**Palatine Public Library District Marketing Plan** **2016-2017**

**Executive Summary:**

Palatine Public Library District serves approximately 90,000 residents predominantly within the communities of Palatine and Hoffman Estates. At the Main Library and our two Branches we provide over 300,000 print and digital titles that include; books, magazines, ebooks, audiobooks, CDs, and DVDs. In addition to traditional materials, we also provide laptops and computers, tablets, cameras, projectors, and video cameras for check-out. Our Digital Media Center offers resources to create, design, and edit using iMacs with Adobe Creative Cloud, and music and video editing software. Yearly visits average around 530,000 people through our doors. Of these visits, approximately 87,000 log-in to computers. We have assisted with 83,000 reference questions in the last fiscal year and provide 24/7 access online. Plans are currently underway to update our website, with a strong focus on user experience.

Visitors represent a broad range of needs and behaviors as they interact at the Library. Some will borrow just movies and music, while others heavily rely upon our holds service to reserve materials that are popular. Families enjoy the Early Literacy Area, daily storytimes, and the multiple children and family programs that are offered monthly. Adult programs on historical events, cooking, and how-to topics are very popular with the 50+ age group. Residents in their 20’s and 30’s do not come to the Library for programs or events, but may come in to utilize the study rooms, Digital Media Center, or computers.

Palatine Library has a strong brand and voice in the community. We are known as welcoming, friendly, and trustworthy with a growing technology base. Currently, marketing efforts are targeted to a very broad audience. While efforts to get the word-out about our collections, services, and programs to everyone can be difficult, communications are clear, consistent, and timely. Typically, our promotional materials include posters, flyers, brochures, press releases, social media channels, and website content. The Library is also represented out in the community by participating in the Farmers’ Market, Park District Events, the Palatine Chamber of Commerce, and other local organizations.

The Newsletter, sent to approximately 36,000 homes, is distributed four times a year. This publication includes programs for all ages, instructional and computer classes, general information, news about the Library, and special events. Patrons report that the Newsletter is their primary source for finding out about our programs. We have a strong social media presence with over 2200 likes on Facebook, 2300 followers on Twitter, and 840 followers on Instagram.

**Library Mission Statement:**

The Palatine Public Library District:  
Your Destination for Knowledge, Entertainment, and Community

The Library:

* Welcomes everyone
* Enriches your life through events, services, materials, and technology
* Offers opportunities for quiet study, creative fun, and connecting with others
* Provides an excellent library experience
* Supports your right to read, to view, to access information
* Operates with integrity and fiscal responsibility

Palatine Library places a strong emphasis on excellent customer service and the connections that visitors experience when visiting any of our locations. By examining our strengths and looking at our opportunities, we can begin to work toward tying these two areas together to make improvements. Staff continue to research opportunities to partner with other local organizations and provide programs in other venues within our community.

The Library must discover which policies may prohibit our visitors from enjoying an excellent customer service experience. The Library needs to focus on continuous improvements to policies that aim to place customer service first.

One of the largest threats to continuous improvement is the budgetary restrictions based upon the tax cap in our community. The Library is working to educate the public about our working budget and how much value we offer to the community, despite this challenge.

**Marketing Statement:**

Marketing Library services and resources is more crucial than ever with competition from growing technology that enables users to have instant access online to content they need. It is essential to position ourselves in our community as a trusted source of information, a welcoming place to study or hang-out with others, and a resource for educational and fun programming.

Sharing positive stories about patrons’ experiences is an important step to improve the perceived value and awareness of the Library as a trusted source for community engagement.

Creating messages about library advocacy will further underscore the message that we are an essential part of this community.

**Goal # 1:**

Increase Library cardholders

**Objective:** increase cardholders over the next fiscal year by participating in outreach events and creating incentives

**Target Audience:** District-wide**,** all ages

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| **Strategy** | **Tactic** | **Timeline** | **Who** |
| Celebrate National Library Card Sign-up month | Newsletter Feature  Incentive giveaway for new cardholders: tape measure, cleaning cloth, chip clip, or animal bookmark  Thank-you giveaway for current cardholders: pens at Circulation desk | July 2016  Sept 2016 | Comms/Mktng Dept  Circ Dept |
| Show Your Card Promotion to increase awareness of added value of having a Library card | Solicit local businesses to participate in promotion  Newsletter Feature: promote savings to patrons that show their library card at local businesses and list participating businesses  Posters and brochures  Banner in lobby  Posters at participating businesses | July 2106 prep  Sept 2016 | Comms/Mktng Dept |
| Use Social Media to promote Show Your Card | Video or photograph visits to participating businesses showing the discount available with Library card – consider posting weekly | Sept 2016 | Comms/Mktng Dept |
| Participate in Community Events to promote getting a Library card | Farmer’s Market Attendance  School Visits/Open House Nights  Rand Branch Staff at POC Events | Sept 2016  Ongoing | Comms/Mktng Dept  PMD Dept  All Staff, Friends, Board to volunteer |
| Outreach to Schools that focus on programs and services relevant to schools and school-age children | Monthly email to local teachers  E-flyers to online District website  Regularly scheduled school visits to promote events, reading programs. Provide entertaining/interactive games to engage students at table.  Create Outreach Kit | 2016-2017 school year - ongoing | PMD Dept, Circ  Comms/Mktng Dept |
| National Library Week | Check for ALA theme: Libraries Transform  Use photo of staff for Cover photo  Director write Library Advocacy article for Spring newsletter | April 2017 | Comms/Mktng Dept  Circulation Dept |

**Budget:**

* National Library Card month: $2530 on incentive give-aways (pens, chip-clips).   
  Used up supplies from past years. Left-overs were used as prizes for other promotions (Survey, school outreach, Chamber Expo).
* Show Your Card: provided by in-house printing for brochures and posters.

**Evaluation:**

During National Library Card Sign-up 461 new library cards were issues. The give-aways for new cardholders and regular patrons was well-received.

Show Your Card incentive was successful. We had 37 local area businesses participate by offering a discount on products/services when people showed their library card. Patrons seemed enthusiastic and print copies of the brochure were popular. Businesses reported that various degrees of participation.

Interactions at Farmer’s Market, schools, and other outreach events were successful. Staff made connections with people, handed out print materials, answered questions about the Library, filled out applications for Library cards, and promoted events.

**Recommended Action:**

Continue to promote National Library Card Sign-up in September.

Continue Show Your Card incentive. Consider what opportunities there are for future promotions using social media.

Outreach at schools and local community events has been increasing. Staff should continue to participate in these kinds of events to promote getting a Library card, and to make connections with other organizations in the community.

**Goal # 2:**

**Goal # 2:** Implement Community Survey to gain insight into patrons needs and wants

**Objective:** Receive at least 2000 submissions from library users and non-users

**Target Audience:** All ages, Library users and non-users

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| **Strategy** | **Tactic** | **Timeline** | **Who** |
| Steering Committee | Create group to research, plan, administer, and evaluate survey  Gather and review other library surveys. Review Evanston Public Library survey and results as a template. | June thru October 2016 | Anthony, Andrea, Kiel, Brian, Rosalie |
| Creation of Survey | Version for Library user and one for non-user  Survey Monkey Digital version  Share with Management Team for feedback. MT get feedback from their family/friends.  Printed in English and Spanish  Print copies: 2 versions – English User/Non-user front and back – Spanish User/Non-user front and back | July – Aug 2016 | Anthony, Andrea, Kiel, Brian, Rosalie  Management Team |
| Print Promotion | Announce Survey in Fall newsletter  Display on 1st floor, bottom of stairs with print copies and iPad  Posters at SVC desks, elevators  Small flyers with URL | Aug - Sept 2016 | Comms/Mktng Dept |
| Email Campaign | Send survey link to users/non-users emails  NextReads email list  Create tracking system to record how well this works  Monthly email to expired cardholders | Aug - Sept 2016  November 2016 and ongoing | Kiel  Circ Dept |
| Outreach Opportunities | Attend Village of Palatine Streetfest to launch Survey: giveaways, signage, talking points to staff  Attend Farmer’s Market | Aug 27-28  Sept 3 | Management Team  Board |
| Staff Promotion:  Word-of-Mouth | Provide training and talking-points for staff  Announce before every program/table outside of rooms  Staff encouraged to promote survey to family, friends, and neighbors – share on social | Aug - Sept 2016 | Steering Committee  All Staff |

**Budget:**

* Printing costs for Survey are part of regular Library supplies.
* Purchased giveaways limited to $500 budget. Also, using stock items: pencils, cleaning wipes, chip clips, animal bookmarks.
* iPad for winner: $500
* Mail Chimp subscription for email campaign: $250 for 40K addresses
* Streetfest Booth: $150 for tent and table

**Evaluation:**

Track where respondents access survey using Survey Monkey analytics. Plan Volunteers to record print copies to digital format. Review results as soon as possible in October. Administration to write summary based on findings. Brief summary included in December 2016 – February 2017 newsletter.

Full summary to be posted on website early 2017.

We received an extraordinary response of over 6000 completed surveys, greatly surpassing our expectations. Due in large part to the email portion, which garnered over 4000 submissions.

**Recommended Action:**

Due to the extraordinary response with the survey, Administration has decided to contract out for a complete summary and report of our findings. To be completed in April 2017.

**Goal # 3:**

Promote the Library’s growing Digital Collection including: ebooks, eAudiobooks, video, music, eMagazines, and eNewspapers

**Objective:** Increase awareness and usage of Digital Collection

**Target Audience:** Teens and Adults, particularly target commuters

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| **Strategy** | **Tactic** | **Timeline** | **Who** |
| Social Media | Create targeted facebook ads to commuters (train station as a location)  Feature hoopla during holidays: Halloween, Christmas | Ongoing | Comms/Mktng Dept |
| Email Promotion | Targeted emails to 3M, hoopla, and OverDrive users:  with specific messages | November 2016 and ongoing | Kiel, Circ Dept |
| Staff Promotion:  Word-of-Mouth | Promote a particular service once per quarter  Consider a staff button “Ask me about\_\_\_” | Jan/Feb 2017 | Comms/Mktng Dept  All Staff |
| Print Promotions | Ensure that handouts are concise and easily understood. Place at service desks and around the library. | Ongoing | Comms/Mktng Dept |
| Newsletter | Feature article on Digital Collection  Regularly highlight Digital Collection in each newsletter | Dec-Feb 16/17  ongoing | Comms/Mktng Dept |

**Budget:**

* Consider $10 – 25 paid ads on facebook
* Email promotions are part of paid subscription to MailChimp
* Handouts and newsletter come out of regular spending for Communications & Marketing Dept.

**Evaluation:**

Strategies to promote the digital collection are mostly ongoing and may be difficult to evaluate. Staff report that some users still have questions on how to access this collection. We know that using OverDrive can be confusing for some, however, recent upgrades should help patrons have an easier experience with the platform. Hand-outs and flyers are regularly evaluated for readability and accuracy.

Email to patrons regarding the discontinuation of 3M was an effective means of communication. The transition to OverDrive was smooth with very little comment from patrons.

**Recommended Action:**

Continue to create targeted social media ads and record statistics of reach and impact on usage.

Further consideration of ideas to promote our digital collection to non-users is a necessary step. The Community Survey revealed that much of our digital collection is unknown to this group. We need to look for ways to connect with this group and demonstrate the value and convenience of what we provide.

**Goal # 4:**

Increase Outreach Opportunities and connections within Library District

**Objective:** Continue and improve outreach opportunities within our District and surrounding areas to build relationships and advocacy for the Library

**Target Audience:** Local Governmental Organizations, School Districts, Local Businesses

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| **Strategy** | **Tactic** | **Timeline** | **Who** |
| Participate in local business organizations | Chamber of Commerce  Women in Business  Partners for Our Community  Rotary Club, Palatine Jaycees, etc.. | Ongoing | ISD Dept  Admin  Branch staff |
| Branded materials | Create Outreach Kit to be used at school visits, Farmer’s Market, and other events in the community | Spring 2017 | Comms/Mktng Dept |
| Partner for Programs | Continue participation in programs with Palatine Park District, Salt Creek Park District, and local businesses | Ongoing | PMD Dept  ISD Dept |
| Sponsorship Opportunities | Solicit support for Show Your Card, Summer/Winter Reading programs  Create master list of partners to track activities and assist departments to work together | Spring 2017 - ongoing | Comms/Mktng Dept |

**Budget:**

* Branded giveaways purchased out of Communications & Marketing budget.

**Evaluation:**

Staff continue to participate in local organizations that serve our community. We regularly attend the Chamber of Commerce meetings to promote Library activities and services. This is also an opportunity to strengthen partnership opportunities and gain support for Library initiatives like Show Your Card and both our Reading Programs.

**Recommended Action:**

Saying “yes,” to as many outreach events as we can will increase our connection with other organizations in the community. In some cases, staffing limitations may decrease our ability to be as involved as we would like to be.

More communication with departments and staff could increase awareness and enthusiasm for local events in our community.

**Goal # 5:**

Celebrate Cultural Diversity in our Community

**Objective:** Highlight the cultures of India and South Asia to help reflect our local community

**Target Audience:** Adult program attendees, families, and those of South Asian heritage

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| **Strategy** | **Tactic** | **Timeline** | **Who** |
| Research Demographics | Program Committee to discuss and review relevant demographics and determine which culture to highlight and create programming and celebration | 2nd Quarter | PMD, ISD, Comms/Mktng, Admin |
| Programming | Create relevant, entertaining, and educational programs about India and South Asia for Spring 2017 | 2nd Quarter | PMD, ISD, Comms/Mktng, Admin |
| Print Promotion | Spring Newsletter – March – May 2017  Posters, flyers: send to local churches, organizations, partners, and schools to expand outreach | Copy Due 12/22  Feb – March | PMD, ISD, Comms/Mktng, Admin |
| Social Media | Create facebook ads that target by age and location: train station  Create events on facebook to promote via partners | April – May | Comms/Mktng |
| Email promotion | Consider sending out email communication with list of programs for adults and children’s programs | April – May | Comms/Mktng |
| Word-of-Mouth | Staff to spread the word to patrons and community connections about upcoming cultural events | March – May | All Staff |

**Budget:**

* Program budget shared by PMD and ISD as usual
* Friends sponsored the Music program at Cutting Hall
* Interfaith Discussion partner event at Sikh Gurdwara was sponsored by the Sikh Religious Society
* Facebook ads: $25 - 50

**Evaluation:**

**Recommended Action:**