

bit.ly/MarketingCorie

CHOOSE YOUR OWN
ADVENTURE
MARKETING
EDITION

CORIE DUGAS

OUTREACH & PUBLIC SERVICES LIBRARIAN
SAINT LOUIS UNIVERSITY LAW LIBRARY

EXECUTIVE DIRECTOR
MID-AMERICA LAW LIBRARY CONSORTIUM





THE POWER OF THREE

THREE MARKETING AVENUES

THREE APPROACHES

THREE IDEAS TO TAKE HOME

5 EXERCISES YOU CAN DO ANYWHERE

2/2/2016

1 Comment

*"Dear Ask Alison,
I travel a lot for work and don't have a lot of time to exercise. What are some basic moves that will keep me in shape without needing extra equipment?" -
~ John M. - St. Peters, MO*

To learn more, I visited the St. Charles YMCA and spoke to their personal trainer, Jim, who showed me some moves that you can do at home, on the road, or even at the office!



Jim recommends doing this sequence at least three times per week.

- Squats - 4 sets of 15
- High Knees - 4 sets of 20 (10 on each leg)
- Dips - 4 sets of 10
- Wall Pushups: 4 sets of 15
- Plank - 4 sets 30 seconds

GREEN IS THE NEW BLACK

1/27/2016

0 Comments

*"Dear Ask Alison,
What are these green drinks I see people carrying around and are they really that healthy?" -
~ Chris H. - O'Fallon, MO*



You'll rarely see me without my morning green smoothie, but not all of these green drinks are created equal. Some store bought varieties are expensive, and they can contain unwanted preservatives and sugar. The good news is, these drinks are easy to make at home, where you can control the ingredients and save a lot of money. Here's a recipe that takes less than ten minutes. This batch can be stored in the coldest part of your refrigerator for up to two days.

Other Options:

Change up the greens or fruits to fit your taste and what's in season. Here are some of my faves:

- Instead of pineapple, add a pear and a squeeze of lemon juice
- Fresh or frozen berries add a delicious tartness
- Fresh white peaches are my absolute favorite thing about summer. Add them as a substitute for the pineapple when they're in season

ALISON'S LITTLE GREEN DRINK

RECIPE

2 cups cold water
6 cups chopped raw kale

Add greens and cold water in high powered blender, blend for 20 seconds.

WOMEN AND HEART HEALTH

2/22/2016

0 Comments

*"Dear Ask Alison,
I am a 45 year old man in good health. I have a history of heart disease in my family, but I try to stay active and get regular check-ups and screenings. I'm having trouble convincing my wife that she should do the same! Any ideas?" -
~ Steve R. - Dardenne Prairie*

Thanks for your question Steve. To learn more, I visited Dr. Michael Missler, Interventional Cardiologist at BJC Medical Group to talk about Women's Heart Health.



Click here to view the Heart Health Brochure provided by BJC St. Charles County. You can also learn more at the BJC St. Charles County Heart Team website or call 636-928-WELL (9355) for more information.



Thank you Dr. Missler for your recommendations:

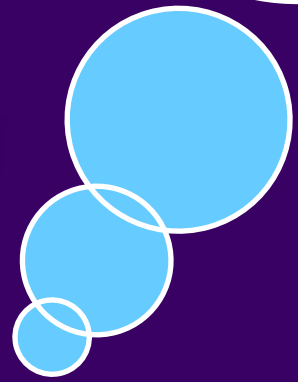
- Exercise: Check the Library's calendar for lots of free fitness classes this summer!
- Quit smoking: Barnes-Jewish St. Peters and Progress West Hospitals offer FREE smoking cessation classes. Call 636-928-WELL to register.

BLOGS



WHEN TO USE BLOGS:

1. Your users want MORE information.
2. You have something UNIQUE to contribute.
3. You are a GOOD writer.



DISPLAYS





WHEN TO USE DISPLAYS:

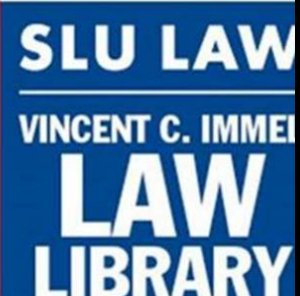

1. You **HAVE** the cabinets
2. They are **NEAR** or can be moved to an area of congregation.
3. You (or a co-worker) are **CREATIVE**.

FACEBOOK

SLU LAW LIBRARY SLU Law Library August 19 · 🌐

Take this BuzzFeed quiz to figure out where you should be studying right here in the #SLULAW Library! Let us know which spot you got in the comments!

Where should you study at SLU'S Law Library



Community Post: Where Should You Study At SLU's Law Library?

You know there's a perfect spot for you!
BUZZFEED.COM | BY SLULAWLIBRARY

1,535 people reached Boost Post

6 Likes 2 Shares

👍 Like 💬 Comment ➦ Share

SLU LAW LIBRARY SLU Law Library added a new photo. October 28 at 11:37am · 🌐



Lynn Hartke
Reference & Educational Services Librarian
Assistant Professor of Legal Research

What do I do?
I teach ALR & Animal Law and assist students & faculty finding resources, explain how those resources are used, and how they can help you.

Play with animals and be outside all day! Oh, did you mean to earn a living, pay for tickets to the Cardinals, keep a roof over my head, food for me and the critters, and pay for the dog classes? Probably teach history or be a magistrate or get job with the Cardinals or be a park ranger!

If I wasn't a librarian I would...

TIP OF A BONE
AN ENVIRONMENTAL MURDER MYSTERY SET IN OREGON
Reading right now

Meet your library faculty

379 people reached Boost Post

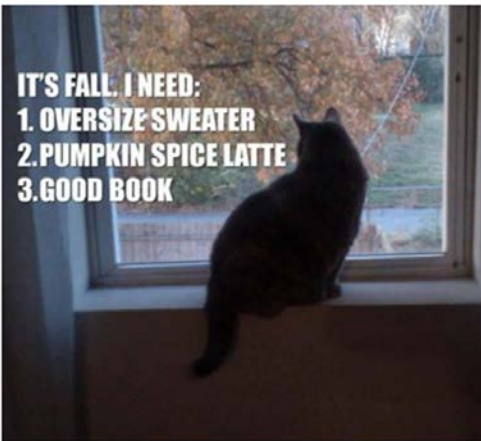
👍 Like 💬 Comment ➦ Share

Joanne Cognac Vogel, Megan Brown, Alaina Culbertson and 6 others like this.

 **Amy Pass** My favorite librarian!
Unlike · Reply · Message · 🌟 1 · October 28 at 4:05pm

SLU LAW LIBRARY SLU Law Library September 25 · 🌐

Don't pretend like you don't want the same things as Fatty! #



IT'S FALL. I NEED:
1. OVERSIZE SWEATER
2. PUMPKIN SPICE LATTE
3. GOOD BOOK

449 people reached Boost Post

👍 Like 💬 Comment ➦ Share

Joanne Cognac Vogel, Casey Elizabeth, Sophie A. Smith Zavaglia and 2 others like this.



WHEN TO USE FACEBOOK:

1. Your users are ON Facebook.
2. You are FUNNY or CLEVER.
3. You are committed to creating REGULAR content.



nypl
New York Public Li... FOLLOW

1,573 likes 16w

nypl Who yo
Librarians at
Building bro
hallways this

findingkriste
cheinbach32
okonion @br
space__ma
shewholoves
arian
jampulets @
buddies? :)
librarianmom5

Log in to like



nypl FOLLOW

1,493 likes 2w

nypl We're having ourselves a very snowy #bookfacefriday with @thomastonpubliclibrary! 🌨️📖

view all 23 comments

posixeleni @lalanj have you got this one for Eleanor?

lalanj @posixeleni no but that looks adorable!

posixeleni @lalanj I know I gotta see if the library near me has it

rubygeballe @elizcy

Log in to like or comment.

INSTAGRAM



nypl FOLLOW

1,950 likes 1w

nypl Back in 1948, keeping the library orderly apparently involved librarians wearing headlamps. #ThrowbackThursday 📖 (Public domain image via @nypl Digital Collections; ID 2006657)

view all 88 comments

courtney.lam @lifewithalyons Love this look!

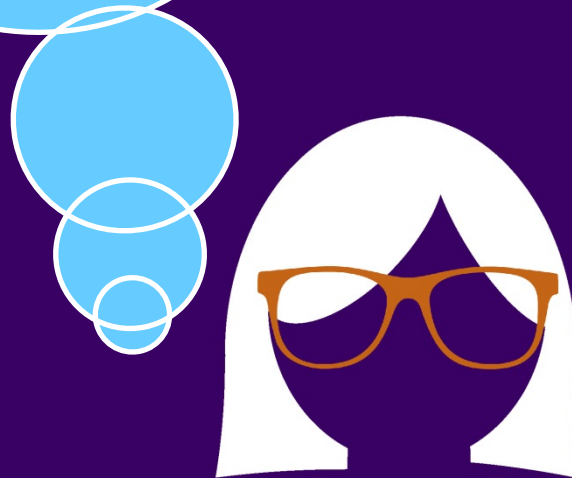
imsoauthentic_xo Darn @writersteph_ must've misplaced them with the card catalog 🤔

samasumu @elibeller see! Perfect reason why I own a headlamp!

Log in to like or comment.

WHEN TO USE INSTAGRAM:

1. Your users are ON Instagram.
2. You have a BEAUTIFUL library.
3. You own a smartphone with a good CAMERA.



TOUR THE NEW SLU LAW LIBRARY

PIUS AND
MEDICAL
LIBRARIES

WEDNESDAY
OCTOBER 23

OPEN HOUSE:
2-4 PM

WORDS FROM
THE DIRECTOR:
3 PM



SLU LAW
SAINT LOUIS UNIVERSITY SCHOOL OF LAW
100 N. TUCKER BLVD.
ST. LOUIS, MO 63101

RSVP HERE

POSTERS



GOING BEYOND

GOOGLE

A RESEARCH EXPO HOSTED BY THE
SAINT LOUIS UNIVERSITY
VINCENT C. IMMEL LAW LIBRARY

TUESDAY
SEPTEMBER
15

10AM - 2PM // **SLU LAW**
EILEEN H. SEARLS READING ROOM

Students, faculty and staff of the law school are invited to attend this half-day event showcasing all of the amazing online research tools available to the SLU LAW community. The event will increase awareness of the products and services the library provides and explain how these tools can drastically improve legal research.



INCLUDING AN
IPAD AIR!

VENDORS INCLUDE:
Bloomberg BNA
Gale-Cengage Learning
Immel Library
Writing Resources
LexisNexis
LLMC-Digital
Practising Law Institute
ProQuest
St. Louis Public Library
Thomson Reuters Westlaw
U.S. Government
Information

UNLIKELY PARTNERS



SAINT LOUIS UNIVERSITY

VINCENT C. IMMEL
LAW LIBRARY



private, academic law library

court-funded, membership library

Vendor Negotiation

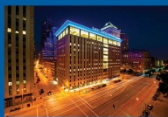
- The formal relationship between SLU Law and LLASTL has allowed for discounts and joint contracts to both libraries
- LLASTL had only one database before the arrangement, now has access to five

Joint Catalog

- SLU Law's Technical Services added records for LLASTL materials into the online catalog
- Shared catalog now available at libcat.slu.edu

Shared Space

- SLU Law Community can use the Law Library Association of St. Louis's space and resources
- LLASTL members can use the SLU Law Library
- LLASTL is a traditional, ornate, quiet law library
- SLU Law is a contemporary, collaborative library



SLU Law library faculty and staff (below) and LLASTL staff (right)

Staff Expertise

- SLU Law and LLASTL each have their own staff
- LLASTL is focused on services and resources for practicing attorneys
- SLU Law is focused on law students and faculty
- The partnership allows expertise to be shared across the libraries

Events & Marketing

- SLU Law and LLASTL host joint Continuing Legal Education programs
- Marketing of services, products, and events is done jointly

Corie Dugas

Outreach & Public Services Librarian • Saint Louis University/Vincent C. Immel Law Library
Executive Director • Mid-America Law Library Consortium
314.977.3449 • cdugas@slu.edu • law.slu.edu/library • mallico.org



WHEN TO USE POSTERS:

1. There are central GATHERING places for your users.
2. You can DESIGN attractive posters.
3. You have the ability to PRINT them.





SLU Law Library @slulawlibrary · Aug 28
#FatCatFriday #photobomb #slulaw



RETWEETS
2



9:13 AM · 28 Aug 2015 · Details



Reply to @slulawlibrary



Nick Stratmann @NickStratmann · Aug 28
@slulawlibrary thanks for the flattering angle, haha.

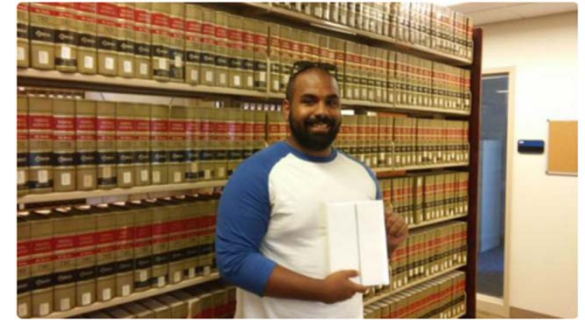


RETWEETS
0

SLU Law Library @slulawlibrary · Aug 28
@NickStratmann That's a pretty studious face - nicely complimented by the cat ear



SLU Law Library @slulawlibrary · Sep 17
Jean Pierre walked away with the iPad from @HeinOnline at Tuesday's #ResearchExpo! Jealous?



RETWEET
1

FAVORITES
3



7:08 AM · 17 Sep 2015 · Details



Reply to @HeinOnline

TWITTER



SLU Law Library @slulawlibrary · Oct 8
#bestjobever Of course!



Erika Cohn @SLULAWLibrarian

Professor Hartke sharing law librarian career info at the Nontraditional Career Fair #bestjobever @SLULAWCAREERS





WHEN TO USE TWITTER:

1. Your users are ON Twitter.
2. You are INTERESTED in the inner-workings of Twitter.
3. You want to have a CONVERSATION with your users.





MINI MARKETING PLAN

(A/K/A OUR THREE APPROACHES)

1. STRATEGIZING

2. PLANNING

3. CREATING



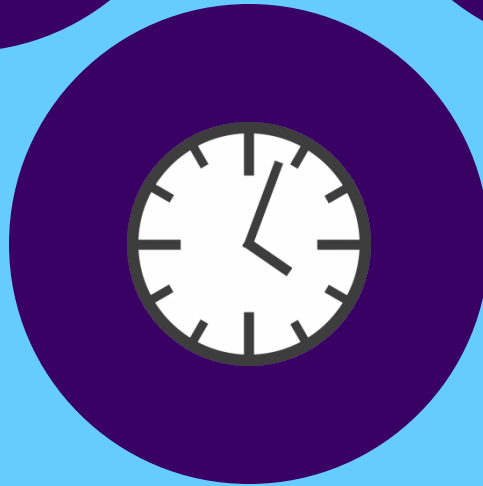
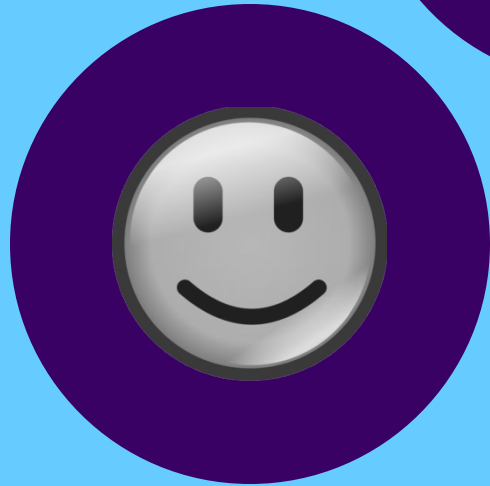
STRATEGIZE





WHAT?

WHERE?



WHO?

WHEN?

WHY?

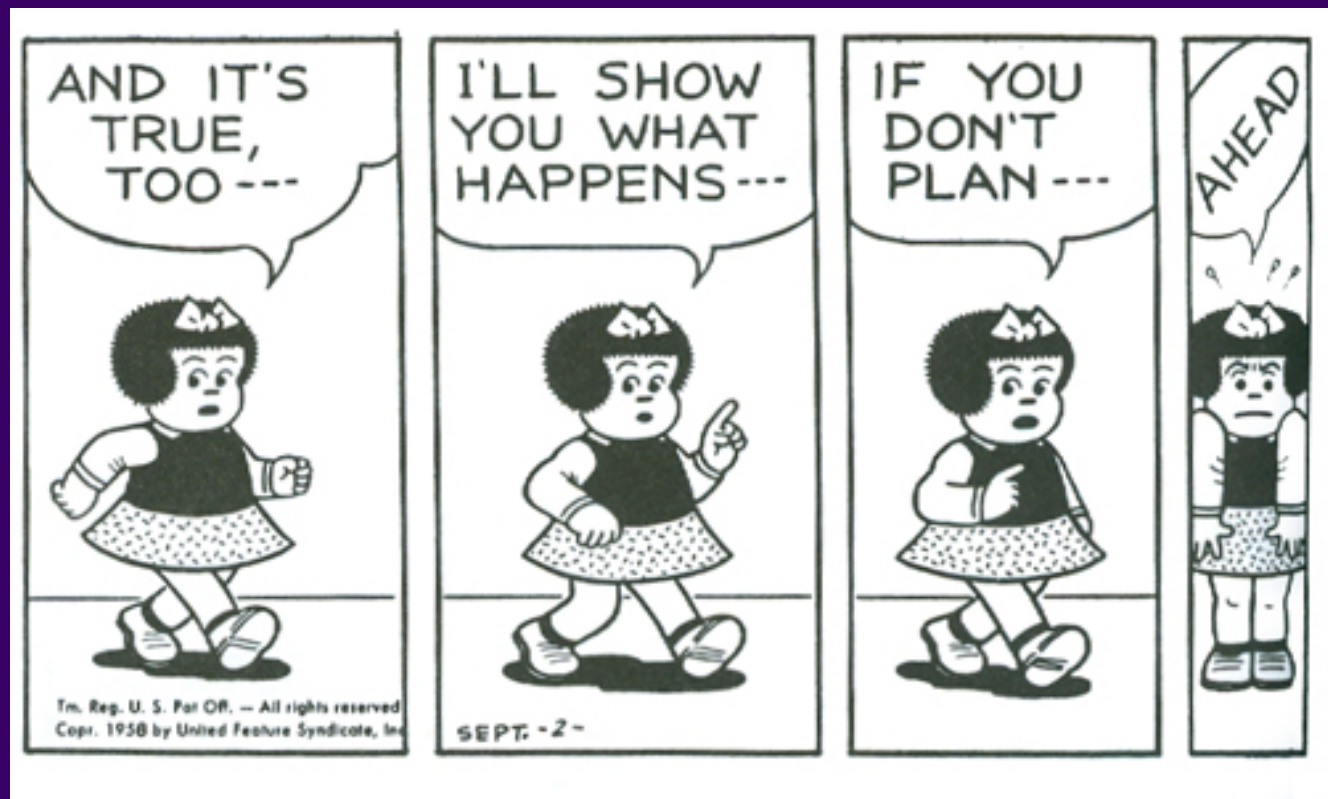


SERVICES

SPACE

COLLECTION





PLAN

#MMAU15 Vendors
 1. Blawie Books
 2. William Strong
 3. Thomson Reuters
 4. Logos for
 5. Essential Reference Publishers

Local Arrangements
 Strickland up
 WUOL Museum
 Payne Hall (subject)
 Search

Various / Storage
 Mail in LC
 Programming
 Digitization (Job EE)
 Other (Cont. Exp. / Maint)

MONDAY 10/12
 HeinOnline Giveaways
 Directing / #MMAU WWII

TUESDAY 10/13
 1st Year Lib Guide BRE
 Research Fairs

WEDNESDAY 10/14
 Immel Lecture - Teaching / libcat
 Cafe' Cod Tools / #MAAU Markings

THURSDAY 10/15 1 Week #MAAU15
 #MeetTheLibrary - Ingham / Docket
 Instit. Goals Last Day for Reg.

FRIDAY 10/16 Fall Break Begins
 #FCF Fall Break / Hours
 Citators / West Academic

#Database of the new

www.stouisgunanime

#MAAU15



November

Adopt a Turkey Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						 1 Day of the Dead
 2 Cookie Monster Day	 3 Sandwich Day	 4 Use Your Common Sense Day	 5 Donut Day	 6 Men Make Dinner Day	 7 Chocolate and Almonds Day	 8 Cook Something and Pungent
 9 Tongue Twister Day	 10 Sesame Street Day	 11 Origami Day	 12 Pizza with Everything Day	 13 World Kindness Day	 14 Loosen Up/Lighten Up Day	 14 Bundt Pan Day
 16 Button Day	 17 Homemade Bread Day	 18 Mickey Mouse Day	 19 Have a Bad Day Day	 20 Peanut Butter Fudge Day	 21 World Television Day	 21 Humane Society Anniversary
 23 Dr. Who Day	 24 Celebrate Your Unique Talent Day	 25 Hat Day	 26 Shopping Reminder Day	 27 Thanksgiving Day	 28 Sink Day	 28 Square Dancing
 30 Mousse Day						



LIBRARY RESOURCES

- BOOKS
- DATABASES
- EBOOKS
- JOURNALS
- LIBGUIDES
- STUDY AIDS





#fatcatfriday
#marburyandmadison
#databaseoftheweek
#maallmarkings
#interviewseries
#withinwalkingdistance
#meetthelibrary
#bannedbooksweek
#maall15
#STLSLA
#slatalk



CREATE

David Kullman
Assistant Professor
of Legal Research



What do I do?

Primarily I help law students & their professors find answers to legal questions. I also teach Advanced Legal Research.

I practiced law for many years before becoming a reference librarian & that's given me an insight into the kind of materials students might find useful when they take clinical or legal drafting classes.

What are my areas of expertise?

D-DAY: JUNE 6, 1944

THE BATTLE FOR THE NORMANDY BEACHES
BY STEPHEN AMBROSE

My favorite book

Meet
your library
faculty

Canva

easelly

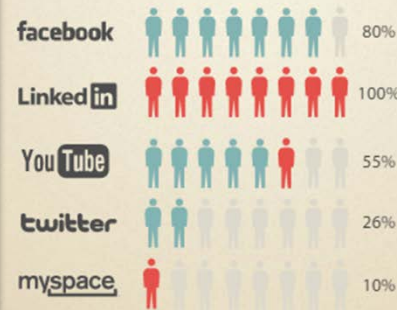
create and share visual ideas online

how people
stay
connected to
the internet

These days everyone is connected to the internet through computers. Whether mobile phones, laptops or tablets people are consuming more internet bandwidth globally.



People spend more time each year online browsing the internet for all types of information.



EBOOK CHECKOUTS



"We must meet the needs of our students, and they want ebooks!"

- Joe Schmoie

info.gr.am

SHORT

&

SWEET

AND TO THE

POINT.



**RAINY DAYS AND
CONTRACTS ALWAYS
GET ME DOWN**



1. To an abundance, barrel, basketful, boatload, bucket, bunch, bundle, bushel, carload, chunk, deal, dozen, fistful, gobs, good deal, heap, hundred, loads, mass, mess, mountain, much, myriad, oodles, pack, passel, peck, pile, plateful, plenitude, plenty, pot, potful, profusion, quantity, raft, reams, scads, sheaf, shipload, sight, slew, spate, stack, store, ton, truckload, volume, wad, wealth of words

2. To too tiny text

3. To money, politics, religion, or sex.
4. To critical feedback





CORIE
DUGAS

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314.977.3449
cdugas@slu.edu