

**SMITHERS PUBLIC
LIBRARY:
A MARKETING PLAN.**

Completed and compiled by
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SMITHERS PUBLIC LIBRARY; A MARKETING PLAN

Summary

The Marketing Committee completed an online Library Marketing course. The course outlined the importance of assessing current outreach activities (marketing) and assessing the need for developing, implementing and evaluating future outreach activities.

Listing current library services and using library circulation, membership and community statistics the Marketing Committee completed the course worksheets, and concluded that more marketing activities are needed in order to fulfill the library's mission.

In addition, the course highlighted the skills, and tools needed to begin a library marketing effort. These included:

- The desire to apply the concepts of marketing.
- The ability to ask the "who, what, when, where, how and why" questions.
- The ability to balance between best library practices and marketing activities.
- The ability to be flexible and the question of time; can we get this done or how much can we get done?

Using the results from the questionnaire and keeping in mind the skills and tools listed above, the Marketing Committee identified four major goals. These goals were used in developing marketing activities, activities to help achieve the goals. The committee also developed a table outlining activities, start dates, costs and who is responsible for completing the action.

The marketing activities outlined in the table take into consideration the library's budget. Though many of these activities fall within the library's current budget, some do not. These activities will require additional staff hours. Funding sources for the cost of these extra staff hours could be taken from contingency funds in the library budget. Other possibly sources of funding could include grants.

This document is an outline of marketing activities identified for 2011 and 2012. These goals have been developed taking into consideration current library statistics, library staff, and the library budget. A review of these goals should be done annually, verifying that they are still viable and attainable. Additionally, the activities listed in the Marketing Activities Table should be reviewed, determining if they have been accomplished and identifying the outcome; have they been successful in helping achieve the marketing goals. The results of these reviews will determine future marketing goals and activities.

MARKETING PLAN

Goals:

- Increase membership/circulation and the number of volunteers; by doing so, increase profile of library.
- Inform residents of all library services including programming and technical services such as access to computers, e-books, online services
- Find out what residents want from their library.
- Engage 20 to 40 year olds; what do they want from their library now and in the future.
- Profile and raise awareness of new library building project

Marketing-activities table:

Activity	Time	Cost	Who
<ul style="list-style-type: none"> • Create logo for <ul style="list-style-type: none"> ○ Posters & displays outside and in the library ○ Brochures/Pamphlets ○ Template for ads in newspaper ○ Letterhead ○ Website & Social media ○ Fax ○ Newsletter ○ Email/correspondence template ○ Bookmarks ○ Envelopes ○ Overdue messages ○ Banner 	Completed	\$800 - \$1,200	<ul style="list-style-type: none"> • Graphic designer
<ul style="list-style-type: none"> • Purchase software and provide staff training to create marketing materials in-house. 	Staff rec'd online training from Graphic Designer	<ul style="list-style-type: none"> • TBA 	<ul style="list-style-type: none"> • Graphic Designer • Library Director
<ul style="list-style-type: none"> • Survey; find out what people know about library services and why the use or don't use the library <ul style="list-style-type: none"> ○ In person, online. In the library and at other sites in Smithers. 	Completed		<ul style="list-style-type: none"> • Library Staff • Board members • Friends of the library

<ul style="list-style-type: none"> • More programming for Teens, tweens, & 20 – 40 yr. olds 	<p>Secured funding for a year round children's programming. Spring 2012 Youth After School Club, Summer & Fall Teen Book Club</p>	<ul style="list-style-type: none"> • Extra staff hrs 	<ul style="list-style-type: none"> • Library staff
<ul style="list-style-type: none"> • Suggestion box <ul style="list-style-type: none"> ○ In library & online 	<p>Completed</p>		<ul style="list-style-type: none"> • Library Staff
<ul style="list-style-type: none"> • Increase community involvement <ul style="list-style-type: none"> ○ out-reach (services) ○ partnerships (services) ○ profile new library building project ○ recruit volunteers, Friends of the library members, board members/new library building project fundraisers 	<p>Ongoing</p>	<ul style="list-style-type: none"> • Grant? • Extra staff hrs 	<ul style="list-style-type: none"> • Library Director • Library staff • Library Board • Friends of the library
<ul style="list-style-type: none"> • Create contact lists for media and community agencies to help promote library programming. <ul style="list-style-type: none"> ○ Share list with Friends of the library 	<p>Completed</p>		<ul style="list-style-type: none"> • Library staff • Friends of the Library
<ul style="list-style-type: none"> • Create and update Social Media accounts 	<p>Completed</p>		<ul style="list-style-type: none"> • Library staff
<ul style="list-style-type: none"> • Create more awareness of online services 	<p>Ongoing, Youth Intern held two</p>	<ul style="list-style-type: none"> • Extra staff hrs 	<ul style="list-style-type: none"> • Library staff

	workshops in fall of 2011		
<ul style="list-style-type: none"> • Upgrade public computer space – add one more computer. 	Completed	<ul style="list-style-type: none"> • Fed. grant 	<ul style="list-style-type: none"> • Library Director
<ul style="list-style-type: none"> • Focus on making the library a welcoming space for users. <ul style="list-style-type: none"> ○ Upgrading physical space and ○ Revaluating policies 	Ongoing; Renovated washroom, completed courtyard, created seniors rate		<ul style="list-style-type: none"> • Library staff • Library Director
<ul style="list-style-type: none"> • On publicity Include; <ul style="list-style-type: none"> ○ “are you interested in volunteering at the library” on all publicity. ○ “becoming a Friend of the library ○ becoming a library board member ○ learning more about the new library building project 	Ongoing		<ul style="list-style-type: none"> • Library staff