Marketing Plan
Lawrenceburg Public Library District

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Executive Summary

The success of our library district is dependent on engagement with the community. With the latest shift to a digital world, it is important for our library to keep up with the change and provide quality Internet access to the community. The Lawrenceburg Public Library District offers free Internet access and a variety of free online resources to the community. The services and resources allow the community to enrich their lives through the pursuit of education and leisure. It is the goal of this marketing plan to increase the use of the library's Internet services, online resources, and social media sites. It is also important for the community to be aware of our ever changing online presence and increased resource access.

This marketing plan aims to educate the public about our online services, increase website traffic, increase social media attention, and become a spot the community can rely on for Internet access. Completing three main goals will increase the possibility of success for this marketing plan:

1. Increase usage and knowledge of free Wi-Fi and computer services.
2. Increase usage of the library
3. Increase online resource usage

Implementation a set of actions and plans in 2017 will allow us to achieve our three goals. Success will be measured using quarterly and yearly statistics for Internet usage, door count, traffic to the homepage, traffic to online resources, and increase in social media follows/ likes. Ultimately, success of the plan will ensure the community becomes educated about the opportunities the Lawrenceburg Public Library District can provide to them within our buildings and online.

Lawrenceburg Public Library.
Photo courtesy of: www.eaglecountryonline.com

Lawrenceburg Public Library District Opportunities

Mission

To provide our community with equal access to resources – for life.

Vision

Our facilities are safe, welcoming, and attractive and provide adequate space for all ages. We are the center of our community, promoting a learning environment for the exchange of ideas.

As a resource center, the library satisfies the needs of the community through the best services, high quality collections, current technology, and cultural and recreational programming.

We value community input and establish collaborative relationships with outside organizations to maximize our resources and services. Meeting room space for diverse community groups and organizations furthers the library's mission and enriches lives and encourages self-education.

Dedicated employees provide the level of service expected by our customers. We are an organization with a passion for reaching out to inspire and to serve the community. Our highly trained staff is instrumental in providing knowledgeable, courteous and respectful service to all, while anticipating and adapting to the changing needs of the community.

The library provides our customers with opportunities for lifelong learning and personal enrichment and supports intellectual freedom while respecting privacy. The library is a source of community pride.

The key to progress is the continuous evaluation and improvement of our organization.

LPLD and Opportunity

The Lawrenceburg Public Library District (LPLD) offers a variety of resources to 32,807 residents in Indiana. The district serves the townships of Harrison, Jackson, Kelso, Lawrenceburg, Logan, Miller, and York. The LPLD serves its population with a main located in downtown Lawrenceburg, Indiana and a branch located on North Dearborn Road in West Harrison, Indiana. Additionally, the district offers Outreach deliveries and programs to senior citizen facilities and homebound patrons. The LPLD is led by a Board of Trustees and operated by 32 employees including Barbra Bonney as Director. The district works with a total budget of about $1.9 million.

In 2015, a total of 30,660 logins were registered through the public access computers. Additionally, 14,417 unique users utilized the free Wi-Fi provided within the buildings of the district. These numbers have practically doubled what they were five years ago and

continue to climb each quarter. With the increase in Internet usage, an opportunity has presented itself to the Lawrenceburg Public Library District.

The drastic increase in Internet usage within the Lawrenceburg Public Library District indicates that Internet access is vital to the community. Latest census data of Lawrenceburg, Indiana indicates that the poverty rate in the city of Lawrenceburg is higher than the national average (17.1% vs. 13.5%). With higher poverty rates within the immediate vicinity of the main library, where 85% of usage originates, it is clear that Internet access is needed by the community. Low-income families may not be able to afford in-home Internet access. Therefore, they rely on community centers, such as the library, to provide Internet access. This access is allows them to connect with family and friends, access email, access online homework help, and also access online job searches.

The Lawrenceburg Public Library District statistics demonstrate Internet access is being provided to the community and is being used by the community, but there is a unique opportunity for the Lawrenceburg Public Library District to increase the number of users who come to the library and those who use our online resources. The district must inform the community about the free online resources and Internet available within its buildings.

Demonstration of public computer use.

Photo courtesy of:
http://media.gettyimages.com/

Goals

Goal	Objective	Key Strategy
Increase usage and knowledge of free Wi-Fi and computer services	Increase computer usage by 15% (FY 2015 saw 30,660 computer logins; our goal is 35,259) Increase Wi-Fi usage by 20% (FY saw 14,417 users, our goal is 17,300)	Reach community through flyers, local radio ads, a social media campaign, and a paper campaign
Increase usage of the library	Partner with community schools to promote free Internet services when school is closed Increase door count by 15% (FY 2015 saw 153,064 people enter the library; our goal is 176,023)	Reach community through flyers, local radio ads, a social media campaign, and a paper campaign Reach out to teachers and administrators through email and ask them to sign up for an e-newsletter. Provide schools with flyers which can be passed out to students
Increase online resource usage	Increase LPLD home webpage visits by 25% (FY 2015 saw 57,296 visits; our goal is 71,593) Increase online resource usage by 20% (FY 2015 saw 16,409 sessions; our goal is 19,690) Increase social media follows/likes by 15% (End of FY 2015 was 1,408 follows/ likes; our goal is 1,620)	Reach community through flyers, local radio ads, a social media campaign, and paper campaign Reach out to teachers and administrators through email Offer library staff assistance with online resources/ devices

Goal 1: Increase usage of free Wi-Fi and computer usage

The Lawrenceburg Public Library District offers free Wi-Fi and computer use in each of the two buildings. The Internet, whether wireless or wired, is fast and reliable. It is the mission of our district to provide equal access to resources for life. It is important that we reach out to all members of the community and make them aware of our free Internet services. It is our desire to have members of the community come into our buildings to use the Internet when it may not be available to them at home due to low-income. It is our goal to increase the usage and knowledge of free Wi-Fi and computer services.

Free Internet services are important to our patrons. We can help students complete their homework, save families money on Internet bills, and provide a safe environment for children to browse the Internet. Increasing the community's knowledge of our Internet services will benefit the community, particularly the low-income families.

Goal 2: Increase usage of the library

While informing the community about our Internet services we will also inform them about the library as a whole. We will let the community know what the library can do for them. Promoting our fast and reliable Internet, and advertising our programs will allow us to increase the door count. If we inform the community about our in-house resources, we can attract new and current library users.

We will also increase our partnership with the local schools. Having the teachers inform their students of our services and programs will increase their knowledge of our district and entice them to come into our building. Increasing the knowledge of the teachers and administrators may also help us achieve our next goal.

Example of increased library usage.
Photo courtesy of www.evolvinglibraries.com

Goal 3: Increase Online Resource Usage

The Lawrenceburg Public Library District's website was recently upgraded in the spring to accommodate the increased traffic and make it more suitable for patrons. Previously, the online resources were hidden and hard to navigate. Now, they are divided by age group and easily accessible on mobile devices and desktop computers. By reaching out to the low-income community surrounding the Lawrenceburg Library, we can attract new library users and offer access and assistance with our free online resources.

This goal cannot be accomplished without assistance from library faculty. It will be important to educate the library staff on each of the resources. On the first staff development day in 2017, the Online Resource Manager can demonstrate the resources in front of the entire library staff. We may also invite local teachers to this section of the development day to allow them to learn about the resources as well. This will allow each library staff member and teacher to gain a better understanding of how the resources work so they can demonstrate this knowledge to library patrons and students.

Target Audience/ Segments

Target Audience: Students – Increase their awareness of free Wi-Fi and computer usage within the library and how these services are available even when school is not open. This may motivate them to complete school work at the library if they do not have fast/ reliable Internet access at home. The library allows them to complete homework outside of school for free and with some assistance from our resources and staff. Younger students, age

o *Segments:* Students in grades k-6; students in middle school; students in high school; students in college.

Target Audience: Adult residents considered to be living in low-income or poverty- Build the understanding of the free Wi-Fi and computer use within the library. It is important for them to understand the ease of access the library provides. They might see the importance of using the Internet within the library when they know the resources that come with it. T is also important to stress that the service is free.

o *Segments:* Adults ages 18-30; adults ages 31-50; adults ages 51-65; adults ages 66-100.

Target Audience: Teachers/ professors- Increase their awareness of the free Wi-Fi and computer access the library provides so they can promote it to their students when a project or homework is assigned. They should be aware that the library is a safe alternative for free Internet access to their students.

o *Segments:* Teachers grades K-6; Teachers grades 7 and 8; teachers grades 9-12; college professors.

Children using computers.
Photo courtesy of: http://cdn2.hubspot.net/

Communication Strategy

Communicating with the three target audiences is not cut and dry. It is important that understand how to effectively reach each group.

Students who live in the middle and upper class can easily be reached through social media platforms. Social media accounts are free to make and are a popular way for friends to connect and keep up. The Lawrenceburg Public Library District will use Facebook, Instagram, and Twitter to reach out to those students. Through these sites, the library district will promote the benefits of our free Internet services, new computer programs, and online resources.

Adults and student living in low-income or poverty are not as easy to reach through social media since Internet use might be limited. Instead, we will go to them. Through the Outreach Department, the library will start a door to door campaign in low-income living units/ areas to increase the awareness of the library's Internet services and online resources. This campaign will include a small information packet introducing each household to the Lawrenceburg Public Library District and a piece of candy to sweeten the deal. We will host a library open house once a year after this campaign to welcome any new patrons and to further answer any questions they may have. The library will communicate with landlords or office managers to also create a monthly bookmobile stop which will serve to educate the low-income and poverty stricken families about library services and resources. The bookmobile will be capable of providing Wi-Fi as well.

Perhaps the easiest group to reach will be the teachers. Unlike students, teachers often read their email. We will work with school administrations to obtain the email addresses of teachers and principals. Using these email addresses, we will create an electron flyer to be sent monthly outlining our Internet services and free online resources that can be used by the teachers in the classroom or by the students at home. The email will ask the teachers and administrators to sign up for the e-newsletters, giving us a solid number to track. We will also have members of the staff do yearly class visits to each school in our district. We will interact with the children, promote our Internet services, and leave them all with a LPLD souvenir to remind them of our visit.

There are a few communication strategies we will use to reach all three of target audiences. First we will create a monthly local radio station commercial that will reach a large portion of our county. The commercial will reiterate our free Internet services, and high light a new online or in-building resource for the patrons to take advantage of. We will also create a similar add in the local newspaper.

Brochures are another tool that can be used to communicate to all audiences. We will create a brochure that highlights our hours of operations, our mission, our vision, our Internet services, and our new computer programs. We will also use it to discuss each online resource with a little bit of detail. The brochures can be placed in key points around

the community such as grocery stores, community centers, and hospitals. We will pass them out during our school visits and whenever a library program is hosted in our buildings or in the community.

Lastly, we will engage in community events. During the Farmer's Fair, 4H Fair, Fall Fest, Youth

Fest, and so on, the Lawrenceburg Public Library District will have a booth and table set up. The booth will provide information about our Internet services and what the library provides for the community. The staff member working the booth will also encourage people to get on their mobile device and follow/ like the LPLD on various social media platforms and will even demonstrate the ease of our new website. This will be a very hands-on and word-of-mouth communication strategy.

Calls to Action

- Like our Facebook page and comment on our posts
- Use our online resources for homework help
- Subscribe to our e-newsletter
- Connect a device to our Wi-Fi
- Log into one of our computers and print a picture
- Ask a staff member for a tutorial on Tutor.com
- Leave a suggestion on our Facebook page
- Tag us in a post
- Instagram a picture within the library
- Attend one of our computer programs

Budget and Resources

Resource/ Service	Number Needed	Per unit ($)	Total Cost ($)
Newspaper Ad	6(bi-monthly)	75	450
Radio Ad	6 (bi-monthly)	100	600
Paper	1000	.35	350
Total	-	-	$1,400

The Lawrenceburg Public Library District does not have a budget created for marketing. The various departments create their own flyers and posters that are posted around the library and then the rest of the information is placed in a monthly newsletter that is placed in various points around the community.

I believe a good starting budget for marketing would be $2,000 a year. This will allow the library to fully engage the community in multiple ways.

For the remainder of 2016, the LPLD will continue normal marketing efforts for ongoing programs, but staff will increase their engagement with customers about our Internet service. Starting in 2017, the library will allocate $2,000 to a marketing budget

$1,400 will be used for the printing of flyers and brochures, newspaper ads, and radio ads. In order to save costs, we will have a bi-monthly add running in the newspaper for $75 each, $450 total, and a bi-monthly ad running on the radio running at $100 each for $600. That leaves $950 for the remainder of the year. These funds will be used for printing flyers, brochures, and posters. With colored pages cost .35 each, we will be able to print 2,714 pages of material.

In 2018, we will have measurements to advocate for a $2,000 increase in the marketing budget. The $4,000 budget will allow us to increase our local ads from bi-monthly to monthly and to increase the amount of paper handouts we create. Some of this money can be used to support departments who will be programming on behalf of our marketing plan.

Measurement

This marketing plan is divided into three goals that are capable of being measured by current statistics the LPLD keeps on a monthly basis. These statistics are then generated into a quarterly report. The success of the marketing plan will rely on the comparison of the first full year this marketing plan is implemented, 2017, with the previous two years (2015 and 2016).

The success of goal one will be determined by the increase of Wi-Fi and computer usage. Each time a person logs into a computer within the building, it is marked within our Envision Ware computer software. Each time a person uses a device connected to the Wi-Fi, it is also marked. We will compare the usage statistics at the end of 2017 with the previous two years to see if we have increased computer usage by 15% to 35,259 and -Fi usage by 20% to 17,300.

The success of the second goal will be measured in three ways. First we will evaluate our partnership with the local schools at the end of 2017. At this point we have no partnerships so any active engagement with the teachers will be counted as an increase. We will measure the engagement with school administrations by the total count of teachers we have signed up for our new monthly e-newsletter. Last, we will measure door count similar to Internet usage. We will compare the statistics at the end of 2017 with those of the previous two years to see if an increase of 15% is present.

The success of the third goal will be measured by online statistics. The number of homepage visits, online resource use, and social media likes/ follows will be noted monthly during 2017 and the total will be compared at the end of the year to previous years. An increase by 25% in homepage visits, 20% to online resource visits, and 15% in social media activity will indicate full success of the third goal.

At the end of 2017, we will compare the stats quarterly as well. This will allow us to see when we are most successful and when we fell behind. Using this strategy, we can pinpoint our marketing efforts to increase dips in statistics.

Resources

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