Library Commission Meeting
14 November 2017

<u>Report from the Website/Marketing work group (Nancy and David)</u>

I suggest our group add the name "branding" to the work group name: Branding, Marketing and Website

The Need for Branding:

"The notion of establishing a familiar presence, having a standard way of doing things, and establishing a level of confidence in the minds of your customers."

Branding is strategic. Marketing is tactical.
Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room. It's what sticks in your mind associated with a product, service, or organization—whether or not, at that particular moment, you bought or did not buy.
http://www.tronviggroup.com/the-difference-between-marketing-and-branding/

I suggest that branding, for our small library, can begin with the creation and use of a logo and a consistent color scheme.

> Uses: Website, social channels (ie. Facebook) printed materials, signage, color choices for the interior of the library, etc.

Library website needed:

- Domain name purchase
- Hosting

Having used BlueHost.com for over 15 years, I highly recommend purchasing domain and hosting from BlueHost.com.

Basic hosting & free domain: $3.95 month for 3 years $142.50.

- We need to request funds from the city council for this purchase and who will then be the future billing contact for the updates.

Marketing via social media:

Library marketing via Friends of Yachats Library Facebook site is going well. The page currently has 57 followers. I have volunteered to keep this and the web site current and have been uploading book quotes and images to the Facebook page.
www.facebook.com/FriendsofYachatsLibrary/

I would recommend the same logo be used for the Library is used also for the Friends in the future.
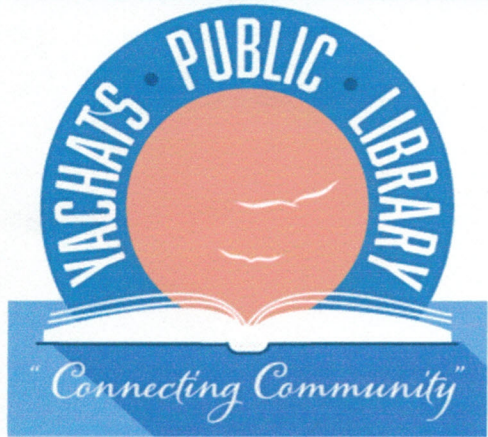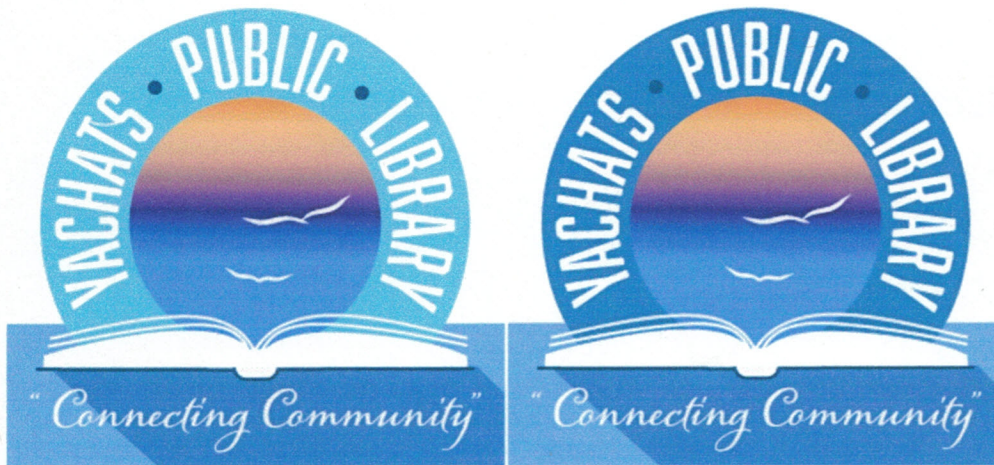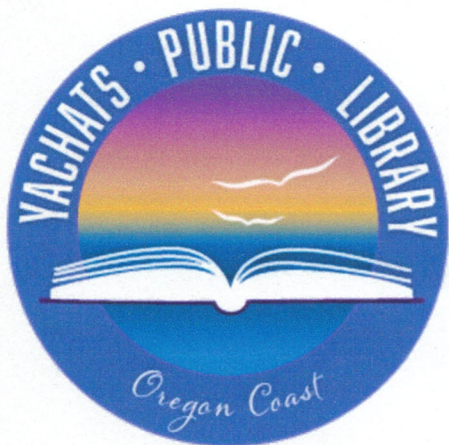
YACHATS · PUBLIC · LIBRARY

Yachats Public Library Logo ideas – 11Dec 2017

Library Logo Ideas:
Room for a tag line or "Oregon Coast" if desired. Birds represent ideas flowing when reading.

Logo 1 Light and Dark – No gradient

Logo 2 – City Logo Style