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How to Keep Promoting the Same Library Services Without Sounding Like a Broken Record

Angela Hursh

Have you ever looked at your library marketing calendar and said to yourself, "I have to promote story time again. What on earth am I going to say this time? Your library's evergreen services are really valuable, but it can get tedious trying to promote them over and over again. So, how do you do it in a way that keeps that content fresh and interesting, and perhaps bring in new people to your library. We're going to talk about it in this episode of the Library Marketing Show. Hi, everyone. I'm Angela Hursh from SuperLibraryMarketing.com. You can head over there and ask a question to be answered in a future episode. By the way, this episode topic. This was a question that was asked by someone. You can do that at superlibrarymarketing.com, or you can nominate yourself or another library for kudos. And we're going to begin today's episode with kudos, which is going to Stratford Public Library. This is a self-nomination, and it's quite long, but it's a really great summary of what happened. So I'm going to put the entire nomination down below in the description on YouTube and the comments on LinkedIn, so you can read it. Basically, the library created a social media post. Nothing special. It just happened to feature a sold-out, very popular Canadian bag and the two stars of Heated Rivalry, and to put a library twist on it, they added in photos of the book series from which Heated Rivalry is created. The person who wrote in said that this was a spontaneous decision to put this post together, and it ended up getting 895 likes and almost 52,000 views, which is huge for this library. Person who wrote in said, "This campaign demonstrates the power of timely, authentic marketing by paying attention to a cultural moment that was resonating with our community and responding with creativity, humor, and local flair. We were able to achieve exceptional engagement while showcasing the library's personality and relevance. I think that's awesome. Like I said, I'm going to put the whole nomination down below. Also, a link to the post so you can see it. Great job, Stratford Public Library. All right, let's get into today's topic, which, as I mentioned earlier, was a question from a viewer who asked how to approach marketing repeat services, things like story times, homework help, book clubs, things that happen over and over again that are not unique or special, except that they are unique and special because they belong to the library, and we want to bring more people in to take part in those services. And when you're marketing those things, and I can tell you from personal experience, it's really easy to feel like you have absolutely run out of things to say. So here's what I do when I have to promote those services. Thing is to stop marketing the service and focus on marketing the problem that the service solves. I'm going to put a link to a super library marketing post that I did

about this specifically, but this is a new way to approach marketing a service. So you have to ask yourself. Let's take printing services for example. Those are really popular at my library, and it would be really easy to just say, "Need to print something? Come to your local library. But you can get more specific than that. So think about who might need printing services. Maybe somebody who's trying to get a job and they have to print out their resume, or maybe somebody needs to print a boarding pass to get on a plane to go on a trip here soon. Maybe they're a small business and they need to make some copies of a form. You can use those angles to promote something that just seems like a regular everyday service. And the reason you focus on the problem is that that is a really great way to draw people into the library who may not have thought of the library as a place to solve their problems. So if you're very specific about the problems that your service solves, you can grab new audiences. Speaking of new audiences, my second tip is to find a new audience for that same old program: knitting. This is or crocheting.

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We have crocheting and knitting circles at the Cincinnati Library, and you can think about it as like the normal people that you would think coming to a knitting circle might be some retired folks, but there might be other people in your community who would be interested in that, like you know Gen Z folks looking for a new hobby, people who moved to your community recently and might be looking for a social connection. Maybe somebody who started to knit but found it to be more difficult than they thought it would be, and they just need somebody there to help coach them through. That is a great way. Ask yourself, who is a new audience that I can bring into this program? Great way to promote an evergreen service. Tip three is that you can use the people who actually are using the service to help you market it. Here's what I mean by that. Let's say somebody comes to a book club quite often. Go and ask them why do you keep coming back to this book club. Ask them to say their answer on. Video or write it out, and you can use that to market that service. Very simple. Number four is to cross promote the evergreen service with other things at your library. So here's my favorite example. Let's say you have a new parent book club, and you do story times, and you have great attendance at your story times. Write a two or three sentence script for your children's librarian to read at the beginning of story time, inviting parents to the new parents book club. You can also do this cross promotion with bookmarks, so you can put a bookmark about passport services into all of your books about travel. Think about how you can cross promote those, and you'll be able to reach new audiences for your evergreen services. I know it's sometimes hard to look at an old service with a new perspective, but I hope these four tips will help you with that. And I bet you have other tips for this viewer about how you promote evergreen services. So share your knowledge and expertise with him or her down in the comments, and let's get a conversation started. And that's it for this episode of the Library Marketing Show. But my channel is full of other tips for library marketing. If you're interested in learning more, head to the next video, and I'll meet you there.