



MARKETING PROCESS

Schaumburg Library's marketing process:

- Creates more consistency in our promotions.
- Refocuses responsibilities so all staff members can concentrate on doing what they do best.
- Incorporates a strategic, comprehensive plan that prioritizes our program promotions based on our programming goals.
- Allows staff members to share ideas and collaborate with the marketing team.
- Simplifies the decision-making process for common items.
- Makes more time for collaboration and new marketing projects and campaigns.

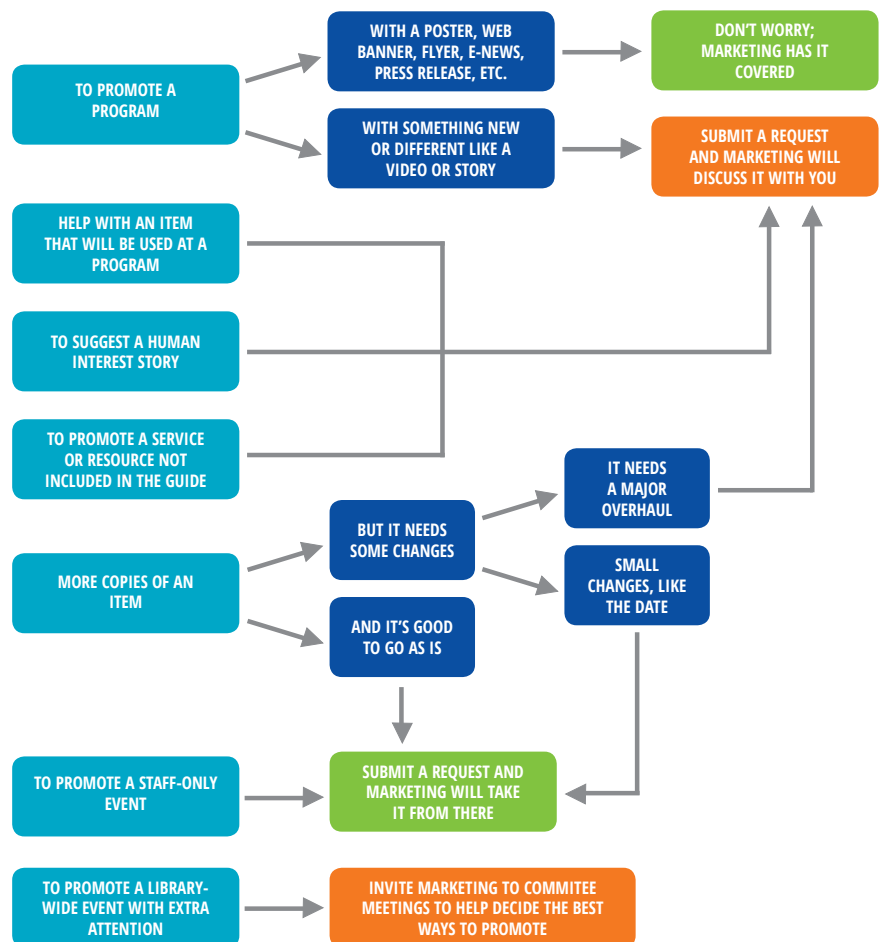
The Marketing Request form asks a few general questions, allowing staff to share ideas and to have input, but keeping the marketing process centralized within the marketing department so all promotional activities complement each other. Some questions include:

- Please describe the intended audience for this marketing piece or initiative.
- Please describe the marketing need or situation.
- Do you have a specific idea or medium in mind for this project?

This Marketing Request decision tree shows what steps to take based on the materials needed. This also shows the expected response from the marketing team.

The marketing department strives to complete every requested project within 10 business days, delivering high-quality, professional materials that are on-brand and on-message.

I WOULD LIKE...



PROMOTIONAL CHANNELS

The Library has a variety of promotional channels at our disposal. These channels include, but are not limited to:

Inside the Library

- Bookmarks
- Digital screens
- Display spaces
- Posters
- Flyers/brochures
- Guide (at public desks)

For staff only

- Intranet
- Footnotes
- Everyone email
- Staff-only bulletin boards

Outside the library

- Guide (mailed to residents)
- Website
- Social media
- Email blasts
- News/press releases
- Online calendars/listings
- Paid advertising
- Direct mail

The marketing department considers the following factors when deciding which promotional channels to use:

- What are we promoting and how does it help fulfill the Library's mission, vision, values or programming goals?
- Who are we trying to reach? Is this message for staff only, all Library patrons, a select group of patrons?
- Are there additional funds available for this promotion?

PROMOTING PROGRAMS

With each bi-monthly Guide, the marketing department creates a promotion plan for all programs occurring during that two-month period. All programs submitted and approved by the appropriate deadline will be included in the printed Guide, space permitting. All approved programs will appear in the online calendar of events. Any additional promotion will be considered based on the Library's programming goals:

- Patron engagement (hands-on, interactive programs)
- Community partnerships
- Attracting new users (current target: patrons in their 20s and 30s)
- Intergenerational/Library-wide programs

CONTENT MARKETING

Content marketing can raise awareness of the services and resources we provide by sharing information or telling a story. Examples include:

- Patron success stories
- Tutorials of eLibrary resources
- Statistics to show impact
- Explaining how a resource or service can help in a specific situation
- Keeping our name and organization top of mind regarding topics that pertain to our mission

The marketing department creates an annual content marketing schedule, selecting one service or resource to highlight each month. This service or resource is then promoted through appropriate marketing channels with related content marketing.

In addition, the marketing department utilizes content marketing regularly with:

- Social media
- Library News section of website
- Patron stories in the Guide
- Email newsletters

SPECIAL SITUATIONS

Sometimes, circumstances call for a specialized marketing and communication plan. These will be developed on a case-by-case basis. Examples of special situations might include:

- A construction project
- A large-scale organizational change at the Library
- A large change in services or resources provided