CHOOSE YOUR OWN ADVENTURE MARKETING EDITION

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bit.ly/MarketingCorie
THE POWER OF THREE

THREE MARKETING AVENUES

THREE APPROACHES

THREE IDEAS TO TAKE HOME
5 EXERCISES YOU CAN DO ANYWHERE
2/2/2016 1 Comment

"Dear Ask Alison,
I travel a lot for work and don't have a lot of time to exercise. What are some basic moves that will keep me in shape without needing extra equipment?"
- John M. - St. Peters, MO

To learn more, I visited the St. Charles YMCA and spoke to their personal trainer, Jim, who showed me some moves that you can do at home, on the road, or even at the office!

Ask Alison at the YMCA of St. Charles County

Jim recommends doing this sequence at least three times per week:

- Squats - 4 sets of 15
- High Knees - 4 sets of 20 (10 on each leg)
- Dips - 4 sets of 10
- Wall Pushups: 4 sets of 15
- Plank - 4 sets 30 seconds

WOMEN AND HEART HEALTH
2/2/2016 0 Comments

"Dear Ask Alison,
I am a 45 year old man in good health. I have a history of heart disease in my family, but I try to stay active and get regular check-ups and screenings. I'm having trouble convincing my wife that she should do the same! Any ideas?"
- Steve R. - Dardenne Prairie

Thanks for your question Steve. To learn more, I visited Dr. Michael Missler, Interventional Cardiologist at BJC Medical Group to talk about Women's Heart Health.

Green is the New Black
1/27/2016 0 Comments

"Dear Ask Alison,
What are these green drinks I see people carrying around and are they really that healthy?"
- Chris H. - O'Fallon, MO

You'll rarely see me without my morning green smoothie, but not all of these green drinks are created equal. Some store bought varieties are expensive, and they can cost unwanted preservatives and sugar. The good news is these drinks are easy to make at home, where you can control the ingredients and save a lot of money. Here's a recipe that takes less than ten minutes. This batch can be stored in the coldest part of your refrigerator for up to two days.

Other Options:
Change up the greens or fruits to fit your taste and what's in season. Here are some of my favorites:
- Instead of pineapple, add a pear and a squeeze of lemon juice
- Fresh or frozen berries add a delicious tartness
- Fresh white peaches are my absolute favorite thing about summer. Add them as a substitute for the pineapple when they're in season

Alison's Little Green Drink

RECIPE

2 cups cold water
6 cups chopped raw kale
Add greens and cold water in high powered blender, blend for 20 seconds

BLOGS
WHEN TO USE BLOGS:

1. Your users want MORE information.
2. You have something UNIQUE to contribute.
3. You are a GOOD writer.
DISPLAYS
WHEN TO USE DISPLAYS:

1. You HAVE the cabinets
2. They are NEAR or can be moved to an area of congregation.
3. You (or a co-worker) are CREATIVE.
FACEBOOK

SLU Law Library
August 19
Take this BuzzFeed quiz to figure out where you should be studying right here in the #SLULAW Library! Let us know which spot you got in the comments!

Where should you study at SLU’s Law Library?

SLU LAW
VINCENT C. IMMEN
LAW LIBRARY

BuzzFeed

Community Post: Where Should You Study At SLU’s Law Library?
You know there's a perfect spot for you!
BUZZFEED.COM | BY SLULAWLIBRARY

1,535 people reached
6 Likes 2 Shares

SLU Law Library
September 25
Don’t pretend like you don’t want the same things as Fatty #2.

IT’S FALL. I NEED:
1. OVERSIZE SWEATER
2. PUMPKIN SPICE LATTE
3. GOOD BOOK

449 people reached

SLU Law Library
October 28
added a new photo.

SLU Law Library
October 28 at 11:37am
What do I do?
I teach ALR & Animal Law and assist students & faculty finding resources, explain how those resources are used, and how they can help you.

Lynn Hartke
Reference &
Educational
Services Librarian
Assistant Professor of Legal Research

If I wasn’t a librarian I would...
TIP OF A BONE
AN ENVIRONMENTAL MURDER MYSTERY SET IN OREGON
Reading right now

379 people reached

Joanne Cognac Vogel, Megan Brown, Alaina Cubertson and 6 others like this.

Amy Pass
My favorite librarian!

Unlike Reply Message 1 October 28 at 4:05pm
WHEN TO USE FACEBOOK:
1. Your users are ON Facebook.
2. You are FUNNY or CLEVER.
3. You are committed to creating REGULAR content.
WHEN TO USE INSTAGRAM:

1. Your users are ON Instagram.
2. You have a BEAUTIFUL library.
3. You own a smartphone with a good CAMERA.
TOUR THE NEW SLU LAW LIBRARY

POSTERS

GOING BEYOND GOOGLE

A RESEARCH EXPO HOSTED BY THE SAINT LOUIS UNIVERSITY VINCENT C. IMMEL LAW LIBRARY

TUESDAY SEPTEMBER 15

10AM - 2PM // SLU LAW EILEEN H. SEARS READING ROOM

Students, faculty and staff of the law school are invited to attend this half-day event showcasing all of the amazing online research tools available to the SLU LAW community. The event will increase awareness of the products and services the library provides and explain how these tools can drastically improve legal research.

PRIZES

INCLUDING AN IPAD AIR!

VENDORS INCLUDE:

- Bloomberg BNA Gale-Cengage Learning
- Ingram Library Services LLMWorks
- LLNC-Digital

Carrie Dougas
Outreach & Public Services Librarian - Saint Louis University Vincent C. Immel Law Library
douglasc@slu.edu
WHEN TO USE POSTERS:

1. There are central GATHERING places for your users.
2. You can DESIGN attractive posters.
3. You have the ability to PRINT them.
WHEN TO USE TWITTER:

1. Your users are ON Twitter.
2. You are INTERESTED in the inner-workings of Twitter.
3. You want to have a CONVERSATION with your users.
MINI MARKETING PLAN
(A/K/A OUR THREE APPROACHES)

1. STRATEGIZING
2. PLANNING
3. CREATING
STRATEGIZE
PLAN
MONDAY 10/12
HeinOnline, Giveaways
Directing / #MKM WWII
TUESDAY 10/13
1st Year LibGuide: RE
Research Fairs
WEDNESDAY 10/14
Immel Lecture: Teaching/libcat
Café Cod Tools / #MAALLMarkings
THURSDAY 10/15
1 Week #MAALL15
#MeetTheLibrary: Ingah/Docket
Instit. Goals
FRIDAY 10/16
Last Day for Reg.
#FCF Fall Break Begins
Citators / West Academic
CREATE
SHORT & SWEET AND TO THE POINT.

RAINY DAYS AND CONTRACTS ALWAYS GET ME DOWN
1. To an abundance, barrel, basketful, boatload, bucket, bunch, bundle, bushel, carload, chunk, deal, dozen, fistful, gobs, good deal, heap, hundred, loads, mass, mess, mountain, much, myriad, oodles, pack, passel, peck, pile, plateful, plenitude, plenty, pot, potful, profusion, quantity, raft, reams, scads, sheaf, shipload, sight, slew, spate, stack, store, ton, truckload, volume, wad, wealth of words

2. To too tiny text

3. To money, politics, religion, or sex.

4. To critical feedback
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