

Summer Library Programs 2021



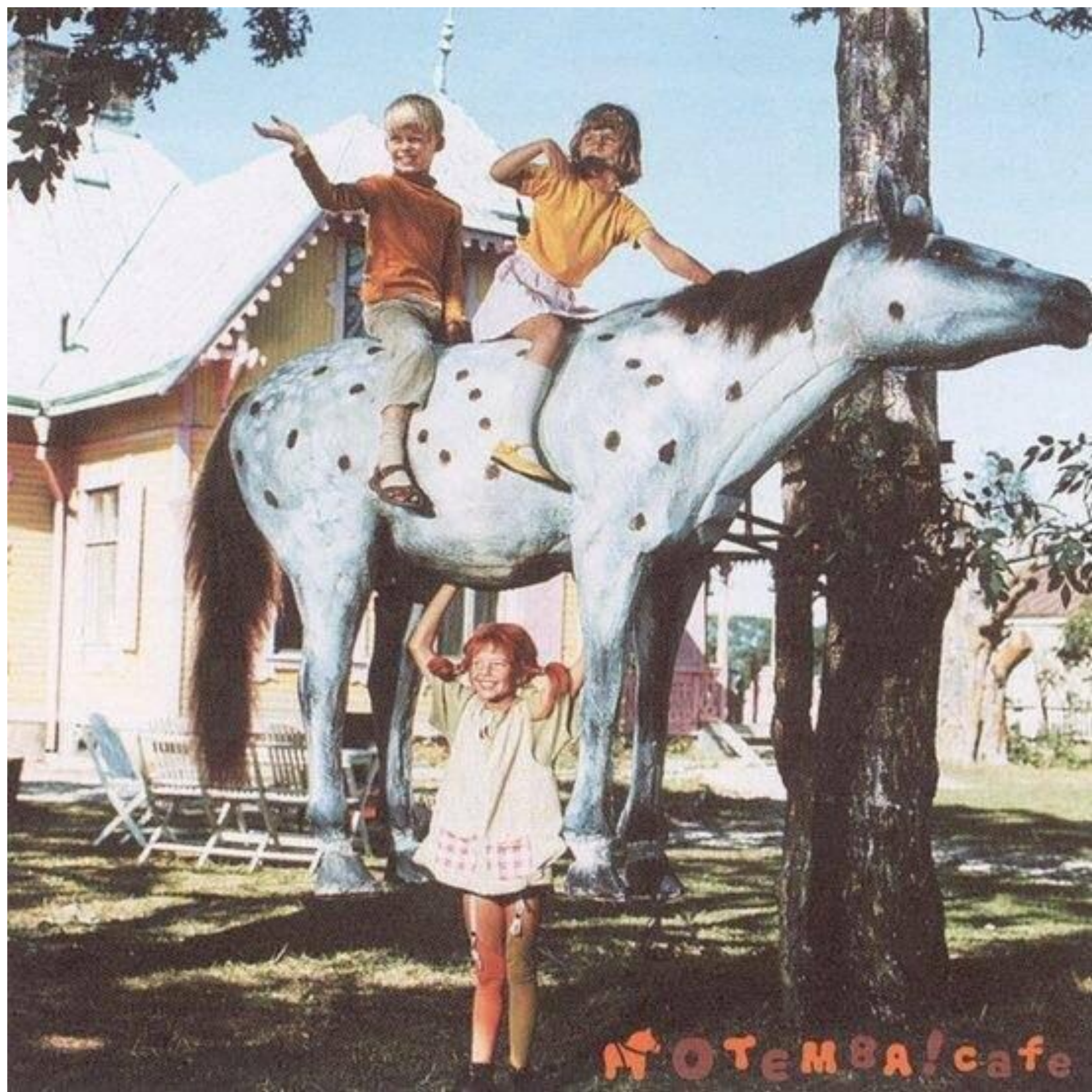
Make a marketing plan

What is marketing?

Marketing is the process of understanding your audiences, and intentionally communicating to build and maintain relationships with them.

Good marketing will:

- Connect
- Engage
- Inspire





Define your goals

- Keep it simple, 3-5 goals to start. Only have one goal? That's just fine.
Like to brainstorm? Go for it.

Define your goals

- Now, let's make them SMART:

Specific

Measurable

Attainable

Relevant

Timebound

Now make them SMART

Goal 1

1. → Make it specific
2. → Make it measurable
3. → Make it attainable
4. → Make it relevant
5. → Make it timebound

Goal 2

1. → Make it specific
2. → Make it measurable
3. → Make it attainable

Understand your audience.





Most libraries already do some segmenting: adult, teen, kids



For each segment, make a list of some of the specific people that you love to have at your program. This can be a long list!



What do they have in common? Do you notice groups or patterns? Who's missing?



Identify audience segments that make sense you're your library and program. Creating personas can help you think from your audience's perspective.



What does their day look like? What are their concerns and challenges?



How could you solve a problem for them?



Craft your message

There's a little art to it. Make sure you:

- Put your audience first.
- Make it **Actionable**.
- Let your library personality shine.
- Create a conversation.
- Customize your message to your audience segment.
- Create a consistent message.

Craft your message



You don't have to explain everything.

Craft your message: CRAM

Connect to things your audience cares about; such as making a difference, being part of a community, feeling good about themselves, feeling heard, etc.

Reward people for taking action, both emotionally and tangibly. The most effective rewards are immediate, personal, credible, and reflective of your audience's values.

Action that is specific, easy to do, and offers an immediate sense of gratification.

Memorable campaigns are unique, catchy, personal, tangible, desirable, and closely tied to your library.

(Don't worry if you don't tick all the boxes.)

Some examples.

From my point of view	From their point of view
Summer reading programs promote literacy.	How can I be a better parent?
Summer reading program is fun!	Find out how chameleon eyeballs work.
Our outdoor programs get you away from the screen.	I. Am. So. Bored.
We've scheduled 7 library programs this year.	What can I do with my grandkids when they visit?

Plan it, do it.

Use the insights you've discovered and your **targeted** messages to **engage** your audience and reach your **goals**.

Don't try to do everything.

Do try one new thing.

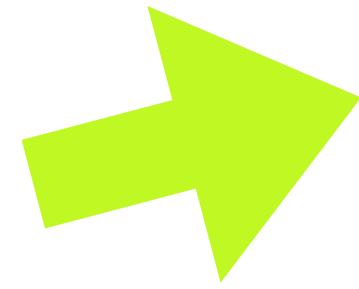
Meet your audience where they are.

Very specific action steps.

Plan it, do it.

Online

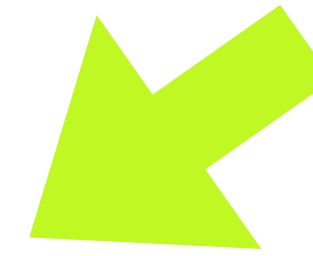
E-letter
Social media
Email
Storytime videos
Online community calendars



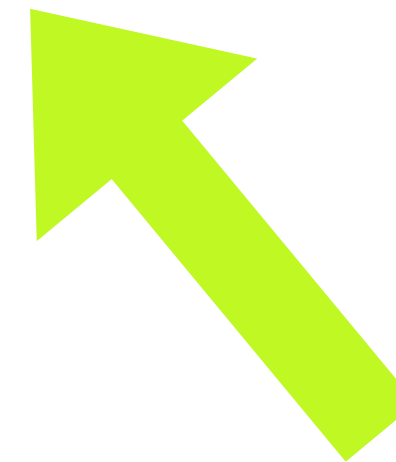
Make sure **every communication** has a **call to action** and a way to **contact you**.

Offline

Flyers and posters
Postcards
Newspaper articles/ads
StoryWalks
Campgrounds



Amplify your reach by asking **community partners** to help you spread the news and encouraging library fans to **share**.



Plan it, do it.

Facebook best practices

- post once a day
- design for phones
- short: don't explain, instead engage with a call to action
- actionable
- drive people to your website
- use events
- timing: post 2 weeks before the event (Eventbrite) and again a few days before the event
- start with a big splash
- don't reinvent the wheel

Don't explain. Engage.



- Link titles with **more than 100 characters** are cut off on **Facebook Business Pages**. (68 characters)
- 40-character Facebook posts receive **86% more engagement** over others.
- 80-character Facebook posts receive **66% more engagement** over others.
- Facebook posts asking questions between **100 to 119 characters** drive more engagement.

Analyze and record

How to find out where people found out about
your library program?

Ask Them!

Add an ask to virtual and in-person registration, ask at
events, ask on the phone.

(This might be the most important slide in this presentation.)

Analyze and record

Track things you can quantify and build on. Some examples:

- Facebook engagement

- Website program page links

- E-letter clicks

- Phone calls

- Walk-ins

- # of bag stuffers and dates you distributed

Resources

Google planning calendar (IFLS): https://docs.google.com/spreadsheets/d/1G7ycZ2obYaRSHqj1h-LtoUPnDU1JdMZbhiWy_bSPmaU/template/preview

Marketing Plan Template (IFLS): https://indianhead.sharepoint.com/:w:/r/_layouts/15/Doc.aspx?sourcedoc=%7B72788655-85AB-461F-9FB0-F36569521996%7D&file=2021%20marketing%20plan.dotx&action=default&mobileredirect=true

Hootsuite marketing trends 2021 report: <https://www.hootsuite.com/research/social-trends>

Don't like mine? Looking for more? Try the template that WVLS and South Central developed based on Kathy Dempsey's book <https://www.hootsuite.com/research/social-trends>: Google planning calendar: https://docs.google.com/spreadsheets/d/1G7ycZ2obYaRSHqj1h-LtoUPnDU1JdMZbhiWy_bSPmaU/template/preview

Homework:

Create your marketing plan

Start to populate your marketing tracker

Thank you.