



Email marketing that builds library connections

From notices to storytelling: why email matters

For many libraries, email has long been a way to send due-date reminders or program announcements. But today, it can be so much more. When done right, email marketing effectively connects your library to your community—**promoting resources, events, and engaging with patrons in a way that feels personal and meaningful.**

Unlike social media posts that disappear in a scroll, email lands directly in a patron's inbox—their most personal digital space. It's a direct conversation with

your beloved patrons. And it's measurable: you can see what interests people, which messages inspire action, and what content makes your community respond.

Modern library marketing is no longer about just announcing stuff; it's about **building relationships.** Whether you're a small branch or a large public library system, consistent, relevant, and data-driven communication can strengthen your library presence and remind patrons of why you're an essential part of their lives.

**"Your community
wants to hear
from you!"**

Craft emails your community wants to read.

- **Start with clean, connected data**

Your contact list is the foundation of all effective marketing campaigns. Make sure your data is **accurate, up-to-date, and connected** across your systems. When all patron information lives in one place, you can spot patterns (which programs people attend, what genres they borrow, or which age groups engage most) and speak to patrons in a way that feels tailored — not generic. Vega Promote integrates directly with your ILS (Polaris or Sierra), so you don't have to manually export, import, or maintain separate lists.

Tip: Audit your data to include key attributes (age group, interests, participation) for effective segmentation.

Example: Rochester Hills Public Library unified their communications across email and catalog with Vega Promote, replacing a “patchwork” of systems, which ultimately gave patrons a better online experience.

- **Segment and personalize**

One size never fits all. A parent looking for storytimes, a student researching history, and a retiree exploring travel books shouldn't receive the same email. Group patrons based on interests, age group, location, or engagement level. Vega Promote allows you to tag and segment contacts with different interest categories (for example, ‘gardening’ or

‘children’s programs’) and then **create custom contact segments** for targeted campaigns.

Tip: Stop guessing and personalize your message: use patron names, reference events they've attended, or suggest materials they might enjoy. Libraries that personalize communications see higher open and click rates — and more importantly, stronger patron relationships.

- **Design for attention and accessibility**

The average person spends just seconds deciding whether to keep on reading. **Make those seconds count.** Make the preheader text work together with the subject line for a clearer message. Use clear headlines, concise text, and a visual hierarchy that draws the eye to what matters. Include inviting images — book covers, smiling staff, or snapshots from programs — but balance them with a clean design and enough white space. This is where your content and creative decisions make or break whether your email is valuable. The copy, visuals, and layout all work together to grab attention, convey value quickly, and motivate the patrons to engage and take action. Don't forget accessibility: always include alt text for images, readable font sizes, and strong contrast. Your emails should look great on every screen and for every patron. Vega Promote comes

with access to over 4 million high-resolution images licensed for use.

Tip: Use high-quality images to make your emails visually engaging. Keep things on-brand (library colors/logo) and avoid lengthy text walls. Double-check links — especially call to actions buttons!

- **Tell stories, not just announcements**

Instead of just listing “upcoming programs” — bring them to life.

Write with clarity and purpose.

Introduce your staff (“Meet our new teen librarian!”), share a patron success story (“How one community member discovered a passion for coding through our Makerspace”), educate people about your services, how to use their card effectively. Storytelling builds emotional connections and shows the library's impact. Effective library communications don't just announce — they engage and build a sense of community. Put yourself in your community's shoes and ask yourself: would you open this email if it landed in your inbox? If not, it's worth another round of brainstorming.

Tip: Use language like “We're excited to share”, “Come explore...”, “Join us for...”. Encourage calls-to-action (e.g., “Reserve your spot”, “Check out these new titles”, “Tell us your thoughts”).

**"YOU is a very powerful word...
Don't be afraid to address your
readers and make it clear what
you want them to do."**



"Aim for quality, not quantity."

Turning engagement into insight

- **Automate the routine, focus on the creative**

Your time is precious. Automation ensures consistency—welcoming new patrons, sending reminders about upcoming events, celebrating milestones, while freeing staff to focus on creativity and strategy. Set up recurring campaigns like newsletters, seasonal updates, add personal touches, and schedule emails when your community is most active. Track results and adapt.

Vega Promote allows you to draft, schedule, and send targeted messages. You also get best-practice automations: e.g., bounce handling, unsubscribe workflows, default footer, and ensuring sender reputation.

Tip: Create a content calendar 3-6 months ahead. Start with recurring campaigns (monthly newsletter, seasonal reading challenge announcement, children's program invites), and slot in one-time events (author talk, new equipment launch).

- **Measure what matters**

Analytics are your friend. Go beyond just open rates—track clicks, conversions, and long-term engagement to see what resonates with your community—which

subjects get the most responses, which audiences are most active? With clear insights, you can refine content, timing, and tone to build stronger community connections, not just higher numbers. Vega Promote tracks campaign history for each contact (which emails they've received and interacted with) and provides analytics on what is working.

Tip: Identify segments that respond well (open rate, click-through rate) and replicate their features. Adjust subject lines, send times, and content blocks accordingly.

- **Keep evolving your voice**

Great email marketing isn't static. It grows with your community.

Test new formats, **experiment** with subject lines, and **ask** for feedback. Your audience will tell you what works, through their clicks, their sign-ups, and their stories. From working hours and updates to collections and events, Vega Promote ensures libraries can deliver every message with clarity and impact. Every email you send is a trust and reputation builder—treat it with care.

Tip: For each key library service/announcement, create a consistent template and reuse it. For example:

"What's new this month", "Weekend special program", "Holiday schedule reminder". Consider alternating content: new books (with cover images), upcoming programs (with photos), fun facts or library trivia (with icons or illustrations).

- **Connect everything you do**

Your emails shouldn't live in isolation. They should link to your catalog, website, or event system so patrons can take immediate action—register, explore, learn. When your communication tools work seamlessly together, every message feels like part of one cohesive library experience.

A powerful feature: you can embed "Showcases" from Vega Discover into your email messages in Vega Promote, enabling you to highlight relevant collection items directly.

Tip: If you have an event series on local history, build a Vega Discover showcase of related books/materials, and embed that in the email invitation. Use email campaigns to drive traffic back to your website or catalog and to promote related services (e.g., streaming resources, study rooms).

Inspire action, one email at a time

Key takeaways for your library

- **Segment your audience** — Tailor communication to each patron type so messages feel relevant and increase engagement.
- **Personalize your content** — Even small touches, like using names or interests, make every message feel more meaningful.
- **Automate the routine** — Set up welcomes, renewals, and seasonal messages so your team can focus on creativity.
- **Measure and improve** — Track what works, learn from engagement, and refine your strategy for future campaigns.
- **Be consistent** — Build trust through steady, relevant communication that keeps patrons connected.

Email marketing isn't just about sending messages. It's about **creating connection** — the kind that reminds

your community that the library is more than a building full of books.

It's a trusted voice.

A source of discovery.

A place that understands what each reader, learner, and dreamer needs next.

With the right tools, libraries can turn data into insight, communication into engagement, and engagement into lasting relationships. Your patrons aren't just subscribers — they're part of your library story. Vega Promote helps your library reach the right people with the right message, every time. Save time, boost engagement, and turn every interaction into an opportunity to connect and inspire.

"Consistent design across newsletters reinforces your library's brand."

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Newsletter checklist



10 things you need to do before hitting send

- Have you cleaned your data?
No unsubscribes, bounces, etc?

- Are you sending to the right segment?

- Does your content build trust with patrons?

- Did you proofread everything twice?

- Is the subject line compelling and clear?

- Did you optimize the preheader text?

- Are your images relevant?

- Is your call-to-action obvious and repeated?

- Did you test how it looks on multiple devices?

- Did you click on every link?

Ready to make emails your patrons look forward to?
[Contact us for a Vega Promote demo.](#)

It's worth the trust.