

Marketing with March Book Madness

STATS:

We started with over 200 views for each of our Sweet 16 match-ups. The views stayed high with 133 people viewing the Championship and 60 votes for the Championship. The blog posts had anywhere from 20-50 views.

march
**BOOK
MADNESS**
2022

The READ
to the Final Four



THE PROCESS

1. Choose 8 genres and two books per genre.
2. Create a sports cast (blog) to set the mood of genre match-ups.
3. Post match-ups to Instagram each week for community voting.
4. Announce each match-ups winner.
5. Post new match-ups until the winner is picked.



WHAT WE LEARNED:

1. Instagram is a better voting tool than Facebook.
2. Consider excluding children's books.
3. In-person (pencil and paper) voting in the library.
4. Directions for participating on the library display.

CHAMPIONSHIP 2022

