



## Suggestions for Marketing Your LibQUAL+® Survey

### PRINT MARKETING

- Bookmarks (glossy ones provided by LibQUAL+® or homemade, with institution's survey link)
- Bulletin boards postings
- Chapel announcements
- Faculty newsletter
- Flyers/posters around campus (including restrooms) [poster announces survey, but could also display number of surveys taken or incentive prizes, etc.]
- Large signs at targeted locations, highlighted with balloons)
- Letters to faculty members for (1) faculty participation, (2) asking them to remind students, (3) asking if they would give up time during their class for print surveys to be administered by library staff, (4) asking them to distribute flyers
- Institution newspaper article
- Library newsletter
- Meeting announcements
- Pamphlets on library counters
- Table tents (including non-library locations like student union, etc.)

### ELECTRONIC MARKETING

- Campus news feed
- Computer desktop displays
- Computer lab posters
- Electronic Blackboard/Chalkboard announcements
- E-mails to user groups
- Faculty newsletter
- Institution Web pages
- Library blog
- Library newsletter
- Library Web page (general announcement or pop-up)
- Logon messages for library databases/computers
- *PowerPoint* presentations
- Promotional video (broadcast on campus TV, Blackboard/Chalkboard, Web page)
- Screen savers on library computers
- Social networking Web sites like Facebook/MySpace

### OTHER

- Campus radio ads
- Contest: Ask the students to design a flyer/brochure/bookmark, etc., and offer a prize – or just advertise winner's name
- Lollipops or other candy distributed on campus, with LibQUAL+® link note
- PA announcements in library
- Pins/stickers (perhaps with a catchy slogan indicating that person took the survey, "I LibQUAL+®ed Today)
- Presentations by library liaisons to faculty departments
- Presentations to student government or student clubs/association leadership, who in turn encouraged their constituencies to participate
- Service table with laptops for completing survey (to be set-up in library, student union, etc) - sweet treats given as thank-you
- Survey open house (include food or other incentive)
- Verbal announcement at library events (trainings, tours, etc)
- Verbal promotion