
- Revives dormant relationships
- Connect with people similar hobbies
- Read comments by celebrities, politicians and athletes

-Pew Institute
19-29 yr. olds
10 minutes a day
40% more than once
69% income 75k+
College grads
71% of online users
WHAT WORKS?

- Images
- Fun
- Relevancy
WHAT WORKS?

• Questions
• Shorten links
• Comments and Conversations
WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations
WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations
- Being there
NOT ALL POSTS ARE CREATED EQUAL.

Tell us what you are watching this evening, but add ‘Bacon’ to the title, because everything is better with bacon.

Replace one word in a Book Title with the word “BACON”

Post results below...
Hi Night Owls! Whooo's ready to talk books?

Heather King Lenson

I love that Lois Lowry wrote The Giver before the dystopian genre became popular.

Theresa Scheel Szolkowski

Also finished and highly recommend *Big Little Lies* by Liane Moriarty. Gossip, backstabbing and cliqueness among parents of kids in an Australian seaside elementary school lead to murder. http://encore.cuyahoga.lib.oh.us/.../C__Fb1117984__SBig...

Encore - *Big Little Lies* / Liane Moriarty.

Heather King Lenson

*Against the Tide* a faith-based novel?

Carolyn Fagan

Best book I’ve read recently was *Man Called Ove* by Fredrik Backman. Reminds me a bit of The Unlikely Pilgrimage of Harold Fry, but even better!

Laura Fanta

Then Came You* by Jill Shalvis

Christine Rezny

Read *big girl small* and thought it was very well written. Very good so far!!

Troy Lindeman-Wynne

I am reading *Just Saw a Concert* and thought it reminded me of mine.
- 18-29 year olds
- 46% use daily - multiple
- 5 minutes a day
- 23% under 30K income
WHAT WORKS?

• Reason to click

• Short URLs

• Retweets
  Leave 20 characters to add comments

• “Favorites”
WHAT WORKS?

- Images
- Fun
- Relevancy

NY Public Library @nypl · Sep 12
Need some dinnertime inspiration? Try Cooking Some of Literature's Most Famous Meals! on.nypl.org/1qOb7up
• 18-29 year olds
• 46% use daily - multiple
• 5 minutes a day
• 23% under 30K income
- Mostly women
- 50% have children
- 15 minutes a day
- 100K income
1906 Fashion

The San Francisco Earthquake & Fire of 1906 was a significant event in San Francisco that will never be forgotten. Whether you go to Lotta's Fountain in the early morning on April 18 or a party with a 1906 theme - here's some original fashion for inspiration. Selections include national and local fashion both before and after the disaster.
Autism & Asperger's

If you know someone, or have a family member that has Autism or Asperger's Syndrome, these books may help.
Learn languages online using Mango. 40 languages and 16 ESL.

1 like 1 repin

Topeka Library from tscpl.org
• 16-24 year olds
• 33% have children
• 35K and less - college/YA
• 14 minutes a day
• Men and women
• Videos and Gifs work well
• GenX and Millennials
• Home of the “Selfie”
• 35K and less - college/YA
• 14 minutes a day
• All about me, me, me
• Teens say it’s “most important SM”
Congrats to @easyuno! That worked quite well. To all future seekers: UNDER the dumpster doesn't mean IN the dumpster. Ew.
• 30-49 year olds
• Career minded
• College Grads
• Income 75K +
• Teens - early 20’s
• Girls
• 60 Million users
• 400 Million made per day
• 12% shared with multiple recipients
• 5% selfies shared on SM come from Snapchat
• 40 Million users
• 18-20 year olds
• Shared through Twitter (1 in 5)
• Weekends are very popular
• Musicians love this platform - they get 3 of 5 most retweeted
• 16 minutes per month watching online commercials
• Video
• 1+ BILLION users
• 1 Billion views every day
• 100 hours of video uploaded per minute
I love Summer, do you?

This is the season when our beautiful library overflows with energy from the time we open our doors until we say goodnight. We will be hosting over 300 programs this summer and while the kids may think it's all play, in reality we are working hard to make sure your children keep learning. Of course, don't tell them!

I hope to see you sometime soon!

Your director, Sally Smith

---

Summer Reading

Don't miss this summer's great programming.

View our calendar here.

Science Fun

Exploding volcanos, balloon rockets, underwater fireworks... Science IS fun.

Tuesdays at 11 am

Kid Gardeners

Wish you knew you could garden?

Summer Reading Sign Up

The blender girl: super-easy, super-healthy snacks, desserts & drinks
by Tess Masters

A debut cookbook by the blogger behind healthyblenderrecipes.com shares simple plant-based recipes that rely on natural flavorings, sweeteners and include a variety of dairy-, egg-, nut-, soy- and gluten-free options. Original, 40,000 first printing.
CONTENT CALENDAR VS
COMMUNICATION BLUEPRINT
<table>
<thead>
<tr>
<th>PRINT</th>
<th>SOCIAL</th>
<th>EMAIL</th>
<th>MEDIA</th>
<th>WEB</th>
<th>Personal</th>
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<td><strong>POST PROMOTION</strong></td>
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<td>PRINT</td>
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<td>Outreach</td>
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<td><strong>PRE-PROMOTION</strong></td>
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<td>Bookmarks at circulation</td>
<td>Facebook Announcement</td>
<td>E-Blast Announce</td>
<td>Photo-Op Media Advisory</td>
<td>Announcement</td>
<td>Check Out Centers</td>
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<tr>
<td>Flyers at Partner Locations</td>
<td>FB Fast Facts</td>
<td>Blast – Picture Link and next session</td>
<td>Calendar Posting</td>
<td></td>
<td>Book drops</td>
</tr>
<tr>
<td>TJ Maxx, Gymboree, Baby Gap,</td>
<td>FB-Post Photos</td>
<td>EO Invite</td>
<td></td>
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<td>Fitness Mobs</td>
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<tr>
<td>preschools</td>
<td>Links from Mommy bloggers</td>
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<tr>
<td><strong>POST-PROMOTION</strong></td>
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<tr>
<td>Send printed picture to EO</td>
<td>FB- Post Survey</td>
<td>Thank You to EO with links to photo and media</td>
<td>Post Release captioned photo</td>
<td>Pictures</td>
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<td>Survey at program</td>
<td></td>
<td>Include in Monthly Newsletter</td>
<td></td>
<td>Include quotes</td>
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</tbody>
</table>
PUTTING IT TOGETHER
SMALL SCALE
Did we mention there is food? Stop by M Vista until 7 p.m. and download free eBooks and sample a delicious array of appetizers.
TOTAL PACKAGE
Tickets are going fast for the Sept. 14 Community Room appearance by Molly Ringwald. The $25 ticket price includes a copy of Molly's new work of fiction, "When It Happens to You." Order here:
http://mollyatppl.eventbrite.com/

Molly Ringwald
mollyatppl.eventbrite.com

TICKETS GO ON SALE MONDAY AUGUST 20th, 2012 In Brief: The author and actress discusses and signs copies of her debut work of fiction, “When It Happens to You,” which interweaves eight
Memories of Molly. Meet her in the here and now on Sept. 14, when she discusses her new book. The $25 ticket includes a copy of "When It Happens to You."

http://www.youtube.com/watch?v=fvhTCUDHbvs

Molly Ringwald tribute - Pretty In Pink - Psychedelic Furs

Molly Ringwald's tribute with the soundtrack of "Pretty In Pink" by Psychedelic Furs (1986). remembering the 80's best soundtrack? enjoy it! :)

Like · Comment · Share

4 people like this.

Princeton Public Library Want tickets? Click here:
http://mollyatppl.eventbrite.com/
August 29 at 8:47am · Like · 1
Molly Ringwald tribute - Pretty In Pink - Psychedelic Furs

Uploaded by generationx on Jan 11, 2008

Molly Ringwald's tribute with the soundtrack of "Pretty In Pink" by Psychedelic Furs (1986). Remembering the 80's best soundtrack? Enjoy it! :)

458 likes, 14 dislikes

Artist: The Psychedelic Furs

Buy "Pretty In Pink" on: AmazonMP3
Cast your vote and you'll be entered into a drawing for a free ticket to see Molly Ringwald and a copy of her book.

Is your favorite Molly Ringwald movie:

- "The Breakfast Club"
- "Pretty in Pink"
- "Sixteen Candles"

Ringwald at Princeton Public Library: mollyatppl.ev

Like · Comment · Share

Buffy Gunter Hamilton and 16 others like this.

Hilary Trought Morris Def. Pretty in Pink!
September 6 at 2:38pm · Like

Aliah Davis McHenry So hard to choose but it would have to be Pretty in Pink!
September 6 at 2:39pm · Like

Linda Noel The Breakfast Club!
September 6 at 2:43pm · Like
With the Princeton Children's Book Festival wrapping up on Hinds Plaza, we're looking ahead to our next big event: the Friday, Sept. 14 appearance of Molly Ringwald. To get you in the mood, here is the dance scene from "The Breakfast Club," winner of our recent poll of favorite Molly movies.

http://www.youtube.com/watch?v=gRMrMzw0t20
**Princeton Public Library** To get tickets for Molly Ringwald's appearance, please visit [http://mollyatppl.eventbrite.com/](http://mollyatppl.eventbrite.com/)
September 8 at 4:28pm · Like

**Princeton Public Library** Less than 25 tix remain for Friday evening with Molly. We will simulcast for those unable to get Tickets and Molly will sign copies of her book at the event.
Monday at 11:01am · Like

Write a comment...
Molly Ringwald to Speak at PPL

Register Now, Tickets are Going Fast!

Friday, September 14

Tickets are going fast for the Community Room appearance by Molly Ringwald.

The $25 ticket price includes a copy of Molly's new work of fiction, "When it happens to you." Order here: http://mollyatppl.eventbrite.com

In Brief

The author and actress will discuss and sign copies of her debut work of fiction, "When it Happens to You," which interweave eight stories of people.
Molly Ringwald to Speak at PPL

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$25.00 per ticket
The $25 ticket price includes a copy of Molly’s new book of fiction, When it happens to you.
Order here: http://mollyatppl.eventbright.com

Event Information
The author and actress will discuss and sign copies of her debut work of fiction, “When it Happens to You,” which interweaves eight stories of people.

Love Molly? Check out these great books!

- Molly Ringwald
  When It Happens to You
- Molly Ringwald
  Getting the Pretty Back
- Gena, Susannah
  You Couldn’t Ignore Me If You Tried
- Jaime Clarke
  Don’t You Forget About Me

Ringwald, Molly
Call Number

Ringwald, Molly
Call Number

Gena, Susannah
Call Number

Clarke, Jaime
Call Number
RESOURCES
Targeted

The Romance Novel

Articles Powered by the Literary Reference Center

Romance novels are among the most popular literary works. Read about the genre, and how it began.

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Romance: An Overview

"Pamela": The First Romance Novel

Pride and Prejudice: A Summary
Cross Promote

Just in time for Valentine's Day

Pride and Prejudice

by Jane Austen

In early nineteenth-century England, a spirited curvy Elizabeth Bennet copes with the romantic entanglements of her four sisters and her growing feelings for Mr. Darcy, a proud and brooding gentleman. Reprint.
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Pride and Prejudice
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In early nineteenth-century England, a spirited young Elizabeth Bennet copes with the romantic entanglements of her four sisters and her growing feelings for Mr. Darcy, a proud and brooding gentleman. Reprint.

Notebook
by Ryan Gosling

A boy from the wrong side of the tracks falls in love with a rich girl, and it seems no one approves of the relationship.
Add to your website and facebook too.
IF WE DON’T REACH THEM THEY WILL NEVER HEAR US.

THANK YOU.
NANCY DOWD

ndowd@me.com
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