IntelliCraft Research + The InfoHound's Guide to:

35+ Tools & Tips For Marketing Your Library

IntelliCraft RESEARCH, llc **&** the InfoHound

Budget Friendly Ideas

35+ Tools and Tips for Marketing Your Library Online

Welcome! Thanks for joining my community and sharing your interest in improving your library marketing skills.

In this free guide I'm going to share **more than 30 tools and tips** to make marketing your library easier and more effective. You're busy with so many other duties and responsibilities, wondering where are you ever going to find time to work on your outreach and promotion efforts. These tools can help you save energy, efforts and time – and most offer budget-friendly options.

The guide has 6 sections plus a bonus section with tips to put in action right now. Click any of the section title below to jump right to those tool recommendations:

Social Media Management + Monitoring

Search Engine Optimization

Site Audits and Analysis

Visual Content Creation

Email Marketing

Organization + Project Management

BONUS: Tips on Online Marketing Tactics

70% of the U.S. population has at least one social networking profile.
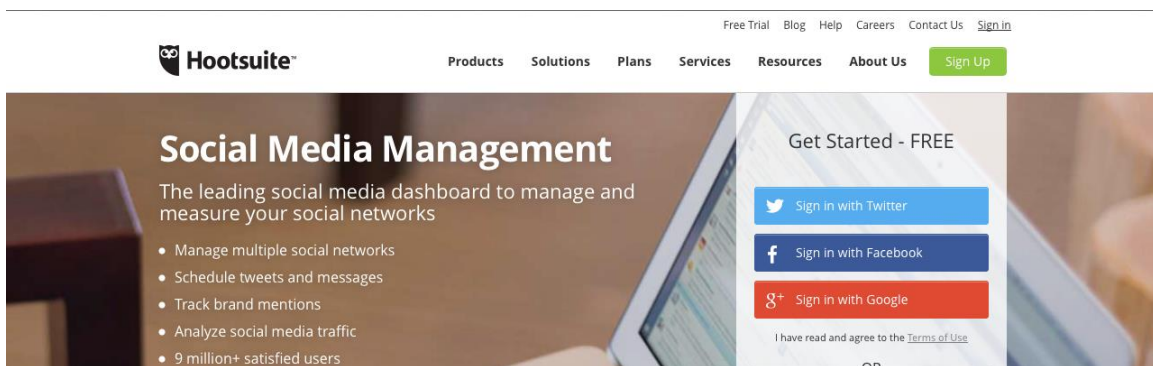*(Statista)*

Social Media Management + Monitoring

1. [Social Media Examiner](#)

Start with the Examiner's [getting started guide](#) and resources. Download a copy of their current [Social Media Marketing Industry Report](#). Follow the blog, their podcast, video series or Twitter stream. You will learn tons from this site.

2. [Hootsuite](#)

Hootsuite is a social media management system for brand management. Manage multiple networks and profiles, auto schedule posts (further into the future than Buffer's free plan), monitor lists and mentions of your org, collaborate with teams, find relevant tweets, and more. Both free and paid

options available. Free includes 3 social profiles + basic analytics and scheduling; Pro starts at $10/mo. up to 10 profiles plus extras.

3. [Tweetdeck](#)
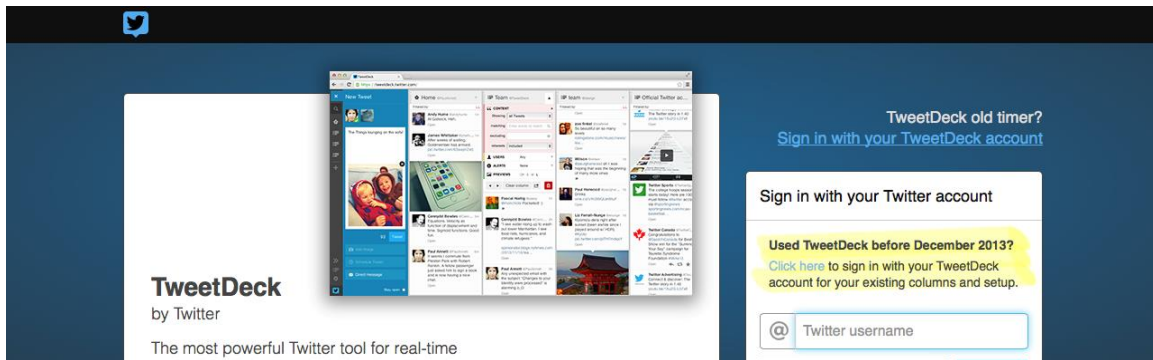
TweetDeck is a social media dashboard application designed primarily for management of Twitter accounts. [*Twitter purchased TweetDeck in 2011*] TweetDeck lets teams manage social accounts for a brand or organization without needing to share passwords across the org.
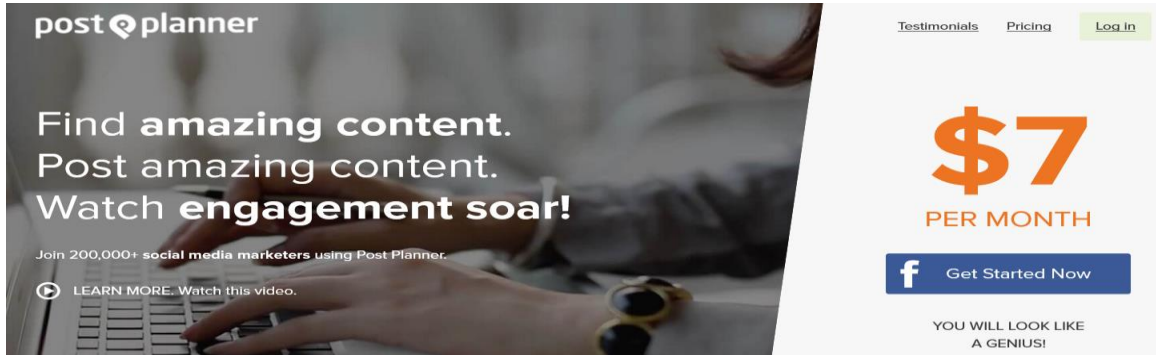
4. [BufferApp](#)
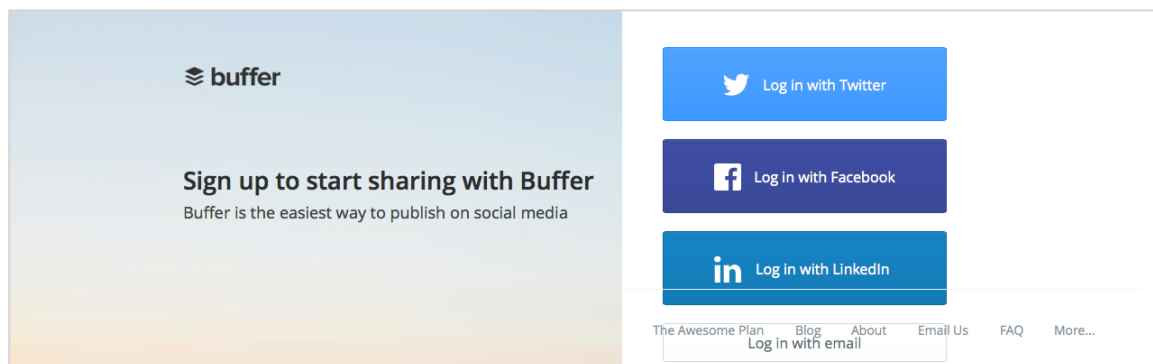
Buffer is an easy-to-use web-based platform (with browser extension and mobile app) designed to manage social networks, by providing the means for a user to schedule posts to Twitter, Facebook and LinkedIn. It handles inline image posting very well, better than Hootsuite in my opinion. Both free and paid options available. Free has only 1 social profile per platform and up to 10 scheduled posts; $10/mo. for 10 social profiles, 100 planed posts. [*In late*

2015, Buffer added [Social Media Calendar](#), a visual way to manage and plan social events or posts in your account; they also added a visual content creation tool, [Pablo](#)]

5.   [PostPlanner](#)

It started as tool for planning your Facebook posts in advance (and their [free version](#) is still just for that), but their inexpensive monthly plans ($7/mo.) now include Twitter. It can also help you identify topics trending in your niche, add posts to curate/share or keep a queue of content for you to post. Getting content seen on Facebook is harder all the time, so tools that help really save time.

6.   [CoSchedule](#)

More than just social scheduling, it's a full editorial calendar and marketing organizer. Browser extension helps curate items found online. It has a built-in headline analyzer (unique to CoSchedule) for help writing social headlines without leaving the app. It can share awesome but older posts to get new

attention and traffic. Free trial, multiple tiers of paid plans from $15/mo. (prices increase for more managers and social profiles). (http://coschedule.com)

90% of young adults (ages 18 to 29) use social media. 35% of those over age 65 do. (Pew Research Center)

7.   Mention
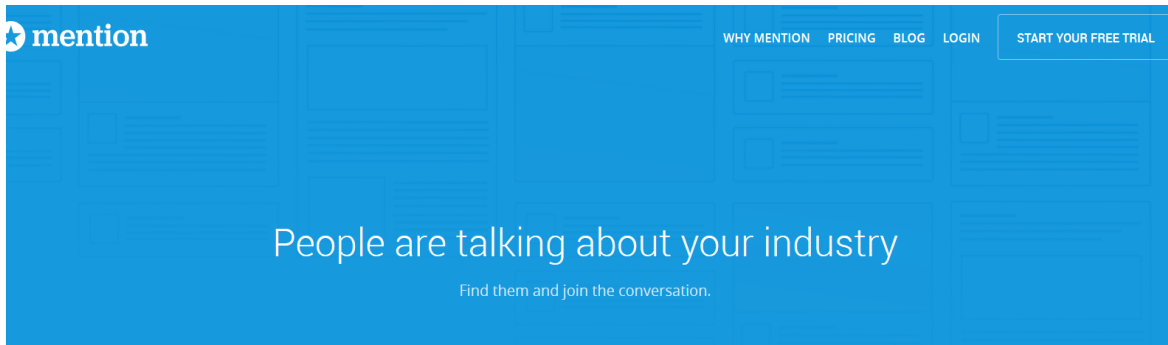
You need to know what is being said about you or your organization online – and Mention is the user-friendly tool for the job. It's a top-rated social mention reference tool that has basically replaced Google Alerts. Yes, it's used by many large brands and has some pricey plans, but it also has a 250 'mentions'/month on their free plan, which should suit most of us fine. Paid Solo plan is $29/mo.

8.   Moz

Moz's software does more than social media analytics as it also lets you track SEO, brand mentions, content marketing, local marketing and more. Twitter

analytics are strong since it owns FollowerWonk (try for free). For larger organizations or library systems the robust, paid plans may be worth it. Their blogs and training guides are good resources with social marketing tips. (www.moz.com)

9. BuzzSumo

See what's trending, who shares what, and more importantly, who are the biggest fans sharing your library's content and social posts. Search by keywords or URLs of specific content. Some basic searches are free, the entry level paid plan is $99/month for 10 alerts, 10 trending feeds, and unrestricted searches. (http://buzzsumo.com/)

10. Social Mention

This tool is a lot like Google Alerts but focused only on social media. Type in what you want to watch, like your library's name or particular programs or services, and see with who and where they're being mentioned, learn top users and hashtags used as well. You can even get a widget to put on your website to display the results live. You can select specific social media to search or all (including blogs, photo sharing, video, etc.). Free.
http://www.socialmention.com/

Don't forget to check out analytics offerings from each major platform: Twitter's Advanced Analytics (via menu in your profile) is a great source of information and give insights on engagement and reach for your Tweets.
https://analytics.twitter.com

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
72 ↓28.7%	10.9K ↓20.5%	271 ↓39.6%	24 ↓36.8%	684 ↑2
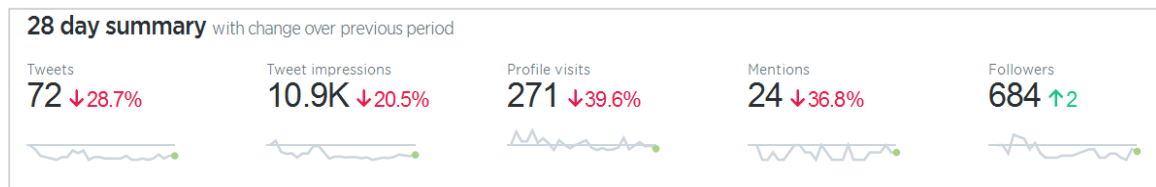
Facebook Insights https://www.facebook.com/insights/
Pinterest Analytics https://analytics.pinterest.com
YouTube Analytics https://www.youtube.com/analytics should be bookmarked.
Also see PinAlerts for monitoring links to pins from your library's site.
www.pinalerts.com

Every month there are more than 10.3 billion Google searches, with 78% of U.S. internet users researching products and services online. (B2B Marketing, 2014)
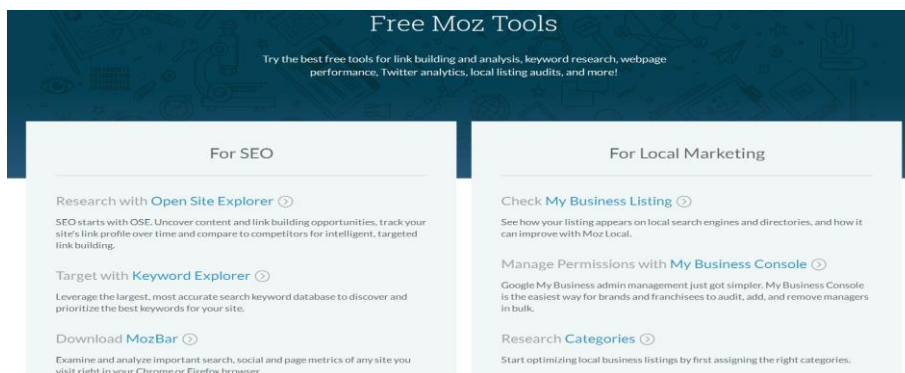
Search Engine Optimization

1. Search Engine Land – SEO Guide

This should be among your first stops regarding SEO. It's a good primer on exactly what SEO is and why you should care. It has videos, a link to the famous SEO Periodic Table and multiple 'chapters' on what you can do to optimize your search positions in an ethical, successful manner.

2. Moz

Moz belongs in this category as well because its software allows you to track SEO, social, brand, and content marketing. Check how your library appears in local search listings for free. Moz offers several free tools for SEO and for

larger organizations they offer robust, paid tools. Their blog and training guides are good resources for online and social marketing tips.

3. [Keyword Eye](#)
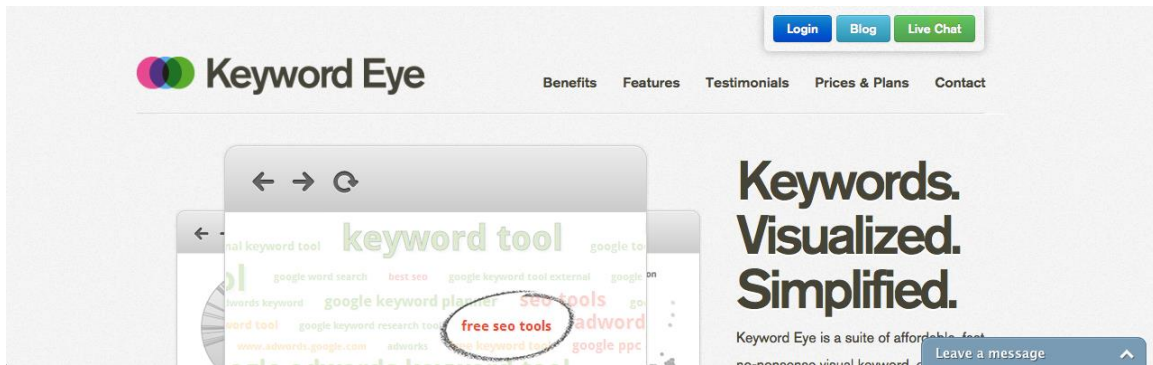
Keyword Eye is a suite of affordable visual keyword and competitor research. It helps with keyword brainstorming, competitor research, and seeing your on-site trends and stats. A key feature is Question Finder – discovering what people are searching for around your key concepts. They provide a basic, free service as well as paid plans.

4. [Ubersuggest](#)

Get keyword ideas with Übersuggest – a free keyword suggestion tool that makes good use of different suggestion services. You can also search inside News, Shopping or Video. It's basic, but hey, it's free!

5. Bing Webmaster Tools
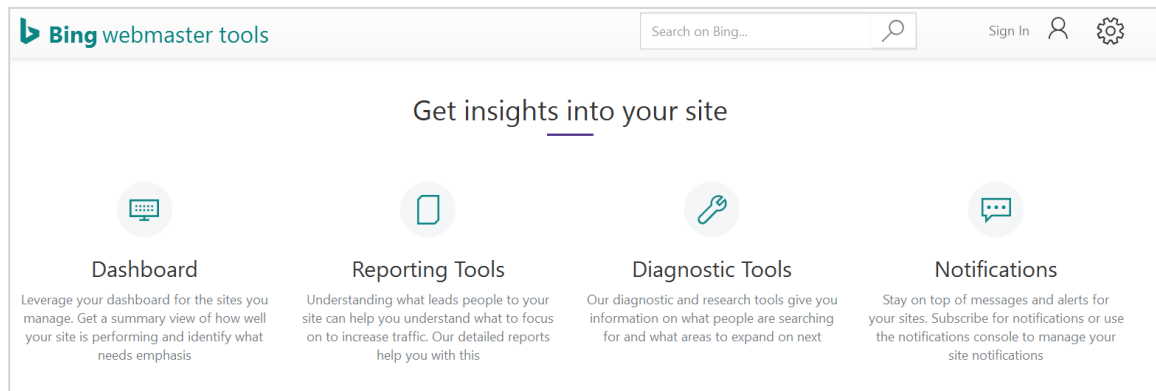
Yes, you should also be using Google Search Console and Google Webmaster tools for your site (*hint – see the next section*), but Google isn't the only big search engine out there. So learn all that Bing knows about your library website and check your site's visibility. Also, Bing has a better keyword research tool that gives keywords that Google keeps hidden.
http://www.bing.com/toolbox/webmaster

6. Alexa
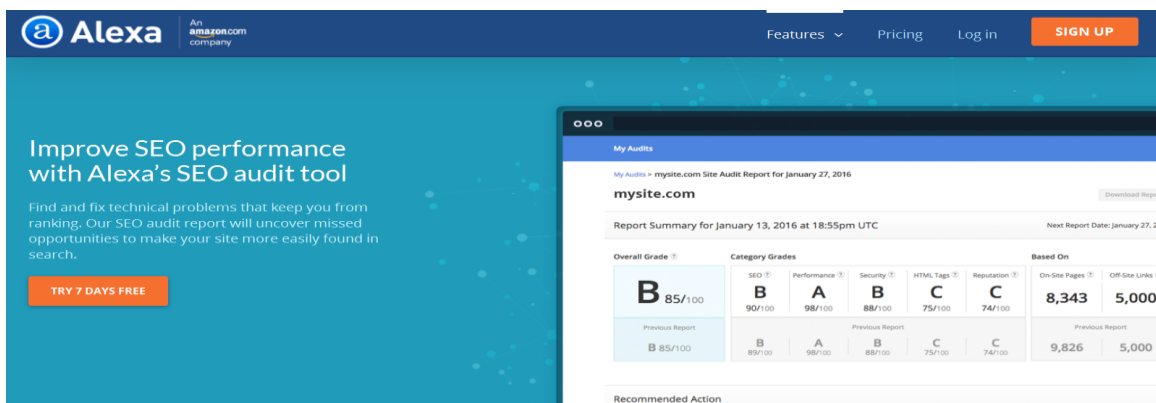
Owned by Amazon, it's an SEO-checking, analytics, keyword research, competitive intelligence, traffic, web ranking and benchmarking tool. Free trial plus a free browser extension to see other site's rank while you surf; paid plan for small sites starts at $10/mo. Read the blog for tips about SEP, analytics and marketing.

44% of website visitors will leave a company's website if there's no contact information or phone number. (Source: KoMarketing).
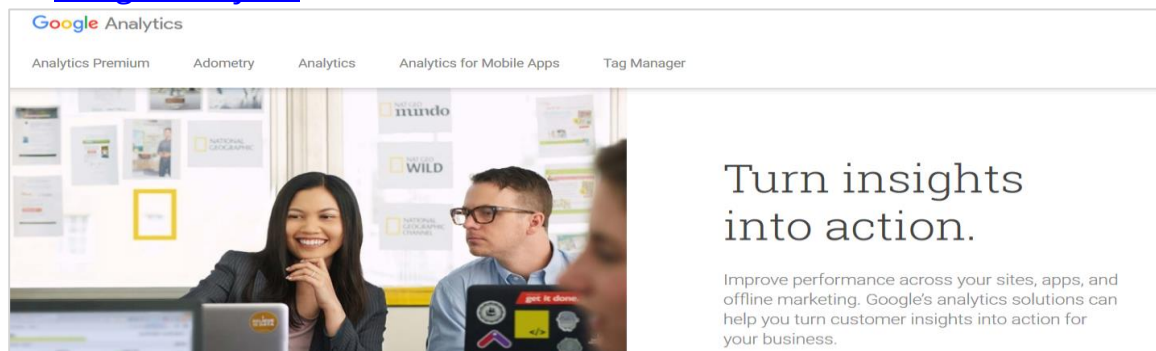
Site Audits and Analysis

1. [Google Webmaster](#)
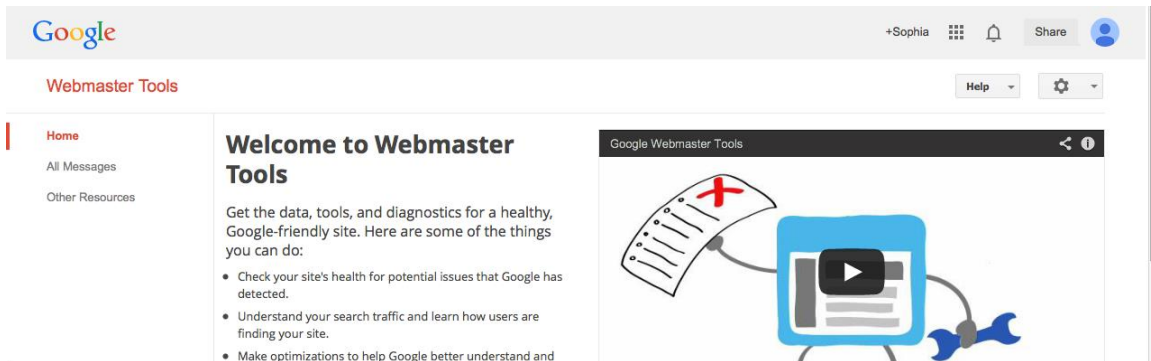
Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. It also lets you connect other services, apps and such to your website and is generally just one of those 'must-have' tools for maintaining your own website.

2. [Google Analytics](#)

Probably the most robust website analytics tool available - all for free. Used by 50% of all websites and unanimously recommended by website analytics experts. For optimal tracking of visitors to your site, what they do, if they take the actions you want and more – you need to learn Google Analytics. Some claim it's simple – that's debatable. Good thing there are plenty of tools, webinars, guides and courses for learning more!

3. Stat Counter

Stat Counter is similar to Google Analytics in its ability to track your website visitors and their activity. However, many people find it easier to use. It's both simple and robust – often easier to read than Google Analytics but with plenty of data available. They have both a free and paid service. [*I've used Stat Counter on various sites and blogs, off & on for over 10 years – it was the go-to tracking app before Google.*]

4. SumoMe – Heat Maps
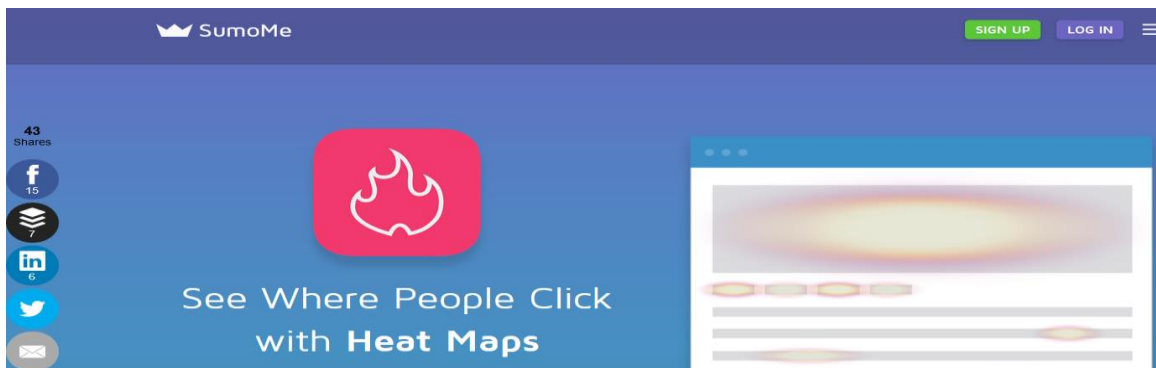
Nifty plugin from a company that makes tons of free and paid website plugins to boost what your website can do for your organization or business (list building, social sharing, analytics and even contests). Heat Maps shows you visually where visitors spend the most time on your website, where they click and go – is it where you wanted them to go?! Use the tool to improve the layout, design or text of your site. Free and paid plans.

Articles with images get 94% more views than those without relevant images. ([KissMetrics](#))

Visual Content Creation

1. [Canva](#)
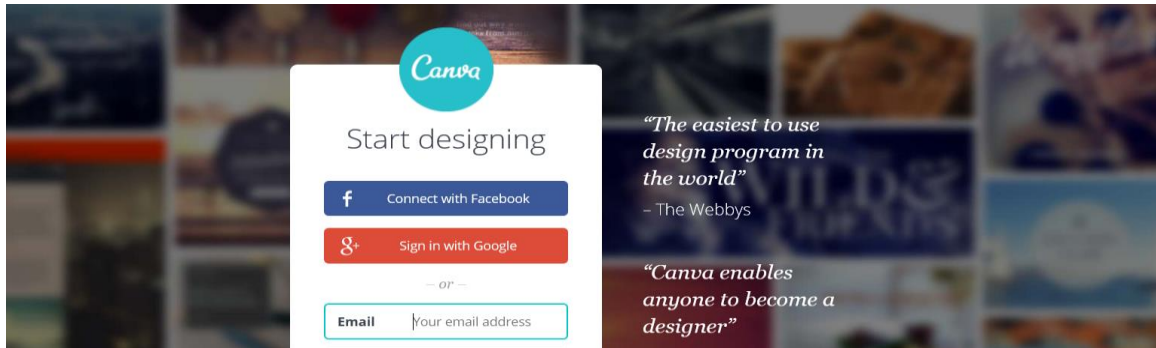
Canva has become THE go-to design tool for those not trained as graphic designers and not wanting the steep learning curve of Adobe's products. Its free plan is robust, easy to use, provides excellent templates, free or inexpensive graphics and stock photos, the ability to upload any of your own photos or logos, and to create perfect graphics for every social media platform. The paid plan offers the 'magic resize' tool – taking a design and perfectly sizing it for other social platforms or templates. [*Note: I've been a user since it was in beta and am a HUGE fan!*]

2. [Coolors](#)
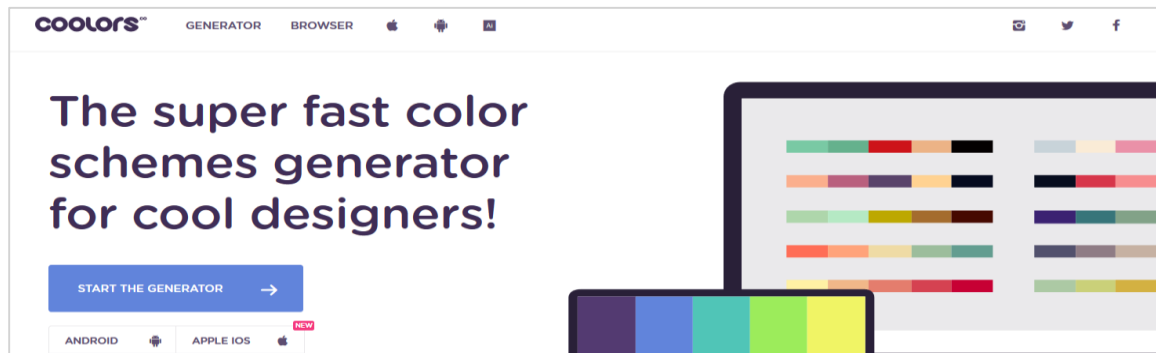
An easy to use tool for creating a color scheme or brand color palette – or to find colors to augment an existing scheme. Use the Browse feature to see 5 color palettes already created by other users, or the Generator tool to create your own. Hit the spacebar and the colors rotate like a Vegas slot machine; find one you like and lock it in, then spin to find complementary colors.

3.   [Piktochart](#)

Piktochart is an easy infographic design app that requires very little effort to produce beautiful, high quality graphics. There is a free option with limited templates and a monthly or yearly option with far more plus the ability to remove their watermark.

4.   [Visme](#)
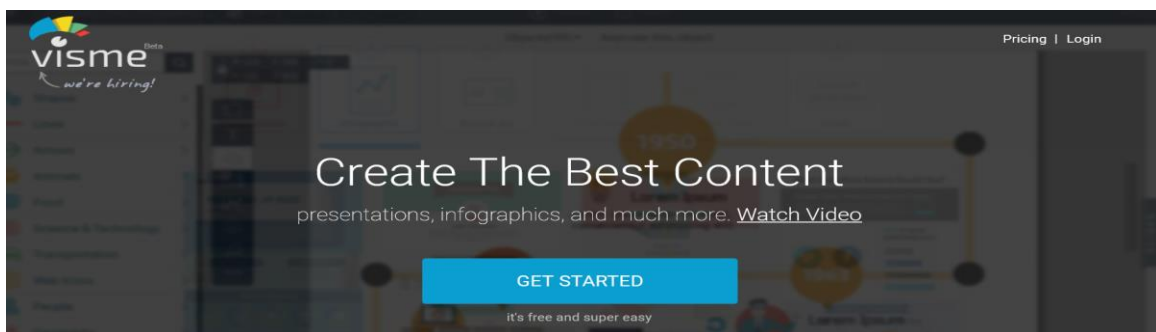
Visme offers free and paid accounts for creating infographics, charts, presentations and other visual content. It bills itself as a resource to help you become a better storyteller. There are discounts or special offers for students, teachers and nonprofits.

5.   Visual.ly

Visual.ly lets you create awesome infographics. You collaborate directly with designers in the cloud and provide the information and feedback needed to create different types of visuals for your brand.

6.   Prezi
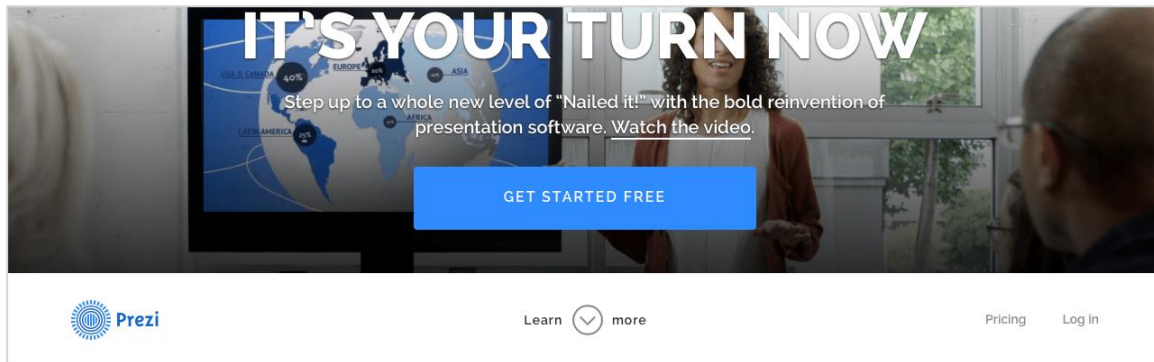
Prezi is a cloud-based presentation software. You can create and edit your presentations directly online, as well as present from their platform. It creates very interactive and dynamic presentations (*though sometimes its signature swirling and movement is dizzying)*
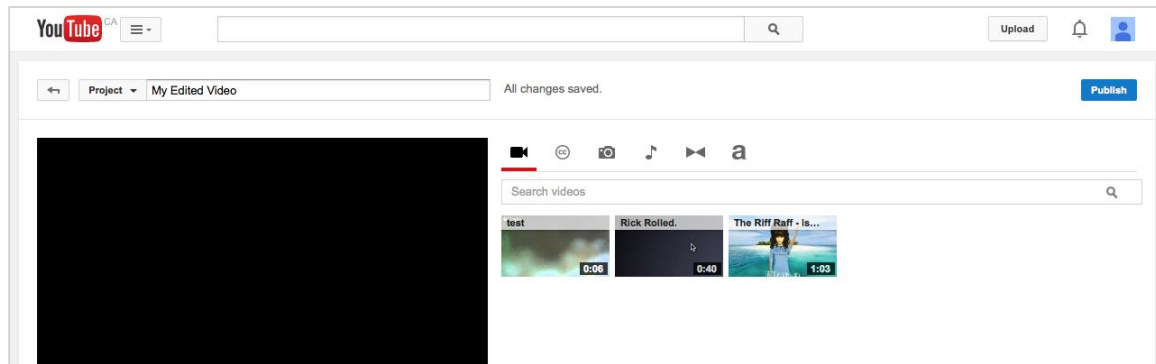
7.   Emaze

Emaze is another cloud-based presentation option with templates to choose from. Its templates feature 3D, zooming, animation and video backgrounds, all professionally designed and using HTML5.

It's predicted that 74% of all internet traffic in 2017 will be video.
(Syndacast)

8.   YouTube Editor

Enhances your uploaded YouTube videos in your web browser. The YouTube Editor provides tools for doing basic video editing, as well as adding captions and other triggers on your video's timeline. You can edit together clips, add audio (including royalty free music tracks YouTube provides), add photo effects and more.

9. [Animoto](#)
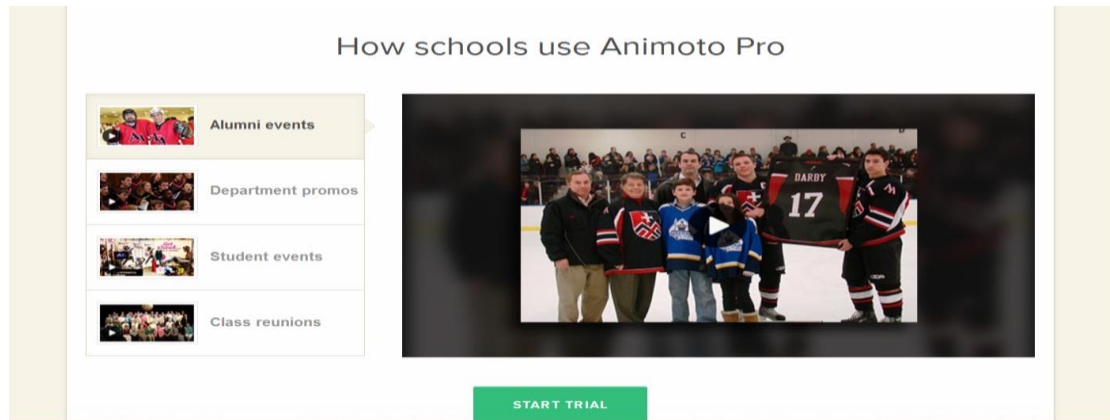
Web-based software that uses algorithms to produce videos from your pictures or video clips in a variety of selected themes, including royalty-free music. Lite version is free, w/ 30sec video cap and limited video styles; Animoto does the work of taking your images (photos +/or video clips) and creating slick video using their algorithms and templates. Tool includes music tracks; versions/pricing available for Education + Nonprofits (apply for free upgraded access)

*There are so many more video creation tools I could recommend! In fact, I created a separate eBook with **more than 70 recommendations** for tools, apps, software and gear for creating your video stories on a budget. Click here to buy this inexpensive guide.*

More than 7 in 10 US consumers would prefer to receive email communications from a brand over direct mail, SMS or other notifications ([Adestra](#))
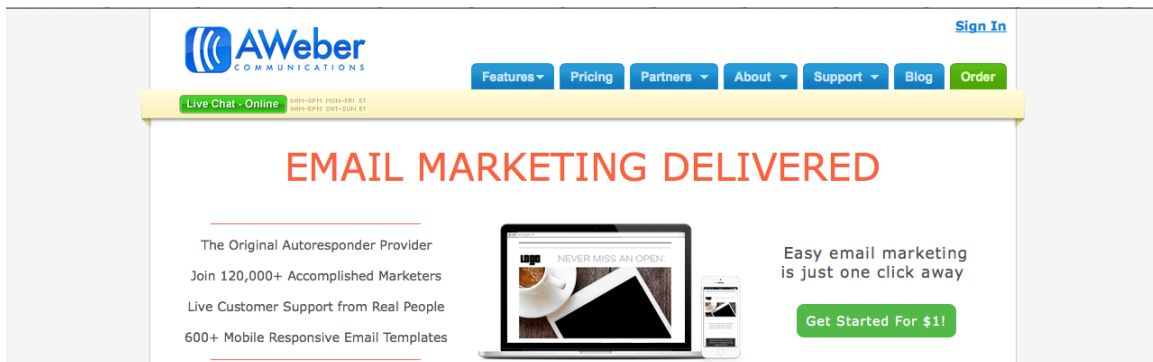
Email Marketing

1. [Mailchimp](#)
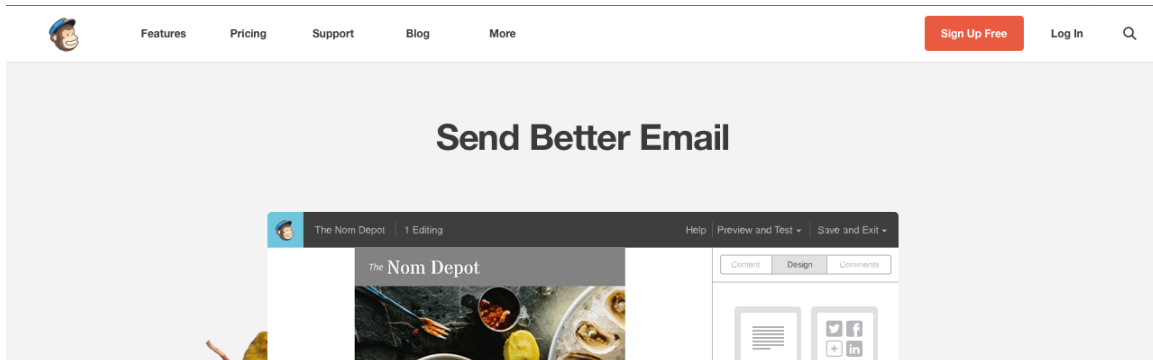
Online email marketing solution to manage contacts, send emails and track results. Offers plug-ins for other programs. Quite literally the 500lb Gorilla of email marketing! Easy to use drag-n-drop templates and email builders, nice graphic interface, excellent guides and how-to tips. The biggest reason it has 7million users – it's FREE for basic email services up to 2,000 on a list and it integrates with just about every other web app, plugin, site or tool out there. Automation/auto-responders and additional features are paid plans.
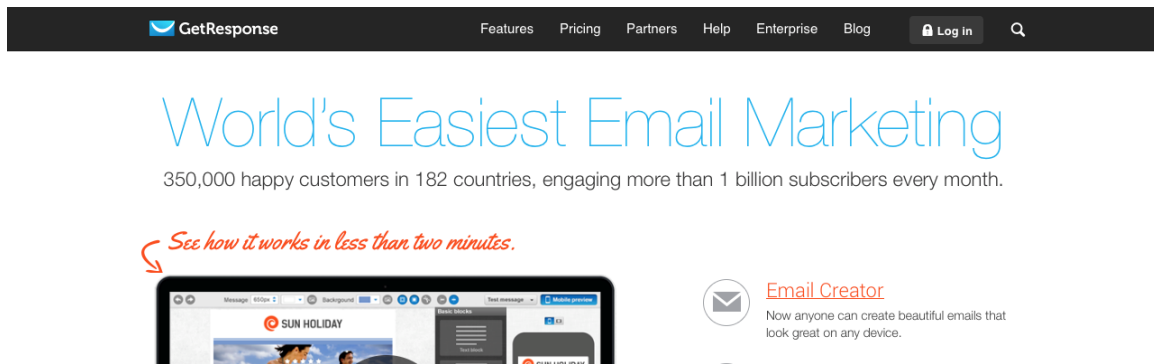
2. [Aweber](#)

Email marketing and autoresponder software that's easy to use & only $1 to

try. The top reason to use a paid email marketing service such as AWeber is for autoresponders, automated follow-ups or automated campaigns (whatever the service in question calls them). It allows anyone who joins your email list to get the same series of welcome emails or educational content, in the same order, no matter when or where they join. [*Personal note: I switched from a free MailChimp account to AWeber for just this reason – AWeber pioneered follow-up autoresponders. MailChimp does offer paid plans with automation.*]

3. [Get Response](#)

Get Response is another extremely popular email marketing and autoresponder service that makes it easy to write emails and publish beautiful landing pages. Often ranked in the top for service for the price (usually based on # of contacts on your list) and for its templates and ease of use. No free plans or free trials, but monthly costs are among lowest of all major services.

*77% **of companies use project management software, and** 87% **of high-performing companies use project management software.**
(**InformationWeek**)*

Organization + Project Management

1.   Evernote
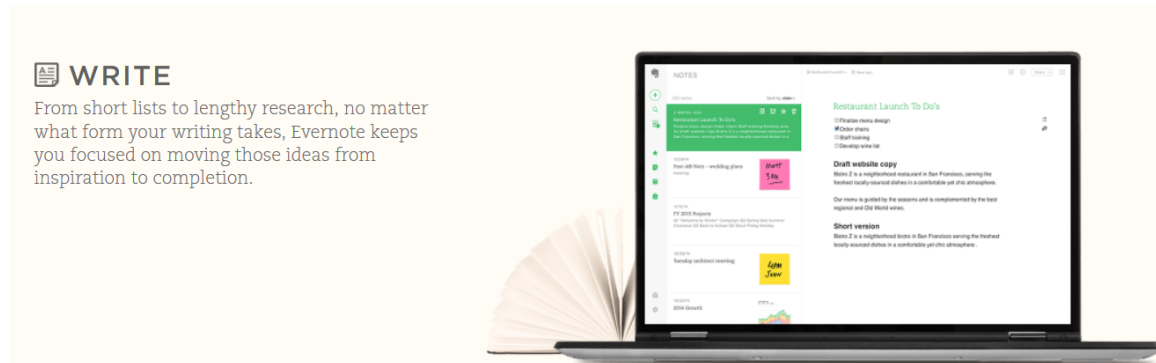
The Evernote family of products helps you remember and act upon ideas, projects and experiences across all the computers, phones and tablets you use. Save web articles, capture handwritten notes, take a picture and attach it to a note, tag your notes and keep them synced across devices. There are both paid and free options. [*I'm a personal BIG fan of Evernote – using it for 5 years and have it on at least 3 devices.*]

2.   Insightly

Simple, easy, affordable CRM (customer relationship management) software especially for small businesses. It organizes and manages contacts and leads,

partners, vendors, suppliers – your history and background with them, events, projects, invoices – anything you input. Insightly can detect the social media profiles of your contact – anything related to the email address you have for them. Free and paid plans.

3. [Flexadex](#)
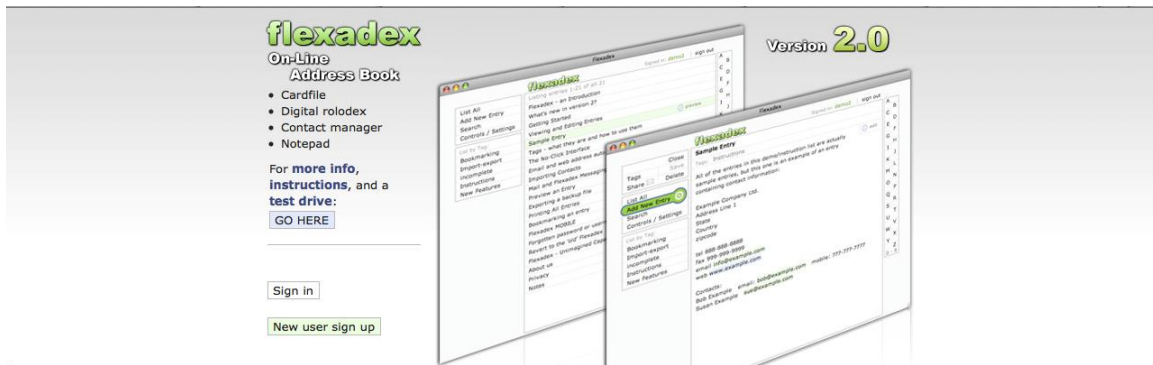
Flexadex is an incredibly fast & flexible, online address book. It allows you to access details about all your contacts from anywhere in the world. It's a web-based Rolodex-style contact manager. It keeps name and 'details' – which is whatever you define. You can export your contacts in a CSV file (comma-separated value). Free.

4. [Trello](#)
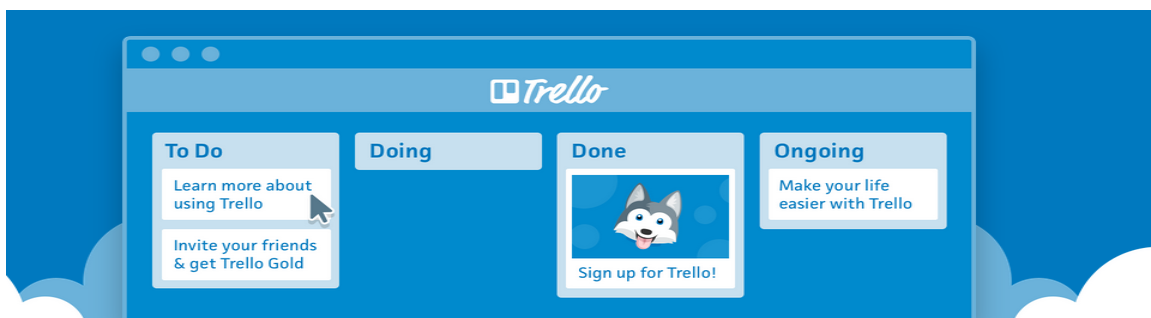
Trello is a visual, card-based, creative organizing tool that's free. Completely, totally, free for all personal and small group use. The paid plans include integration with even more online tools, larger files and more group collaboration. It's used by thousands of businesses and organizations to keep track of projects, content, workflow, collaboration, editorial calendars, blog or

article ideas and more. [*It's been essential for a multi-state/province virtual team planning a new library conference.*]

5. [Asana](#)
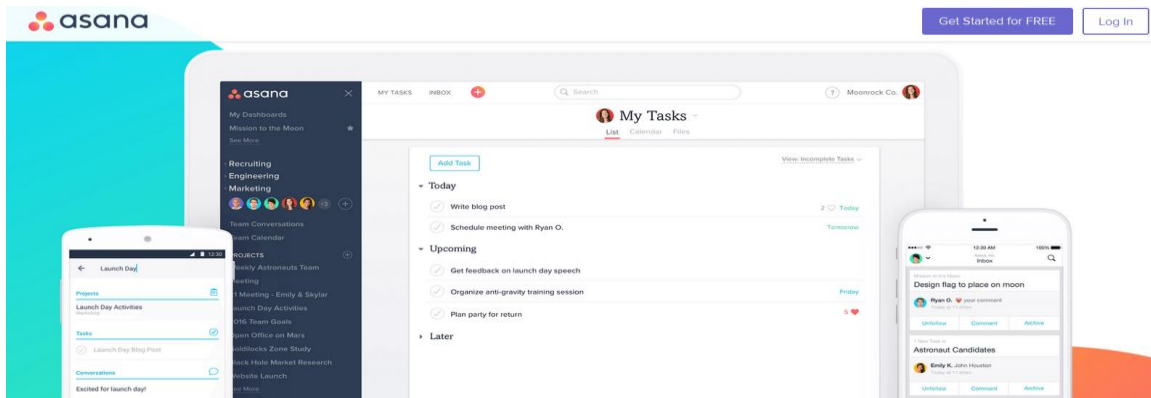
An easy to use, visually organized team collaboration and project management tool. FREE up to 15 team members, with unlimited tasks/projects/conversations, visual task and team tracking, offers mobile apps to stay in touch, a way to visualize goals, track tasks and time spent and a calendar feature.

6. [LastPass](#)
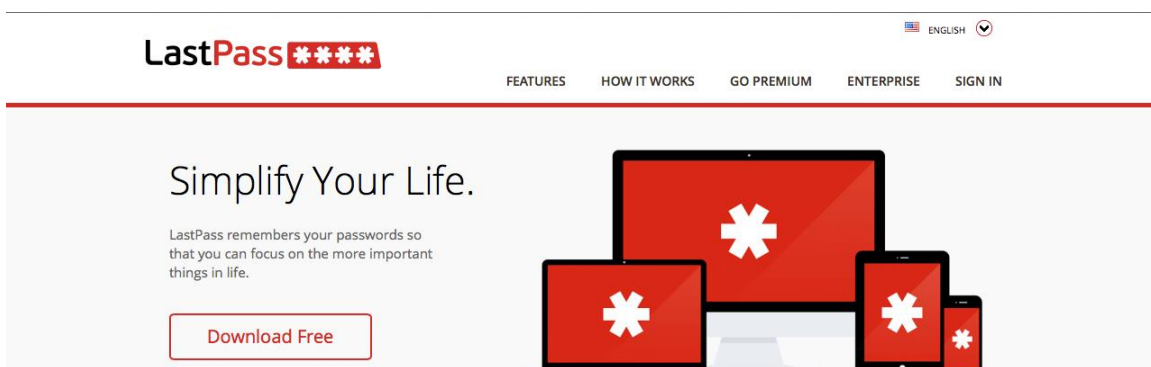
LastPass remembers all of your passwords for you so that you only need one master password. There are both free and paid options, including the ability to use it on multiple devices and securely share passwords with your team.

BONUS: Tips on Online Marketing Tactics

1. **Learn the ins and outs of Email Marketing**. Email marketing can be an incredibly effective tactic… when done effectively. Unlike your social media followers, fans or likes – YOU own your email list and these people have said 'yes! I want to hear from you.'

2. **Be visual**. The human brain can process images a lot faster and with greater focus than text. Use this to your advantage when it comes to online marketing and draw people in with visual content.

3. **Focus on Content Marketing**. Content Marketing IS the 'new' marketing. Good (valuable, educational, informative) content allows you to build trust and rapport with your customers. Learn the basics of Content Marketing and how it applies no matter if you're a small B2B service, a big brand or a nonprofit community organization.

4. **Get interactive.** Your website should incorporate a blog to share that valuable content and keep your audience updated. Use your blog to encourage interaction from clients/customers, and make a point of responding to them quickly and succinctly. Share a variety of types of content – visual, lists, reviews, videos, infographics and customer-generated content.

5. **Work on your list**. Your email list will become one of the most valuable resources in your marketing toolkit. Develop your list relationship, nurture it and take care of it. These are your fans. They WANT to hear from you. Don't believe anyone who says 'email is dead' – they're wrong!

6. **Sometimes, less is more**. Too much information can lead to overload for some people. Keep your marketing content to the point and on topic. There's a time and place for longer content (eBooks, white papers and longer videos are still a-ok) but always be clear and concise.

7. **Keep an eye on what people are saying about you.** Spend some time now and then checking reviews and comments to get a good idea of how

your business reputation is developing. Set up alerts for your name, the name of your brand or organization. This will give you a head start if you need to tackle some negative press.

8. **Think about language**. Do a little research into buzzwords for your market. Which words stimulate your customers into action? What gets them in the door, on the phone or clicking on your site? What are the best places for these keywords or phrases to be seen?

9. **Analyze**. Use web analytics to keep an eye on what is working and what isn't. Your website is your home base and often the first place people turn to learn about your organization. But do you know what's happening after they get to your site? Analytics can tell you and teach you what to improve. You'll need to constantly maintain your marketing strategies and adapting them to stay ahead of the game.

10. **Stay Smart.** Smart phones are becoming more and more influential when it comes to marketing. Make sure ALL of your content is mobile-ready. If you can't be found, have your site show up cleanly and get basic info to your customers on their phones- you're in trouble.

11. **Ask for advice**. Talk to a Marketing Consultant. They spend their time researching new trends, tactics and best practices and see what's working right now. Find out what steps an expert suggest you take to develop your marketing strategy.

I can make that last tip easy for you! Maybe you want to [Borrow My Marketing Brain](#) for an hour, or you need a [workshop](#) or training session on a hot marketing topic, or you want to talk about private Marketing Mentoring – I can do that.

Want my advice on the software to use or affordable gear to buy for video creation and marketing? [Check out my new eBook](#).

To talk marketing for your library or info center, email me at jburke@intellicraftresearch.com