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Building Buzz without Big Bucks

Laura Hibbler

College of the Holy Cross, lhibbler@holycross.edu

Robert Scheier

College of the Holy Cross, rscheier@holycross.edu

Michael Zeller

College of the Holy Cross

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Success!

The Information Faire and Festival was highly successful with attendees commenting on our enthusiasm and creative marketing strategy.

"I loved it! I think it was advertised in a great way."

"A really good way to introduce the informational resources available to students. Also a good way to interact with staff."

"Thanks for your enthusiasm!"

"Really, really loved it. The environment and people are great."

"Really cool. Do it again. P.S. Do it this year—I'm a senior."

"I learned something new, and it was fun!"

One of our student workers has even told us that he'll be using as our marketing strategy as a model when the club belongs to promotes its upcoming campus event!



Did you notice that your own curiosity was piqued when you saw our poster was just a logo? Is that what led you to examine our materials?

You have just experienced the pull of guerilla marketing!

We hope that this technique caught your attention and that you will find ways to use this unique method to promote events at your own libraries!



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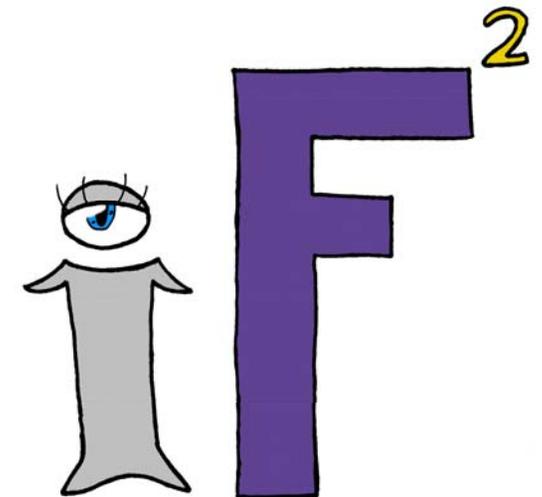
Mike Zeller, mzeller@holycross.edu

Bob Scheier, rscheier@gmail.com

Laura Hibbler, lhibbler@holycross.edu

Many thanks to all of our colleagues who each put a great deal of time & energy into planning the Information Faire and Festival!

Building Buzz Without Big Bucks



College of the Holy Cross

How can we catch the attention of busy college students?

The librarians at Holy Cross decided to hold our first Information Faire and Festival this year as a way to promote our resources and services. The Information Faire and Festival would be a fun event, but how would we generate interest and buzz around the event? Students are bombarded with advertisements for campus events and activities every day; how could we market our event in a way that would grab their attention?

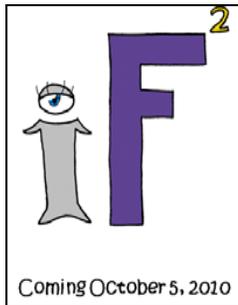
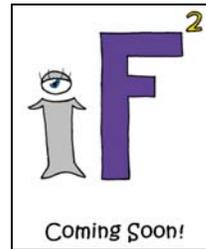
To promote our event, we used guerrilla marketing, a marketing concept that has been used in the corporate world. Instead of a big marketing budget, guerrilla marketing relies on creativity and time commitment.

Branding

We branded the event by creating a unique, colorful logo which was used in all of our marketing materials. The logo was innocuous enough to conceal library involvement, but dynamic enough to catch the attention of passersby.

The Slow Reveal

Initially, we only posted the logo with minimal information in our marketing materials.



As the event approached, the logo became omnipresent on campus and we slowly revealed more details about the event.



The “slow reveal” technique successfully created a sense of intrigue about the mysterious event. Our student workers asked us to tell them what the logos were for. An RA told us that the students on her floor kept asking her if she knew anything about the mysterious logo posted all over campus.

Taking advantage of every low-cost promotional option

Beginning with the initial mysterious logo and continuing as we revealed more information about the event, the logo appeared on every free (or low cost) promotional place we could use:

- Digital sign in the student center
- Computer wallpaper in the library
- Fliers on the bulletin boards around campus and in dorm buildings

During the final days of the marketing campaign, we revealed all of the details in:

- Advertisement in student newspaper
- Mass email to all students
- Library website
- Campus events calendars
- Librarians wearing T-shirts with logo

