

MORE WITH LESS

EFFECTIVE SMALL PUBLIC LIBRARY MARKETING



NEWPORT
PUBLIC
LIBRARY



Alice MacGougan

Outreach Librarian

Katie Bowler

Library Assistant

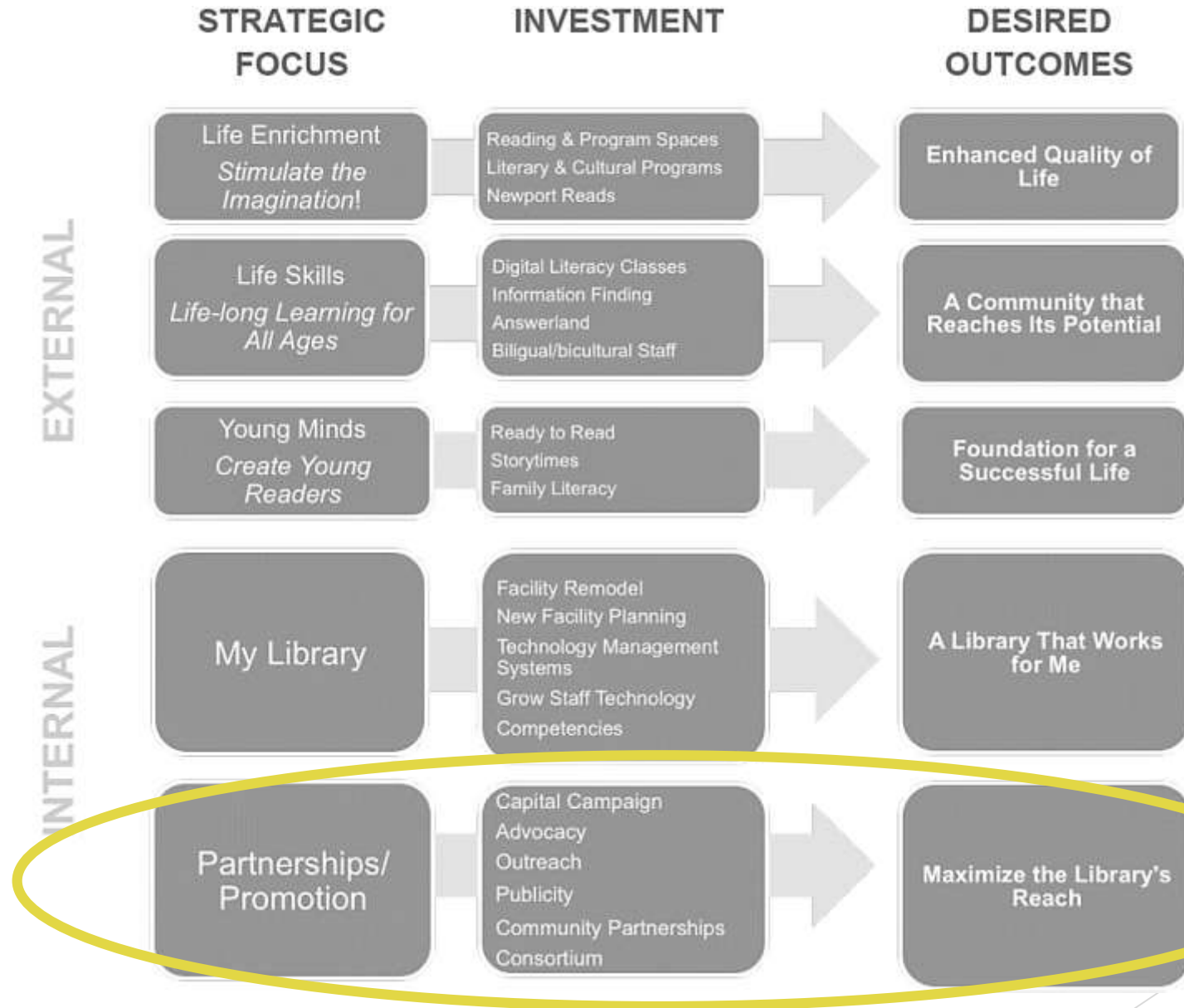
- ▶ Banners
- ▶ Billboards
- ▶ Brochures
- ▶ Business cards
- ▶ Contests
- ▶ Email
- ▶ Flyers
- ▶ Media releases
- ▶ Networking

- ▶ Newspaper articles
- ▶ Postcards
- ▶ Posters
- ▶ Public speaking
- ▶ Radio ads
- ▶ Social Media
- ▶ Signs
- ▶ Special events
- ▶ Website
- ▶ Window display
- ▶ Word-of-mouth

OBJECTIVES

- ▶ Simple Marketing Plan
- ▶ Style Guide

STRATEGIC PLAN

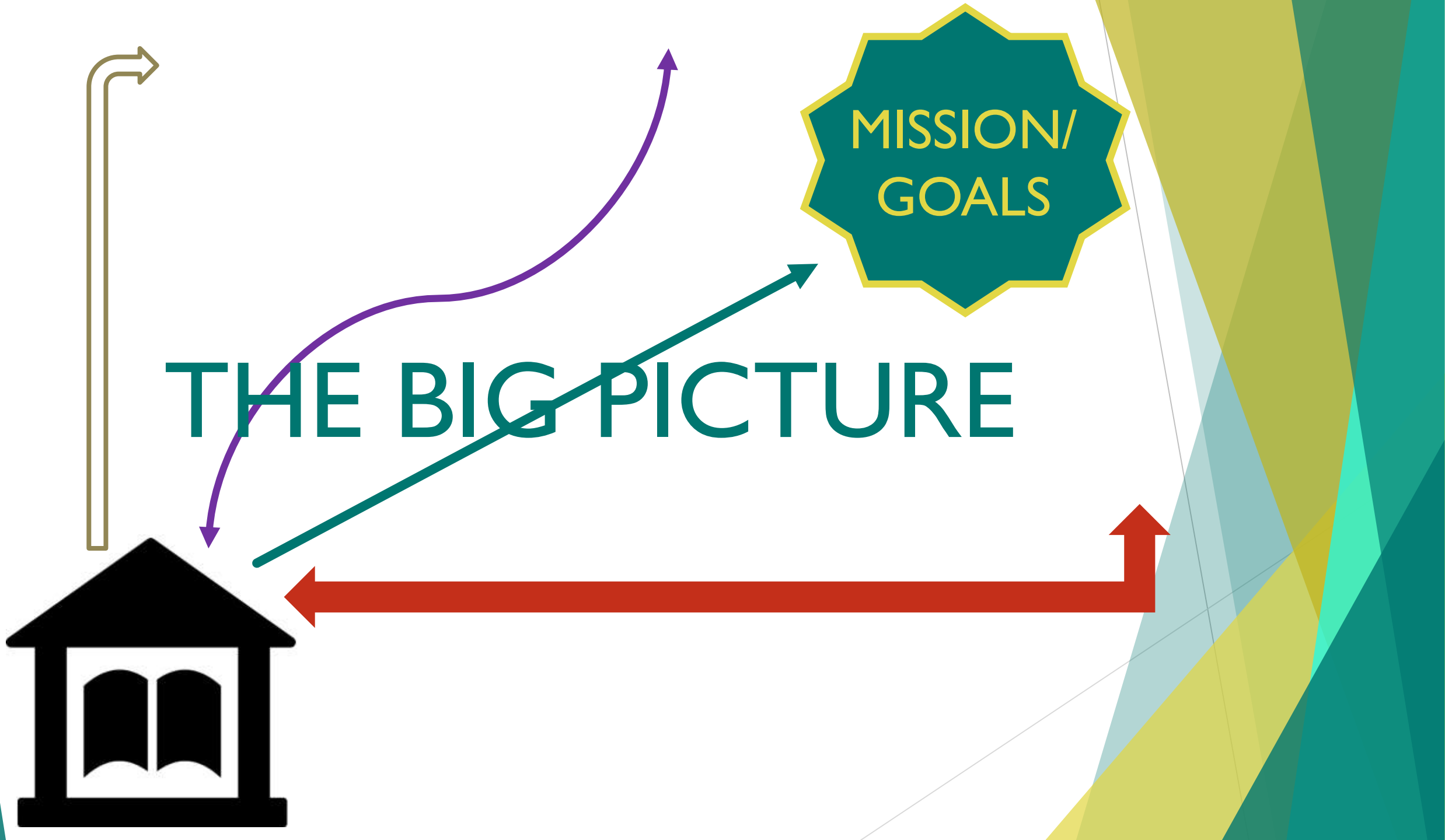


```
graph LR; A[Partnerships/Promotion] --> B[Capital Campaign  
Advocacy  
Outreach  
Publicity  
Community Partnerships  
Consortium]; B --> C[Maximize the Library's Reach];
```

Partnerships/
Promotion

Capital Campaign
Advocacy
Outreach
Publicity
Community Partnerships
Consortium

**Maximize the Library's
Reach**



MARKETING PLAN

A marketing plan will allow you to:

- ▶ Identify holes in your current methods
- ▶ Outline what you want to accomplish vis-à-vis your library's mission, vision, and objectives
- ▶ Track your progress

MARKETING PLAN

Generally contains:

- ▶ Executive summary
- ▶ Mission and vision statements
- ▶ Objectives
- ▶ Community and Library profiles
- ▶ Current marketing practices
- ▶ Target audiences
- ▶ Goals
- ▶ Strategies and evaluation

MARKETING PLAN

EXECUTIVE SUMMARY

- ▶ Presents a summary of the proposed plan
 - ▶ *This plan will provide guidance to Newport Public Library staff in their work to market the Library's resources, programs and services to their fullest extent. The information used to create this plan derives in large part from the Library's Strategic Plan (completed in March 2014) and U.S. Census information.*

MARKETING PLAN

MISSION AND VISION STATEMENTS

► ~~Mission Statement~~

- ~~Our purpose is to be a community that cares that stimulates the imagination, invites and enables education and the arts. Our vision is: A thriving community where quality of life prevails!~~

MARKETING PLAN

OBJECTIVES

► Goals of your organization

- *Respond and reach out to serve the current and evolving information needs of our diverse community.*
- *Create a sense of community by providing a welcoming, inviting, secure environment for our public and staff.*
- *Provide excellent customer service that is both timely and confidential.*
- *Develop a well-trained, knowledgeable, courteous and professional staff.*
- *Communicate with our public and staff to ensure vital, relevant and effective library services.*

MARKETING PLAN

COMMUNITY PROFILE

- ▶ Statistical information about who you serve
 - ▶ *Newport is a city in Lincoln County, Oregon. Newport is the county seat of Lincoln County. It is also the home of the Oregon Coast Aquarium, Nye Beach, the Yaquina Head Lighthouse, the Hatfield Marine Science Center, and the NOAA Marine Operations Center – Pacific. According to the 2014 American Community Survey by the US Census, the median age of Newport residents is 44.5 years. 19% of residents are under 18, while 38.4% are 55 years and over. 11.8% identify as Hispanic or Latino. The median household income is \$41,724.*

MARKETING PLAN

LIBRARY PROFILE

► Relevant facts about your library

- *The Newport Public Library is a municipal library and department of the city of Newport, Oregon. The Library serves the residents of Newport and the surrounding unincorporated areas of Lincoln County. Nearly 75% of the 18,500 residents in NPL's service area have an active library card. Resources include: 84,000 physical items in circulation, 54,000 digital items available for download, 33 subscription databases, 3 meeting rooms, free wireless internet access, 16 public computers, 1 public copier/scanner, comfortable seating areas, and a welcoming Children's Room. Almost a quarter of a million people of every age visit NPL annually. NPL is a member of the Oceanbooks Consortium, which includes the Driftwood Library in Lincoln City and the Tillamook County Library. The cost per capita amounts to \$53 each year. In 2014, 70% of the voters of unincorporated areas of Lincoln County approved the renewal of the 5-year local tax option of 9¢ per \$1,000 assessed property value.*

MARKETING PLAN

CURRENT MARKETING PRACTICES

► What are you doing now?

- *There is no marketing plan in use at this time. The Library has accounts on a number of social media sites, including Facebook, Pinterest, YouTube, and Flickr. Promotion of Library programming takes place on the digital reader board by the Library's circulation desk, the Library website, local news media outlets, posters placed around town, and Facebook. Handouts are created for Toddlertime, Preschool Storytime, Literary Flicks, Reading Circle, and Summer Reading programs. Posters are created for adult programs and placed near the reference desk and on the reader board. Library staff also promote programming on outreach site visits.*

MARKETING PLAN

TARGET AUDIENCES

- ▶ Who do you want to reach?
 - ▶ *Citizens of Newport and surrounding unincorporated areas*
 - ▶ *Government and public officials*
 - ▶ *Educators and education administrators*
 - ▶ *Business leaders*
 - ▶ *Potential and existing Library volunteers and donors*

MARKETING PLAN

GOALS

- ▶ Set some concrete, measurable goals
 - ▶ *Create unified and consistent marketing materials*
 - ▶ *Increase traffic to the Library website*
 - ▶ *Increase awareness of Library resources, services and programs*

MARKETING PLAN

- ▶ **GOAL I:** *Create unified and consistent marketing materials*
 - ▶ **Strategies**
 - ▶ *Create a Marketing Committee*
 - ▶ *Create and implement a Style Guide*
 - ▶ **Evaluation**
 - ▶ *Compare new marketing materials against Style Guide and alter materials and/or Style Guide appropriately*

MARKETING PLAN

▶ GOAL 2: *Increase traffic to the Library website*

▶ Strategy

- ▶ *Work with the IT Department to redesign Library website according to user experience (UX) principles (i.e., discoverability, learnability, efficiency, system performance, delight)*

▶ Evaluation

- ▶ *Use Google Analytics to track usage*
- ▶ *Collect user feedback in focus groups*

MARKETING PLAN

▶ GOAL 3: *Increase awareness of Library resources and programs*

▶ Strategies

- ▶ *Increase online presence by creating Twitter and Instagram accounts*
- ▶ *Grow the number of followers on existing Facebook account and the new Twitter and Instagram accounts*
- ▶ *Create monthly email newsletter*
- ▶ *Continue to email program and resource press releases to local media outlets*
- ▶ *Continue to work with community partners to publicize events*

▶ Evaluation

- ▶ *Track follower and engagement stats on social media as well as continuing to track the Library's physical data (door counts, circulation stats, etc.)*

What Does A Style Guide Do For My Library, *Exactly?*

STYLE GUIDE

A Style Guide Makes Your Library's
Marketing Materials Look:

- ▶ Unified
- ▶ Consistent
- ▶ Professional



STYLE GUIDE

- ▶ Creates Brand Recognition
 - ▶ Applies your library's brand consistently across all media
 - ▶ Makes your colors, font, and logo recognizable on sight by your patrons
 - ▶ Doesn't make your patrons work to figure out what's what

BEFORE



Yikes!

- Unified?
- Consistent??
- Professional???

AFTER



STYLE GUIDE

- ▶ Get one person from each department for your Marketing Committee, preferably
 - ▶ Adult/Young Adult
 - ▶ Juvenile
 - ▶ A collection of interested staff
- ▶ You may need to tailor your style guide to your umbrella organization: city, county, district

STYLE GUIDE

LOGO

TAGLINE

COLORS

FONT

SIZE

CONCISE



Please
turn OFF your
cell phone!

NO CELL
PHONE USE IN
THE LIBRARY!

Thank you for your cooperation!

Library Director

Please do not
put carts in
front of this
door.
This is a fire
emergency
exit.

Do
Not
Enter

LIBRARY
STAFF ONLY
PLEASE

TAX
FORMS

Downstairs in
Reference

STYLE GUIDE

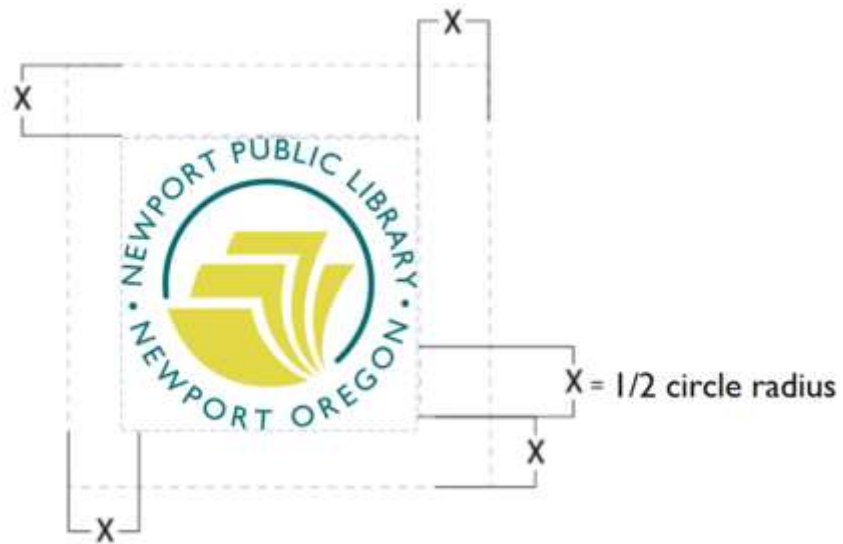
Newport Library:

- ▶ 4 colors (plus charcoal, black, and white)
- ▶ 1 font
- ▶ Several logos (color; black & white)
- ▶ Tagline



LOGOS

Any one of these logos must appear on all library material.



STYLE GUIDE

LOGO

Your logo should be:

- ▶ Inspired by your library and its location
- ▶ Easily recognizable
- ▶ Usable in color or black and white



STYLE GUIDE

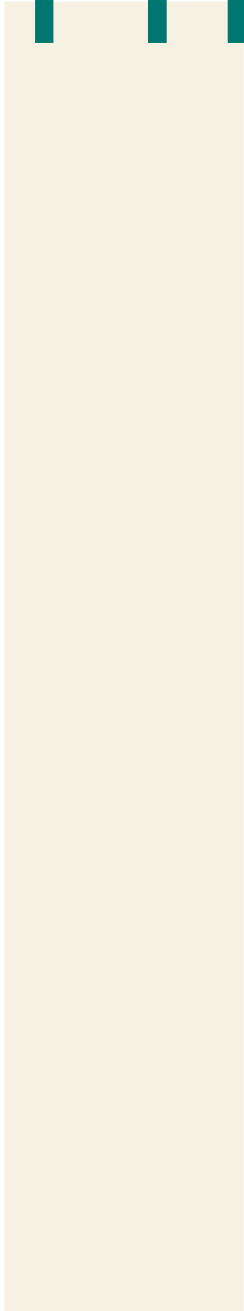
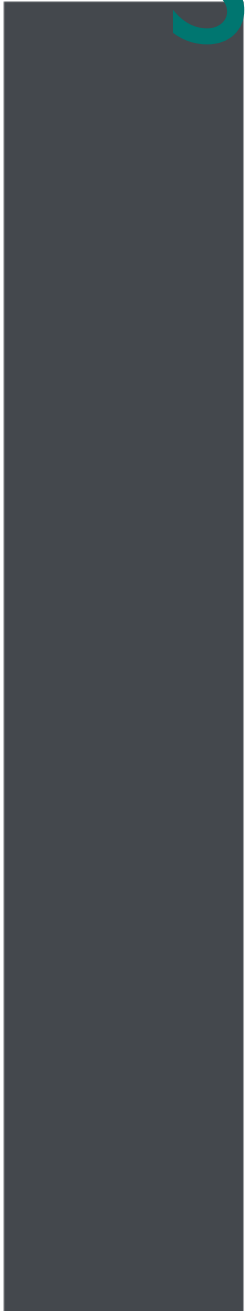
TAGLINE

Think about your library's:

- ▶ Mission Statement and Goals
- ▶ Service Population

Newport's: **Learn·Discover·Connect**

STYLE GUIDE



PLEASE KEEP
THE DOOR
CLOSED!!!
THANK YOU!!!

Please don't use
Comic Sans—we
are a Fortune 500
Company, not a
Lemonade Stand.

STYLE GUIDE

SIZE

- ▶ Go big or go home on the font size on your materials!
- ▶ Think of all your patrons who struggle with poor eyesight

STYLE GUIDE

CONCISE

VS



BEFORE

Storytime!



This way
I say!

Friday 1:00
McEntee Meeting Room

Celebrating Authors born in March.
Including Dr. Seuss, Ezra Jack Keats, and Mem Fox

AFTER

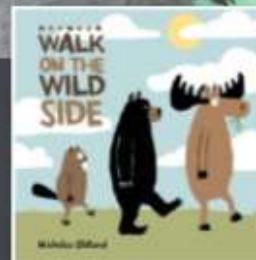
Newport Public
Library presents

Trail Tales

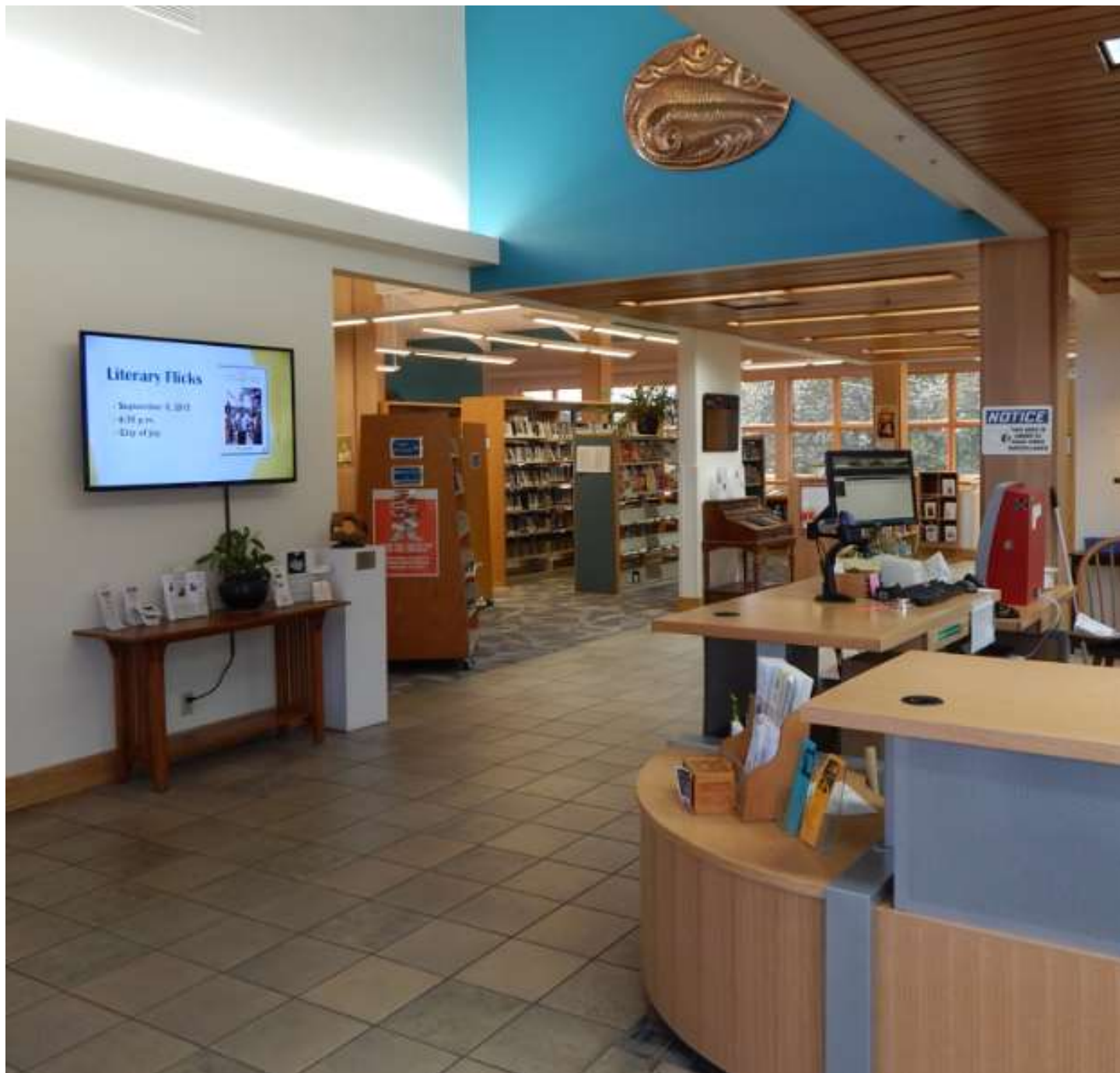
Enjoy a story and a hike!

June-August
2016

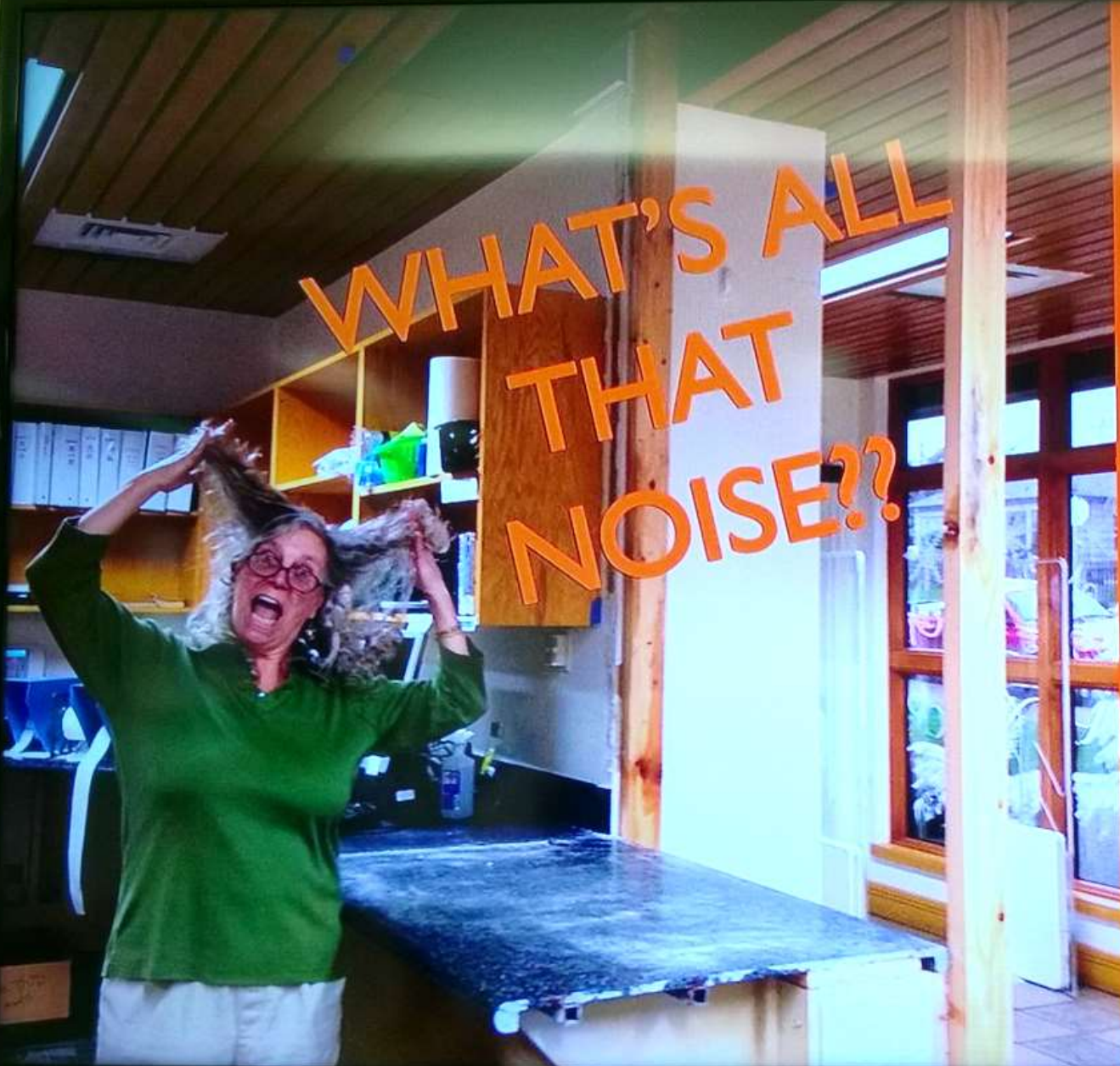
Picture books set up
along Mike Miller Park
Trail, and Ocean to Bay
Trail (Big Creek Park)











WHAT'S ALL
THAT
NOISE??

Please excuse all the
noise! We've started
remodeling upstairs
to make our
circulation space
more efficient and
to create the
NEW TEEN ROOM!



NEWPORT
PUBLIC
LIBRARY

STORYTIME (PRESCHOOL)

STORY time

for children ages 3 to 6
and their families.
Tuesdays (Bilingual) at 7:00 p.m.
Fridays at 1:00 p.m.

March

1 & 4 Cities
8 & 11 Dinos
15 & 18 Green Things
22 & 25 Springtime
29 & 4/1 Head to Toe

April

3 & 8 Caterpillars
12 & 15 Take Apart
19 & 22 Gators
26 & 29 Fast/Slow

May

3 & 6 Moms & Dads
10 & 13 Ew Gross
17 & 20 Flowers & Showers
24 & 27 Sleepover

STORYTIME (TODDLER)

STORY time

Toddlers
(ages 1 & 2)
and their parents or caregivers.
Tuesdays & Thursdays
at 10:30 a.m.

March

1 & 3 1, 2, 3
8 & 10 Puppies
15 & 17 Birds
22 & 24 Splash
29 & 31 Colors

April

3 & 7 Blue Things
12 & 14 What Do Told Mom
19 & 21 Babies
26 & 28 Bears

May

3 & 5 Head to Toe
10 & 12 Let's Go
17 & 19 Let's Read
24 & 26 Oh, Oh
31 & 6/2 Clothes

LITERARY FLICKS

Literary Flicks

at the
Newport Public Library
Shown on the 2nd Tuesday of each
month @ 6:30 p.m.



March 8, 2016
Little Big Man

April 12, 2016
The Hound of
the Baskervilles



May 10, 2016
Nicholas
Nickleby

READING CIRCLE

Newport Public Library Reading Circle

Meets Tuesday, 12:00 in the
McEntee Meeting Room



March 8, 2016
The Story of Desire
by Michael Pollen

April 12, 2016
Circling the Sun
by Paula McLain



May 10, 2016
The Wasted Vigil



June 14, 2016
City of Thieves
by David Benioff



COMPUTER CLASSES (FREE!)

COMPUTER CLASSES

Friday - April 8

9:00 a.m. - Beginning Excel
10:00 a.m. - Intermediate Excel

Friday - April 15

9:00 a.m. - Beginning Publisher
10:00 a.m. - I Didn't Know You Could
Do That! Selected Virtual Library Offerings.

Friday - April 29

9:00 a.m. - Finding the Right Fitness
Tracker
10:00 a.m. - Twitter

Class size is limited;
please make a reservation
at the reference desk or call
541-265-2153.

Book a Librarian

If you would like one-on-one training, you can
call us at 541-265-2153 to make an appointment
with a librarian.

NEWPORT PUBLIC LIBRARY
ART COLLECTION



BIBLIOTECA
PÚBLICA
DE NEWPORT

35 North
Newport

Newport Public Library
Reading Circle

Meets Tuesday, 12:00 in the
McEntee Meeting Room



March 8, 2016
The Botany of Desire
by Michael Pollen

April 12, 2016
Circling the Sun
by Paula McLain



May 10, 2016
The Wasted Vigil
by Nadeem Aslam

June 14, 2016
City of Thieves
by David Benioff



Newport Public Library on 35 NW Nye St



NEWPORT
PUBLIC
LIBRARY



35 NW Nye Street
Newport, Oregon
www.newportlibrary.org

Be patient...

- ▶ Listen
- ▶ have g
- ▶ perspe
- ▶ Make
- ▶ with a

MAGAZINE DONATIONS FOR NEWPORT LIBRARY'S OUTREACH PROGRAMS



Please, nothing older than 3 months

ns. They
h
ideas.
erials
in a day)

RESOURCES

Blogs

[The Library Marketing Toolkit](#)

[The M Word](#)

Facebook Groups

[Libraries and Social Media](#)

[Shareable Clique](#)

Image Sources

[Compflight](#)

[Creative Commons](#)

[Morguefile](#)

Marketing Plan Templates

[Marketing Plan Workbook](#)

[Blueprint for Your Library Marketing Plan](#)

Free Tools

[American FactFinder](#)

[Coolors](#)

[Hootsuite](#)