

Merchandising your Library

Creating spaces that sell the story

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Mon-Thur: 9 AM-8 PM
Fri-Sat: 9 AM-5 PM
Sunday: 1:30-5 PM

Purpose of Merchandising

- **Good customer service extends to how materials are presented**
- **Library staff act as salespeople for circulating materials**
- **The big reason why**
- **Goal: engage patrons by showcasing your collection through thoughtful curation**



Putting our Product Forward

- Fresh, cohesive display program aligned with HCPL's mission
- **Hospitality:** welcoming, intuitive discovery
- **Community:** highlight local interest and shared experiences
- **Possibilities:** encourage exploration
- **Learning:** keeping materials accessible & appealing



Dynamic Shelving

- **User-focused approach (per Kelsey Bogan)**
- **Moves beyond traditional rows of spines**
- **Provides accessible, browsable, engaging displays**



Static



Dynamic



Importance of Shelf Locations

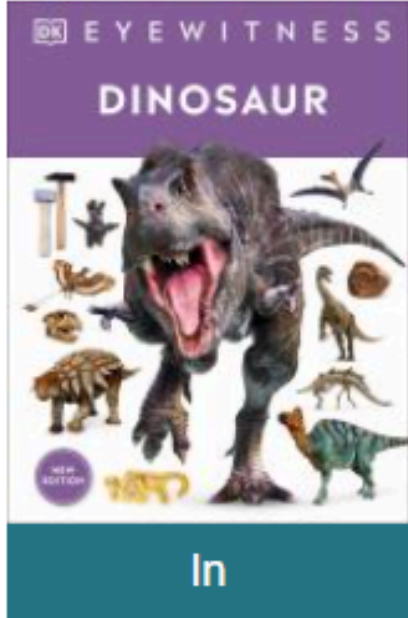
- **Correct shelf locations help patrons and staff find materials**
- **Allows Polaris (and me) to track display circulation**
- **Circulation data indicates whether displays are working, compared month to month**
- **Example: display moved from hallway to near circulation desk increased circulation from 84-139 in one month**



Shelf Location Examples

Polaris Leap

Item Record ⓘ



Dinosaur
By Lambert, David, 1932- author.

Barcode: 33009003924422 ILL Non-circulating

Call number: JN 567.9 Lamb Record status: **Final**

Collection: **Juvenile Nonfiction** Bib control number: [512525](#)

Shelf location: **Children's Dinosaur Neighborhood** Parent item:

Owning branch: **HCPL** Assigned branch: **HCPL**

Online Catalog



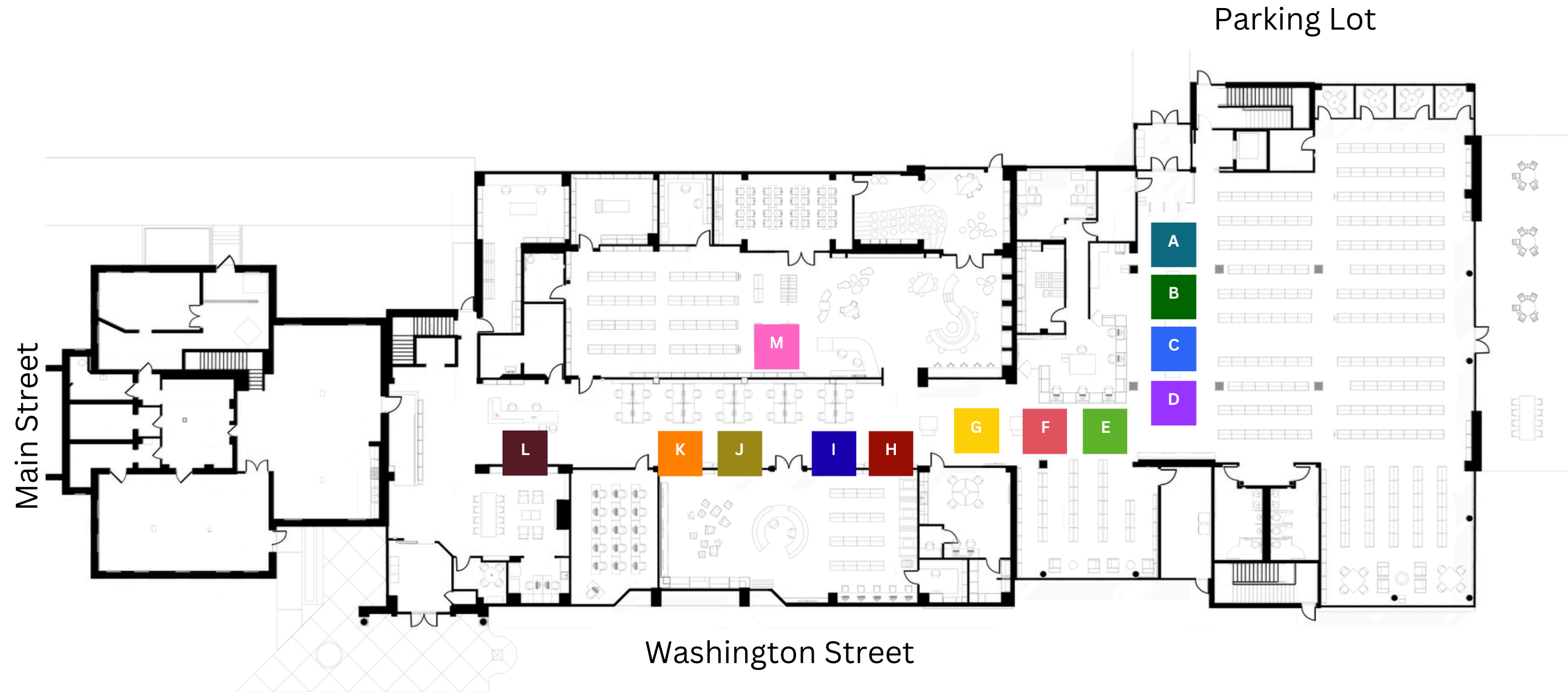
Dinosaur
Lambert, David
Published: 2010-2021 | English

Book Available **Ebook** Available

✓ On shelf at Henderson County Public Library JN 567.9 Lamb | **Shelf location Children's Dinosaur Neighborhood** |
Collection Juvenile Nonfiction



Henderson County Public Library Auxiliary Shelf Locations

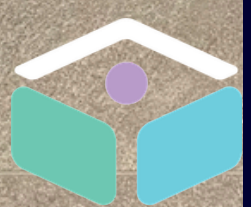


- | | | | |
|----------------------------------|------------------------|----------------------------|-----------------------------------|
| A Parking Lot Display | D Table Display | G New DVDs/Blu-rays | J New Teen Books |
| B New Fiction/Lucky Day | E Display Area | H MakerSpace | K Genealogy Resources |
| C New Fiction/Non-Fiction | F Circ Display | I Children's | L Washington St. Entrance |
| | | | M Children's Neighborhoods |

How Displays Support Circulation

- **Adult displays generated 1000 circulations in December**
- **Displays act like point of sale marketing (think of that Snickers bar at checkout)**
- **Front-facing items and neat stacks increase engagement with displays**





Types of displays

- **Permanent: popular authors/titles that consistently circulate**
- **Rotating: trends, seasonal, BookTok, award winners**
- **Informational/community focused: local gov, community events, educational**

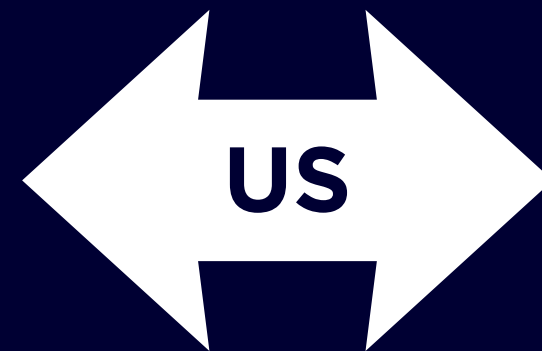


Competing with Retail

- **Libraries compete with Amazon/Barnes & Noble**
 - **Convenience**
 - **Atmosphere**
- **Goal: create a bookstore feel through display style**
- **Multiple copies on hand**



Competing with Retail



Display Rules

- **Face-out items**
- **Stack multiple copies**
- **No props or extra furniture**
- **Use marketing-approved signage**
- **Use book stands (no bookends)**
- **Signs in holders only- no tape**
- **Keep displays full**
- **This is an entire staff effort**



Promoting Materials in Stacks

- Patrons don't define "new" like we do; display a year of new books
- Shelf talkers and face-outs increase visibility
- Children's neighborhoods: topic based grouping (ex. Holidays)

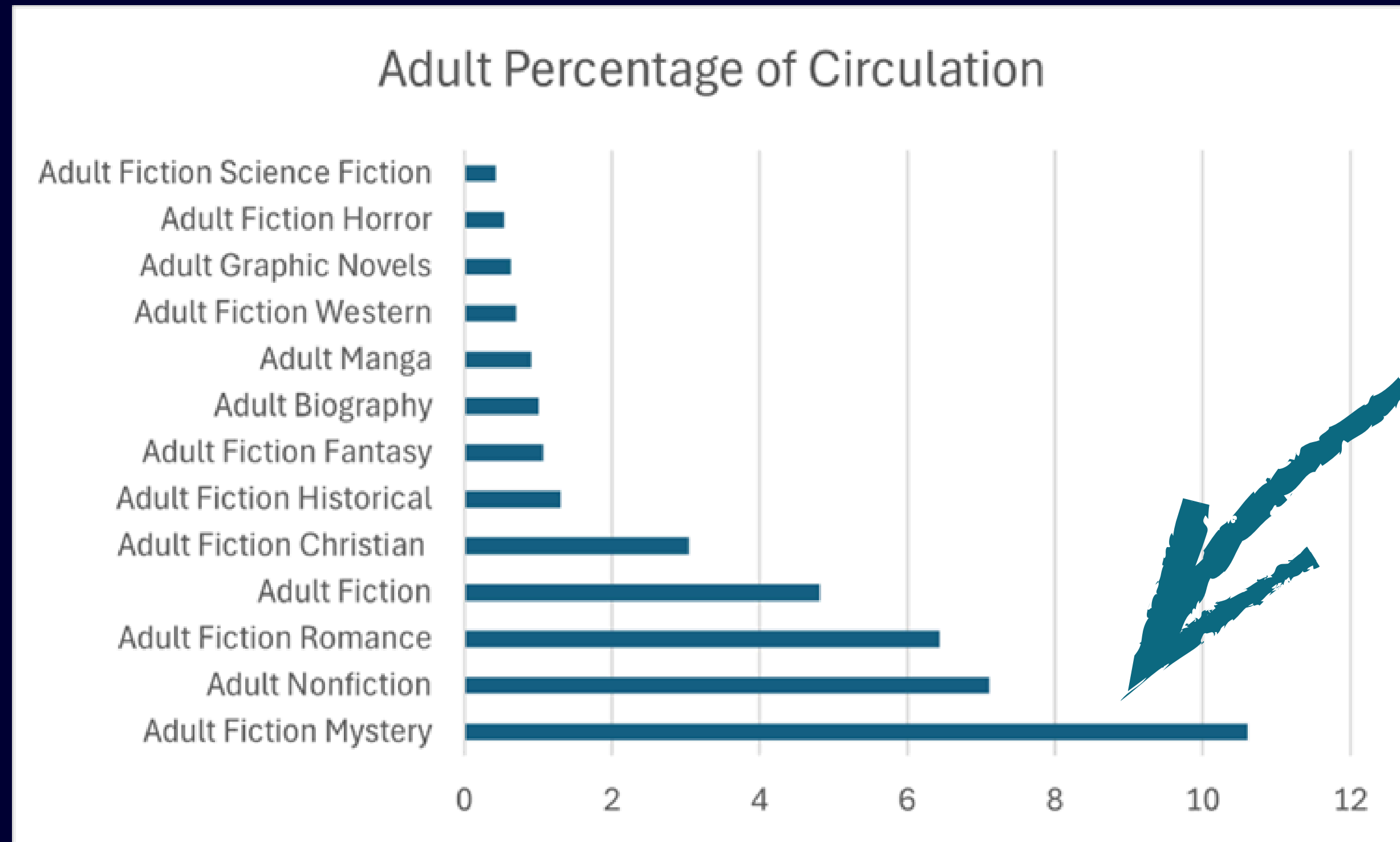




Display Content & Strategy

- **Items selected based on circulation data and patron interest**
- **Maintain balance and neutrality (holidays, politics, perspectives)**
- **Evaluate displays effectiveness monthly**
- **Working on dynamic shelving throughout the library**
 - a. **DVD genres**
 - b. **Neighborhoods in Children's Department**
- **Align displays with marketing program deadlines**

Selecting Materials Based on Data



Staff Responsibilities

- All staff maintain awareness of current displays
- Displays should be checked and refilled throughout the day
- Collections handles signage/themes; all staff handles daily upkeep



Selling our product

- **Staff builds connections through recommendations**
- **Place holds on unavailable titles and suggest alternatives**
- **Goal: connect people with materials and each other**



Key Takeaways

- **Displays = Customer Service**
- **Dynamic, Face-Out Displays Work**
- **Use data to guide decisions**
- **Connect patrons to materials proactively**
- **Everyone Shares Responsibility**



Questions





Thank you!

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