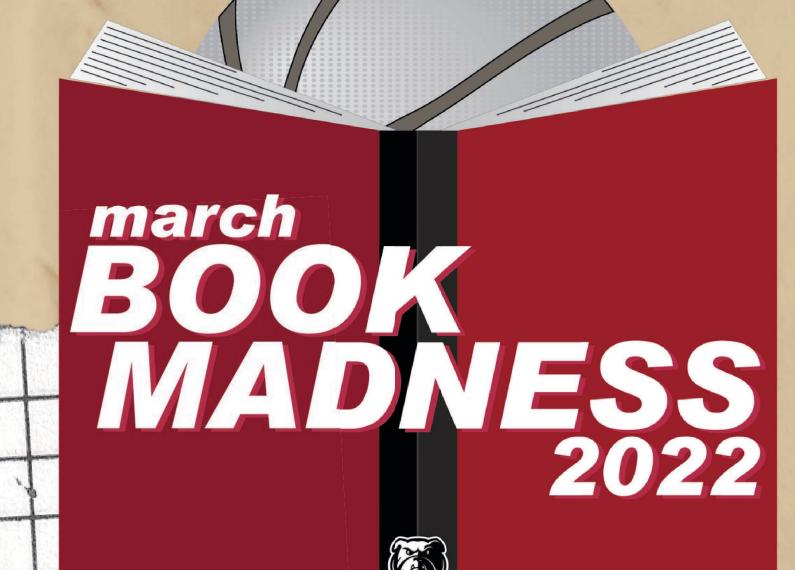
narketing with March Book Madness

We started with over 200 views for each of our Sweet 16 matchups. 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.



to the Final Four

THE PROCESS 1. Choose 8 genres and two books

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

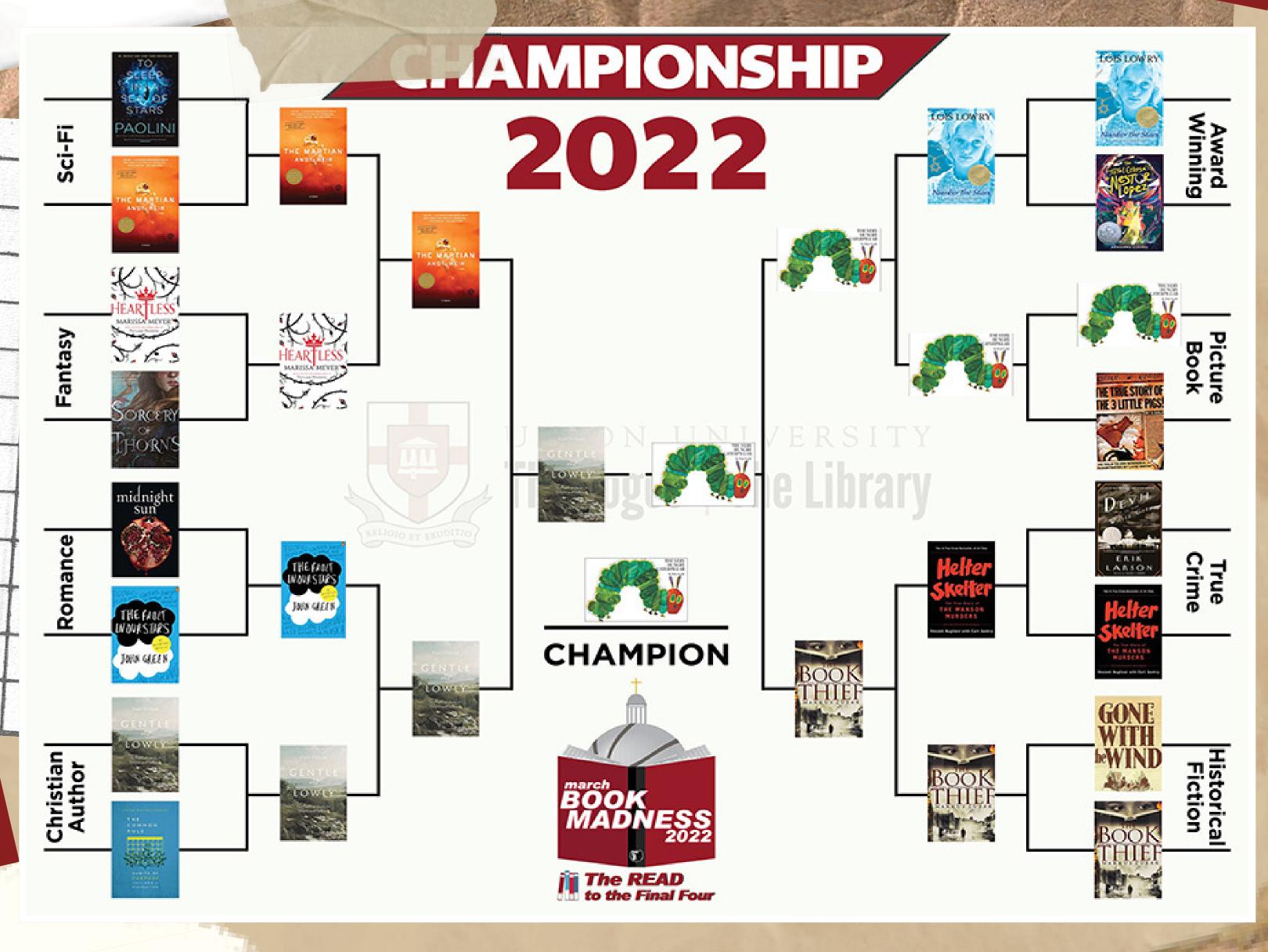
5. Post new match-ups until the Winner is picked.



WHAT WE LEARNED: 1.Instagram is a better voting tool than Facebook. 2. Consider excluding children's

3.In-person (pencil and paper) voting in the library.

4. Directions for participating on the library display.



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