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# Marketing Plan for Presque Isle District Library

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## Branches and Friends

Patrons and the Community as a whole still need clarity about how our district library is structured and where they can use their library cards. In order to clarify our image and promote all the PIDL Branches and Friends Groups equally, we need to have a consistent form of marketing and public relations.

First, the structure of how we are related as a District Library System and how marketing material should flow through each branch manager to administration at Presque Isle District Library:



It is important to remember that each Friends Group supports the goal and mission of the district as well as addressing the needs of their library branch. The public needs to understand that even though they may be supporting a particular Friends Group they are still welcome to the services and programs of the other branches within the district.

The Rogers City Theater Manager plans and coordinates events for the theater. The District Library and the Community Theater will have first call to the space along with continued scheduling of newer movies. The Theater Manger is supervised and works directly with the Program Manager.

Public Relations, including flyers and all printed material require the library's logo. This practice establishes and supports the *District Library Brand*. This includes social media, like Facebook.

Patrons should be able to visibly see from marketing materials the structure of our whole organization and the services we provide to the community through the whole district library. This means marketing materials should include the branch library, the district library logo and if the event/program is sponsored by a Friends Group.

Please review the following examples:

**Presque Isle District Library presents:**  
**20/20 Reading**  
*Grand Lake, Millersburg, Onaway, Posen, Rogers City*

**Millersburg Library**  
A branch of Presque Isle District Library  
presents  
**Adult Coloring Group**

**First Tuesdays with Friends**  
sponsored by the Friends of Onaway



**PRESQUE ISLE DISTRICT LIBRARY**

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**Adopted: October 13<sup>th</sup>, 2021**