

Five Tips for Stealth Marketing on the Local Web

Internet Librarian 2009
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Marketing

Getting someone, who has a need, to
know, like and trust you

(Duct Tape Marketing)

Marketing libraries

- Drive traffic to library website
- Expand awareness of library
- Increase library usage

Tip #1: Use Meetup groups to promote events

- www.meetup.com
- Communicate online/meet offline
- Promote events, gather input
- Calendars, photos, discussions, polls

Tip #2: Become a citizen journalist

- Check local news outlets for hyperlocal opportunities
- Add your blog to Placeblogger.com
- Connect with other local bloggers in your area

Tip #3: Create a place page on Google Maps

- Click "more info" in search results
- Place info on one web page
- Video, photos, related sites, reviews, etc.
- More details at Official Google Blog
<http://snipurl.com/snwnng>

Tip #4: Geotag YouTube videos

- Create online video ads
- Include geographical metadata for file sharing
 - Latitude/longitude
 - Place names
 - Altitude, etc.
- Think about how people look for you

Tip #5: Get reviews for local directories

- HelloMetro.com
- DexKnows.com
- Reviews = higher rankings

Marketing on the local web

- It's all about relationships
- Building/promoting your brand
- Two-way communication
- Getting them to know, like, and trust you

Marcy's presentation handouts and links:
www.PhelpsResearch.com/il2009

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