



2015 Marketing Plan

Background

In 2007, the Lincoln Public Library Board adopted a marketing plan as one of the directions in its 2007 – 2010 Strategic Plan. The marketing plan's objective was to develop a cohesive marketing, communication and publications plan to better inform the general public of library services and activities.

Marketing continues to be an important goal of the 2011-2014 Board and is incorporated into the 2011-2015 Strategic Plan, which reads: "Actions: To develop an annual marketing plan that promotes the library brand and highlights specific programs, collections and services as defined by the annual Service Plan and the Collection Development Plan. To ensure that marketing and promotional content can be made available to the visually impaired according to the AODA Communication regulation."

This document outlines the work LPL staff will take in 2015 to maintain and improve marketing of its physical collections, downloadable collections, online resources, programs, and physical spaces, primarily to the citizens of Lincoln. Success will be measured by increased circulation, visits, attendance at programs and use of meeting spaces.

2015 Marketing Plan Actions

Marketing is done in three main ways: print, online, and in person.

Action: For all written items, print or online, the DCEO will draft style and content guidelines for approval by the CEO and presentation to staff. These guidelines will include ways to ensure that marketing and promotional content can be made available to the visually impaired according to the AODA Communication regulation.

Target date for completion: end of February 2015.

For all items, copy and artwork is prepared by the person responsible for the program and submitted to the DCEO in time for all marketing deadlines.

I. Print

Format	Current Status	Person Responsible	Action in 2015
Seasonal & Special Program Brochures	Ongoing; template is set for Seasonal	The DCEO or her designate formats the brochure.	<i>Target dates for completion: Feb 9 (March Break); Mar 1 (Spring); May 15 (Summer)/ Sep 1 (Fall); Dec 1 (Winter)</i> DCEO to work with all staff to investigate ways to increase brochure, newsletter and poster distribution. <i>Target date for completion of plan: end of March.</i>
Newsletter	Ongoing	DCEO, using copy written by staff responsible for programs, and soliciting other staff contributions.	Continue bi-monthly; monthly where necessary. DCEO to investigate the feasibility of including the new publications posters and the calendar into each issue, making it an eight-page document. <i>Target for decision: Mar-Apr 2015 issue.</i>
Posters & Flyers	Ongoing	Staff running the program	Continue; adding that DCEO approves before they are posted.
Special Library Services Flyer	Update of flyer produced in 2013	DCEO	DCEO to prepare feasibility report on including a flyer in local papers in the fall. <i>Target for submission to CEO: end of May 2015.</i>
Non-LPL posters	New	CEO	Purchase posters for specific events or for in-library use, from Freedom to Read, OLA. CLA etc.
Welcome brochure	Ongoing	DCEO	Update if information changes
Inheritance and GLN columns	Ongoing	DCEO	Continue with monthly submissions.
Newspaper events columns (some online); Cable TV bulletins	Currently done just for special events	Administrative/Communications Assistant, using copy submitted by staff responsible for the program	Start to include all programs
Paid local newspaper ads promoting OPLW.	Not done for a while	DCEO would prepare copy	If budget available, DCEO to get quotes in September.
New DVDs and Books posters	Ongoing	Technical Services Assistant	DCEO to investigate desirability of including in newsletter (see above)
Press Releases	Ongoing	DCEO	Done for special events.
TOL Community Guide	Ongoing	DCEO	Update library information for 2016 Guide
Annual Report	Ongoing	CEO	Prepare brochure and full report
Magnets	Ongoing, with revision	CEO and DCEO	Work on revised magnet for distribution with new cards. Target for completion: end of March 2015

II. Online

Format	Status	Person Responsible	Action in 2015
Slide shows	Ongoing	DCEO; CSC assists	Updates as required; at least monthly.
Website	Ongoing	TSC posts copy from staff responsible for program	<p>Updates to be done at the same time that other marketing materials are released or updated.</p> <p>DCEO and TSC to investigate ways to improve the website's effectiveness, bearing in mind that a complete overhaul of the website is scheduled for 2016. This will include investigating incorporating more interactive features such as reader reviews into the website. <i>Target for completion: end of March 2015.</i></p>
Blogs	Ongoing	CEO LA Margaret Daley	CEO and LA MD to evaluate effectiveness of all blogs, weighing impact against time spent on blog. <i>Target for completion: end of April 2015.</i>
Facebook	Ongoing	TBD; currently LA Margaret Daley	CEO and DCEO to establish policy and procedures for use of social media for promotions and communication. <i>Target for completion: end of May 2015.</i>
Twitter	Ongoing	TBD; currently CEO	
E-mail marketing		CEO and TSC	Investigate collecting, with permission, patron e-mail addresses for promotional and informational mailings, and how those mailings would be prepared and sent. <i>Target for completion: September 2015.</i>

III In-person

This type of marketing involves displays, presentations and personal interaction, bringing publications, resources, programs and services to the attention of patrons, both in the library and the community. Much of this work is being done, and being done well.

Format	Status	Person Responsible	Action in 2015
Targeted Presentations	Ongoing	CEO, DCEO, other staff	Presentations on library services to community groups, such as the Rotary Club. DCEO to work with staff to develop a list of groups to be contacted, <i>Target for completion: end of February 2015.</i>
OPLW "Passive programs"	New	DCEO	DCEO to prepare proposal for OPLW celebration programs designed to increase awareness and visits that week. Ideas to be solicited from staff and other library systems. <i>Target for completion: end of August 2015.</i>
In-branch displays of library materials, new and old	Ongoing	DCEO and LA Margaret Daley initialize; all staff maintain	DCEO and LA MD will develop guidelines for displays at both locations, for presentation at an all-staff meeting. <i>Target for completion: staff meeting date.</i>
In-branch marketing one-on-one	Ongoing	All staff	A brainstorming/best practices session at an all-staff meeting about in-library marketing methods, including reader's and viewer's advisory. <i>Target for completion: staff meeting date.</i>
Presence at Community Events	Ongoing	CEO DCEO Board Staff	CEO and/or DCEO determine which Community Events (e.g. Public budget meetings, Kindergarten readiness, BIA, Chamber of Commerce events etc.) would be good places for the library to have an information booth and 'elevator speeches'.
Cross-promotion with other agencies	Ongoing (Currently working with Town Staff on PA Day programs)	Staff responsible for program	Programs presented in partnership with other organizations benefit from promotion by both groups. LPL must ensure that promotional vehicles meet its guidelines.

Areas of concentration

While it is important to market all programs and services on a regular basis, some will receive extra attention in 2015:

- Online databases. Methods: Dedicated flyer, promotion on website, targeted promotion to children and youth.
- New and underused programs. Methods: Prominent placement in print marketing materials and website, targeted promotion to potential participants
- General awareness of library. Methods: Dedicated flyer marketing to all citizens, paid newspaper ads promoting OPLW.

Budget

The marketing budget has been set at \$3500. A breakdown of how this will be spent is to be determined. The following could require funds from that budget:

- Newspaper ads
- Expanding the newsletter to four pages, so it requires stapling, and printing it off-site
- Flyer insertion in local paper
- Purchasing posters
- Poster walks