Merchandising: Essential Opportunity to Market Your Library
Kathy Schalk-Greene
Mount Laurel Library, NJ
planning_library_futures@comcast.net
West Virginia Library Association
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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?

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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
• 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

www.sjrlc.org/tradingspaces