Merchandising: An Essential Opportunity to Market Your Library

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Trading Spaces Project

- Transform libraries immediately
- $45,000
- 9 months

Slat wall
Fun

Transform space

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

Before:

www.sjrlc.org/tradingspaces

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Fast Facts

- Population: 42,000
- Building: 33,000 square feet
- Collection: 129,000 items (2008)
- Circulation: 840,000 (2008)
- Budget: $2,544,000 (2008)
  $421,000 materials (2008)
- Staff: 29 full time equivalents
- Open: 70 hours per week
- Location: 14 miles east of Philadelphia, PA

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Transforming staff

- Transforming space means transforming behavior

Transforming staff 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?

Get Staff Feedback

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**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
- Everyone helps

**Easy to Maintain**
- Face out on top
- Several deep for browsing
- Bottom shelf used to fill in

**Easy to refill displays**
- List on back of sign

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Easy Merchandising Maintenance

- Two books deep
- Slide it over

Standards
- Tip sheets
- Email tips
- Recommended: Merchandising Strategies
  www.lvn.org

Morning briefings
- 15 minutes before opening
- Who's out?
- What's happening?

Morning briefings
- Gather in different areas of the library
- Greeter & Meeting Room schedules
- Follow-up email to all staff

Morning briefings
- Mini-training opportunities
- Rotate responsibility among departments

It's become our every morning wake-up call!
It's such a great way for all of us to stay informed about each other's projects, achievements, announcements, new haircuts...

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Walk-About

- Walk through library before morning briefing
- Twice a week
- Rotate responsibility among staff

Make an impact: Take your pick

If you can’t do it all at once take it one piece at a time, do that really well, and then keep going …

Make an impact: Take your pick

- “You can’t leap the chasm taking baby steps. Baby steps will kill you.”
  -- Dave Genesy

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