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5 Ways Partnerships Can Improve Your Marketing

Partnership Marketing

Definition: a marketing related collaboration with another organization that helps both parties achieve their objectives.

Partnership Marketing

Concept: Leveraging the marketable resources of your library in order to maximize your marketing efforts (paid and unpaid).

Marketable Resources

- ▶ Collection/Programming & Services
- ▶ Digital & Physical Footprints
- ▶ Expertise (Library Presenters & Staff)
- ▶ Good Will/Mission (Trusted Name)
- ▶ Marketing Channels
- ▶ Patrons/Supporters

Types of Partners

- ▶ Business
- ▶ Community Events
- ▶ Government Agencies
- ▶ Media
- ▶ Non-profits Including Churches
- ▶ Schools

5 Ways Partnerships Can Help

- ▶ Reaching New Audiences
- ▶ Helping Increase Engagement
- ▶ Providing More Value to Current Patrons
- ▶ Helping in the Creation and Sharing of Content
- ▶ Reducing Marketing Cost

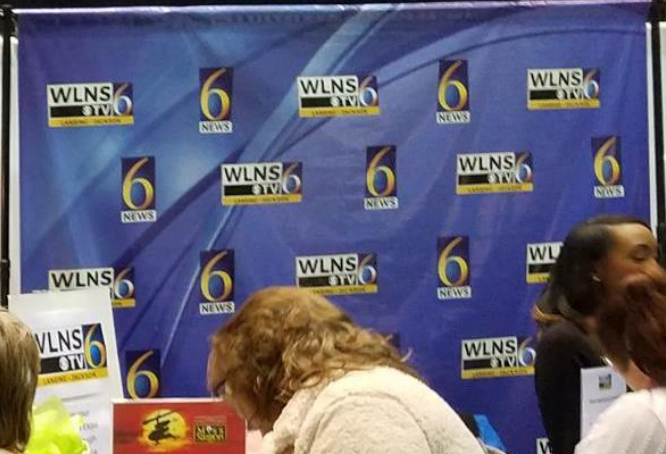
Forming a Partnership

- ▶ Identify Your Library's Strengths & Weaknesses
- ▶ Establish Your Marketing Objectives
- ▶ Identify Possible Partners
- ▶ Negotiate Terms
- ▶ Launch Partnership & Evaluate

Partnership Example #1

Increased marketing reach
through partnerships with an
expo and home & garden show.

opractic
ssage



CHAIR
MASSAGE
DEMO
\$10



MARCH 12-17
ENTER TO WIN





MARCH 16-19, 2023

Dates, Times, Admission

Venue and Directions

Floor Plan

Features & Attractions

Promotions & Sponsors

Seminar Stage Headliners



ATTEND THE SHOW

EXHIBIT IN THE SHOW

FOR THE MEDIA

Seminar Stage Headliners



Lisa Steinkopf, The Houseplant Guru

Lisa Eldred Steinkopf is crazy about houseplants. Known as The Houseplant Guru, Lisa is a freelance writer and currently writing articles for Michigan Gardener Magazine, Michigan Gardening Magazine, [HGTVGardens.com](https://www.hgtvgardens.com), and has been featured in Real Simple Magazine. Her new book, *Grow In The Dark* will be available in May.

For more, check out her website thehouseplantguru.com or on Facebook at facebook.com/HouseplantGuru

Sponsored By:



Partnership Example #2

Secured goods and services
from partners to help increase
patron engagement.

Friday Freebies

Our e-newsletters
could win you
great prizes!





BLACK PANTHER

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Partnership Example #3

Collaborated with business partners to provide patrons with added value.

W H
A R T
O N

[Tickets](#)


[Promotions](#)

[Student Tickets](#)

[Donate](#)

[Seating Maps](#)

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 [Student Tickets](#)



Special offer for Capital Area District Libraries at Wharton Center.



[Jagged Little Pill](#)

Event Date: Tue, Jan-31-2023

Event Time: 7:30 pm

[FIND TICKETS](#)

[MORE INFO](#) 



[Jagged Little Pill](#)

Event Date: Wed, Feb-1-2023

Event Time: 7:30 pm

[FIND TICKETS](#)

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[Jagged Little Pill](#)

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Questions? Please call Group Sales at 313.471.3099

*Tickets are not eligible for re-sale



Sunday | 7:00pm

January
29

Future



Saturday | 8:00pm

February
11

Duel in the D



Thursday | 7:00pm

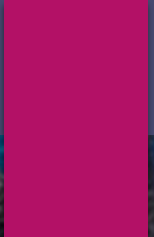
February
16

Frozen & Encanto

Conta

Partnership Example #4

Formed partnerships to help in the creation and distribution of library content.



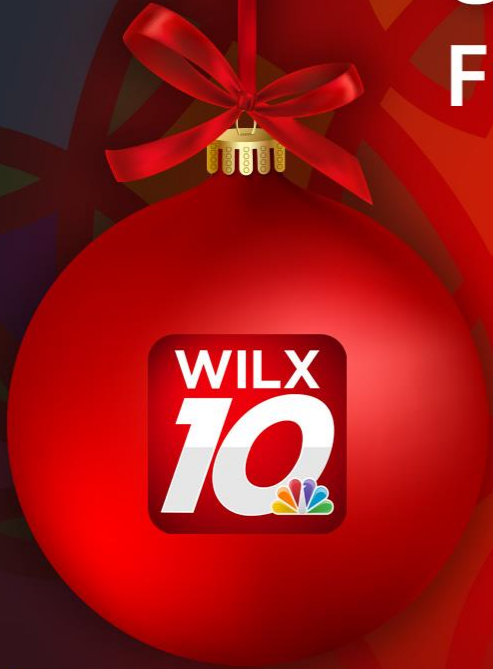
DeDe's

Weekly Downloads



Holiday Specials on WILX

Friday, Dec. 23 from 8–9 p.m.



Capital Area
District Libraries

Partnership Example #5

Leveraged library's goodwill to secure ad support and car to use for giveaway.

Final Tips on Partnerships

- ▶ Identify partners with similar target audiences.
- ▶ A great partnership should provide you with something you don't already have.
- ▶ Not a great idea to partner with competitors.
- ▶ Always negotiate from a place of strength.



CADL - Summer Reading 2021

Capital Area District Libraries



Summer Reading Challenge
Now-Aug.7



RALPH SHAHEEN

/ OWNER, SHAHEEN CHEVROLET/CADL



cadl.org/summer



Capital Area
District Libraries





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Capital Area District Libraries

JASON CORDS

GENERAL MANAGER, SHAHEEN CHEVROLET/CADILLAC



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Any Questions?
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