



# Content Marketing + MeL Programming & Promotions Toolkits



# Today's Learning

- Content Marketing: Make Better Connections with Your Audience
- Tour The New Tools: Training Brand, Programming Booklets, and Promotional Toolkit
- Putting It All Together



# Communication can be tough.



# Creating a Marketing Plan

## Organization's Mission

Foundation... inspires and guides building of marketing strategy

**Infographic**  
[How to Create a Marketing Plan](#)

## Strategy

- Environmental scan
- SWOT analysis
- Stakeholders
- Organization's objectives

## Plan

- Establish quantifiable goals and measurements
- Market research
- Market segmentation: determine target audience
- Identify competition

## Tactics

Specific means used to reach your goals:

- Marketing Mix
- Integrated Marketing Communications
- **Content Marketing**
- Evaluation



# Content marketing can help.

A marketing tactic with a strategic approach focused on **creating and distributing valuable, relevant, and consistent content** to attract and retain a clearly defined audience, and ultimately drive customer action.

## [History of Content Marketing](#)



<https://medium.com/@HeathEvans/content-is-king-essay-by-bill-gates-1996-df74552f80d9>



# Why does it matter?

Improve Search Engine Optimization

Increase visits to your website

**Build trust with your community**

**Spend less money on your marketing efforts**

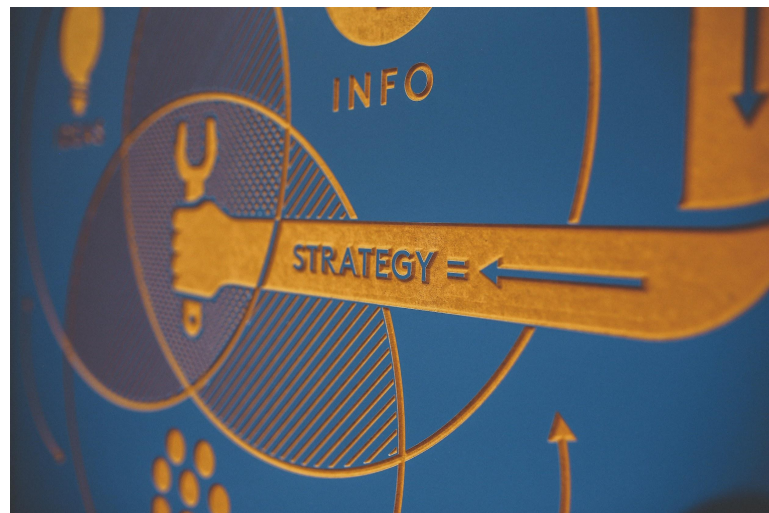
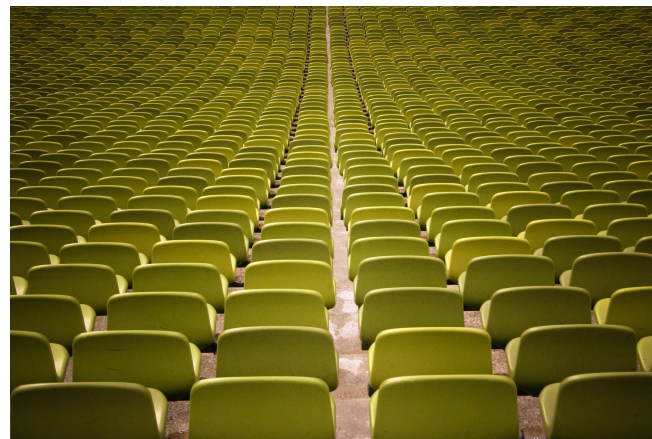
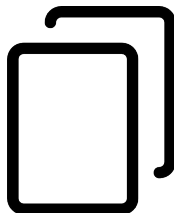
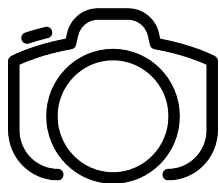
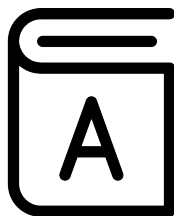
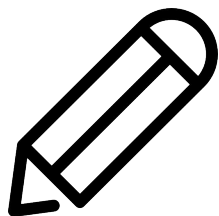


Photo by [Kaboompics .com](https://www.kaboompics.com) from [Pexels](https://www.pexels.com)



# Content Marketing Options

Be where your audience is.



References: [Blogs](#), [Podcasts](#), [Social Media](#), [Videos](#), [Infographics](#)

[Icons](#) made by Gregor Cresnar



# Tips to get started

Document your strategy.

Quality is more important than quantity.

Consistency is vital.

Avoid generic messages.

Pay attention to SEO and other stats.





# New Tools

## Supporting you and your communities

- Using MeL eResources
- Training on MeL eResources
- Helping patrons with MeL eResources
- Communicating about MeL eResources



### MEL EXPERT BADGE

Microlearning  
experience

**Coming 2021!**



### PROGRAMMING BOOKLETS

Connect MeL content  
to library programming



### PROMOTIONS TOOLKIT

Tools supporting  
promotion of MeL  
eResources



# How to MeL



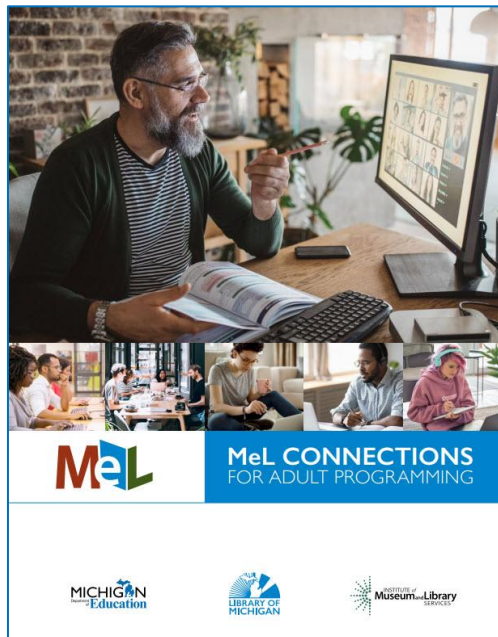
New brand mark designating training materials specifically for public library staff or educators.

## **Goal**

Make it easier to find the tools you need to learn about and use the eResources.



# Programming Books



The cover features a large image of a man with glasses and a beard sitting at a desk, looking at a computer monitor displaying a grid of photos. Below this is a smaller strip of images showing diverse groups of people in various settings. The text 'MeL' is in a large, colorful font, followed by 'MeL CONNECTIONS FOR ADULT PROGRAMMING'. At the bottom are logos for Michigan Education, Library of Michigan, and Museum & Library Services.

**MeL** MeL CONNECTIONS FOR ADULT PROGRAMMING

MICHIGAN Education LIBRARY OF MICHIGAN MUSEUM & LIBRARY SERVICES



The cover features a large image of a young boy sitting at a desk, writing in a notebook. Below this is a smaller strip of images showing diverse groups of children and young people. The text 'MeL' is in a large, colorful font, followed by 'MeL CONNECTIONS FOR YOUTH PROGRAMMING'. At the bottom are logos for Michigan Education, Library of Michigan, and Museum & Library Services.

**MeL** MeL CONNECTIONS FOR YOUTH PROGRAMMING

MICHIGAN Education LIBRARY OF MICHIGAN MUSEUM & LIBRARY SERVICES

**Connections between MeL eResources and library programming ideas.**

Content is for you, but can also be repurposed as messaging directly to your patrons.

Visit MeL's [Library Staff](#) page for access.



# Programming Connections



Booklet content includes:

- Information literacy best practices
- Search strategies
- Programming connections
- Learning Links
- Connections to related eResources

[MeL Connections for Youth Programming](#)

[MeL Connections for Adult Programming](#)

STORYTIME INTERACTIVE LITERACY TOOLS 

**BRITANNICA FUNDAMENTALS** **BEST BET ★**

- Engaging and fun learning experience for kids; play and read to learn letters, numbers, shapes, animals, and more.
- Aligned with PreK-3 content, this activity-centered learning environment offers exposure to language, literacy, geography, and math.
- Narrated by real people, animated eBooks, biome videos, activities, and games help kids learn new words, fun facts, and answers to interesting questions.
- Designed to expand kids' knowledge and understanding of the world around them.
- Explore the 4 engaging pathways for learning — READ, EXPLORE, PLAY, and CREATE. The pathways are designed to help young learners build language, critical thinking, and comprehension skills.

**ENHANCE YOUR PROGRAM**

- Take children on an armchair/virtual road trip by pairing a video from the Explore pathway with a book from your collection.
- Explore concepts such as opposites or math skills including solving simple problems, answering questions about measurement, and recognizing shapes, by engaging groups with the Play pathway.
- Introduce kids to fundamental concepts while using animated e-books in the Read pathway.
- Discover Biomes of the World videos and images from the Explore pathway and help kids understand the world around them as part of their storytime experience.
- Encourage kids to illustrate and share a concept that they learned during storytime, or express their creativity using the whiteboard feature in the Create pathway.

**LEARNING LINKS**

- Britannica Fundamentals Guide (PDF)
- Britannica Fundamentals Video (1:41)

**ALSO SUITABLE FOR...**

- Reluctant Reader programs
- Storytime webinar training for adults
- Any program that connects readers to books

**SEARCH STRATEGY**



Explore the four learning pathways

**SAMPLES FROM BRITANNICA FUNDAMENTALS**



Play interactive games



Read and listen to the interactive eBooks

ELA CHALLENGES

MeL YOUTH PUBLIC LIBRARY BOOKLET 15




# How To MeL Template

## Create your own MeL Program Page!

1. Training tool for library staff new to eResources
2. Planning tool for developing programming
3. Discussion tool for exploring “new to you” eResources

TEMPLATE: CONSTRUCT YOUR OWN  
“HOW TO MeL” PROGRAM PAGE



NAME OF eRESOURCE(S) BEST BET ★

Why is this the best eResource for your program?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**SEARCH STRATEGIES**

How will you find the content you need?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**ENHANCE YOUR PROGRAM**

How will you incorporate eResource content into your program?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**EXAMPLES**

What samples did you find in the eResource?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**COMPANION eRESOURCES**

What other eResources could you use?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**LEARNING LINKS**

Where will you find training resources?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**ALSO SUITABLE FOR**

What other applications are there for this eResource content?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# MeL Promotions Toolkit

## Print Assets

- Flyers, Bookmark, Notepad


## Digital Assets

- Social media graphics and post copy

## Communication Templates

- Email newsletter, press release, blog post

[Guide to MeL Promotions Toolkit](#)

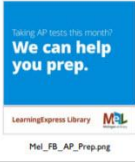

Digital Assets

Social media is a great way to reach your patrons, but we know it's hard to come up with clever, creative posts. With that in mind, we've developed some digital assets to help! From pre-made posts to templates for you to fill in yourselves, there's something for everyone!

**PRE-MADE eRESOURCES POSTS**

Want something easy to post on your Facebook or Instagram account? These posts are all set for you. Just type in the text, insert the LearningExpress Library link, upload the graphic and hit post!

For your convenience, the following table is also provided as a Microsoft Word document: [MeL\\_Pre-MadeSocialPosts.docx](#)

Facebook Post Copy	Instagram Post Copy	Graphic and Filename
Practice makes perfect! Our MeL test prep tool offers free AP practice exams. For more information, visit <a href="#">LearningExpress Library</a> , click High School Library and then Prepare for College. Need help? Drop us a message! #MELS	Practice makes perfect! Check out our free MeL test prep tool at the link in our bio, click High School Library and then Prepare for College. #aptest #apeasms #practicetest #testprep #learningexpresslibrary #michiganlibrary #LibraryofMichigan #MELS	 MeL_FB_AP_Prep.png
Let us help you polish up for the ASVAB and other military exams with our free MeL test prep tool. Visit <a href="#">LearningExpress Library</a> , click Public Library, then Career Preparation, and Prepare for Military Exams. Message us for help! #MELS	Polish up for the ASVAB and other military exams with our free MeL test prep tool! Visit the link in our bio, click Public Library, then Career Preparation, and Prepare for Military Exams. #military #asvab #testprep #asvabstudying #practicetest #preptest #learningexpresslibrary #michiganlibrary #LibraryofMichigan #MELS	 MeL_FB_Military.png



# Communication Templates



**Career  
Transitions**



**Information  
Literacy**



**Summer  
Fun**



**Back to  
School**

Email newsletters

Blog posts

Press releases

[Guide to MeL Promotions Toolkit](#)



LIBRARY OF MICHIGAN

# Putting It All Together





# 5 Step Process

1. Determine Your Audience
2. Select a Theme
3. Find eResource Content to Match Your Theme
4. Pick Tools to Build Your Plan
5. Work Your Plan



Photo by [Christina Morillo](#) from [Pexels](#)



# Example

Audience



Unemployed/Underemployed/Job Seekers

Theme



Career Transitions

Matching eResource  
Content



LearningExpress Library, AtoZdatabases,  
eBook collections



# Pick Tools for Career Transitions

## I. Develop a Program

- Use the **MeL Connections for Adult Programming** booklet
- Check out the **Workforce Development** section
- Create your program using inspiration from the **Enhance Your Program** sections
- Record ideas using the How To MeL template.

## II. Build a Promotion Plan

- Use the **MeL Promotional Toolkit**
- Select the tools you need for your **communication channels**
  - Social media
  - Email newsletter
  - Blog
  - Press release



# Work Your Plan: Editorial Calendar

	A	B	C	D	E	F
<b>Blog Posts</b>						
THEME          Q1		DECEMBER				
	#	Due Date	Publish Date	Writer	Subject	
	1					
	2					
		JANUARY				
	#	Due Date	Publish Date	Writer	Subject	
	4					
	5					
		FEBRUARY				
	#	Due Date	Publish Date	Writer	Subject	
6						
7						
	MARCH					
#	Due Date	Publish Date	Writer	Subject		
8						
9						

## Handy for planning & tracking

- Theme/Quarter
- Due date
- Publish date
- Writer
- Subject

[Editorial Calendar Template](#)



# Work Your Plan: Editorial Calendar

Handy for both planning future posts and tracking what has been posted.

Day	Time	Author	Theme	Content Title	Channel	Status
M 4/13	9:40	Liz	media literacy COVID	Avoid media bias and fake news about the coronavirus with	Facebook	posted
M 4/13	3:15	Liz	mel.org/covid19 page	In need of #eBooks and other fun ways to learn from home?	Facebook	scheduled
T 4/14	9:45	Liz	media literacy COVID	The News Literacy Project can help make sense of #data for a	Facebook	scheduled
T 4/14	3:30	Liz	mel.org/covid19 page	Britannica's additional eBooks	Facebook	scheduled
W 4/15	9:45	Liz	media literacy COVID	Information hygiene article from News Literacy Project	Facebook	scheduled
W 4/15	1:00	Liz	Resources for remote library service	Novelist helps support online reader's advisory	Facebook	scheduled
W 4/15	3:30	Liz	mel.org/covid19 page	Gale's additional resources	Facebook	scheduled
Th 4/16	9:45	Liz	media literacy COVID	Practice good info hygiene - sanitize before you share.	Facebook	scheduled
Th 4/16	3:30	Liz	mel.org/covid19 page	Supporting young learners at home? Pebblego has made a large collection of content available for PreK-5th grade students, including #eBooks! Full details available on our site.	Facebook	scheduled



# Questions & Contacts

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