

libraries. online. product purchasing tips

welcome to your Saskatchewan e-library services and resources



The “libraries. online.” campaign has been designed to be adaptable to the varying needs of libraries across Saskatchewan. From the six week launch starting in September and throughout the next few years, you may wish to create a product using the campaign logo/slogan that is not already part of the suite of products produced by the Provincial Library. If you decide to develop a product on your own, please refer to the following tip sheet to help guide you through the process!

1. Before determining the need to develop a product, check out the *Promotions Idea Guide for E-library Services* to pick out promotional activities that fit with your budget, your time, your audience and your goals. Many of the activities listed include links to products already available.
2. If you are developing your own activity, think about the activity you are planning. Who are you trying to reach? How are you going to reach them? What do you want to say? How much time do you have? What is your budget? These questions will help you to determine what sort of product may have the most impact.
3. Determine if any existing products can be used to fit with your activity based on the above questions. If you decide that none of the available products fit with your needs, you may need to develop your own product. Check out the listserv to find out if any libraries across the province have developed a product that fits with your activity. This is a great way to access a ready-made design.
4. There are various categories of product available and they all have positive and negative aspects. Try to keep the following in mind when choosing your product. For example:
 - Some products (mugs, water bottles, T-shirts) are very pricey but will have a long lasting effect. Others are very inexpensive but may be tossed away, lost or used immediately (tattoos, brochures, pencils). The best products are those that are long lasting and inexpensive to produce. Try to avoid costly products that have a short shelf life as they won't have the most effective impact.
 - The amount of information you can include on an item also should effect your decision. Please avoid producing any product that is too

small to include a call to action (phone number, web address, etc).

- Try to produce products that are uncommon. If you notice that there is an overabundance of a specific kind of product, your message will stand out if you create something unique and different to other promotional products on the market.

5. After you determine what product will be most effective, post your intentions on the listserv. Perhaps another library will want to order with you to lower the per unit cost.

6. Follow the procurement procedures of your employer. If no procurement procedures exist, shop around for quotes from a number of suppliers and ask for samples so you can compare quality.

7. Refer to the Guidelines for Use of Designs and Slogan document to learn more about consistency of messaging and product branding.

8. Determine what supplier you will be most comfortable with and place your order. Please be sure to ask for a proof to ensure that the printing on your product contains no errors and looks attractive and professional.

For more information, please contact Amy Rankin at the Provincial library either by email at arankin@library.gov.sk.ca or phone at: 787-3953. Please send your product ideas and finalized designs to Amy so other libraries can learn from your experience!