

**Merchandising:
An Essential
Opportunity
to Market
Your Library**

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**Transform
space**

- Low-cost
- Market collections and services
- Change perception



Transforming staff

- Transforming space means transforming behavior
- You can't change everything and continue to act in the same ways

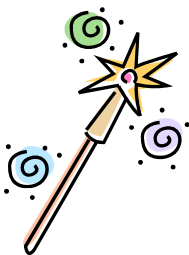


Merchandising encourages...

use of materials by customers through attractive display



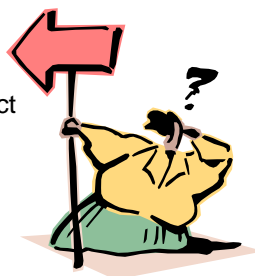
Everyday opportunities



- Walk-Through
- New staff roles: Merchandiser
- Morning Briefing
- Walk About

Staff Want to Know

- Why are we doing this?
- How will this affect me?



Walk-Through

- What makes it hard or easy to find your way in the library?
- What's on your wish list?
- What changes would you like?

Use retail fixtures



Gondola



CD Browser

Source: www.franklinfixtures.com



Use Slat Wall

- Display holders
- Signs
- Posters

Source for display holders: www.cleardisplays.com

Merchandising success

- Keep displays full
- Mix of spines/covers
- No empty slat wall
- Easy to maintain
- Everyone helps
- Daily time target



Briefings

- Who's in/out?
- What's happening?
- Mini-training
- Rotate responsibility
- Follow-up email



Walk-About

- What looks best *(thank staff)*
- Needs help now *(meet there tidy after briefing)*
- Needs help next

