

# General Marketing Guidelines

2-3-10

**This is a general guideline and does not encompass every possible program.  
When in doubt, please feel free to call and ask.**

## **Single Branch Program**

**Includes any program that DOES NOT occur at ALL branches**

(ex: teen wii & craft programs, genealogy classes, children's crafts & movies, branch book clubs)

Exceptions: Booked for Lunch, Storytime brochure, SRP brochure, DOA Movie & Lunch, MI Notable Author)

### **Individual Branch responsibilities:**

- poster/handout creation, printing & distribution
  - \*you may request a template from marketing for ongoing programs like wii, movies, etc.
- in-house advertising
- send a BRANCH PROGRAM Publicity Request form to Marketing
  - \*If a press release is needed, include the poster and enough information on the form so Marketing can create a proper release

### **Marketing Department responsibilities:**

- Facebook & calendar entry
- press releases & contact with media entities
  - \*NOTE: If you make contact with any media entity, you must send a copy to Marketing and a list of who was contacted and at which entities.
- provide a template for ongoing single branch programs IF requested
- print materials that the branch is not capable of printing (such as 11x17 posters)

## **Multiple Branch Program**

**Includes any program that occurs at ALL branches**

(ex: Baffling Bill, Reindeer program, summer/winter reading program brochures/posters/handouts)

Also includes: Booked for Lunch, Storytime brochure, SRP brochure, DOA Movie & Lunch, MI Notable Author, big names like Johnathan Rand, paid performers.

### **Individual Branch responsibilities:**

- send a SYSTEM PROGRAM Publicity Request form to Marketing
  - \*Include enough information on the form so Marketing can create a proper release

### **Marketing Department responsibilities:**

- Facebook & calendar entry
- press releases & contact with media entities
- poster/handout creation, printing & distribution