Marketing Campaign
“On the go @ JCPL”

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The Jasper County Public Library is located in a rural area of Northwest Indiana. JCPL serves all of Jasper County, Indiana with the exception of Carpenter Township in Remington. The system is comprised of three branches located in DeMotte, Rensselaer, and Wheatfield. The library serves approximately 21,462 active card holders (patrons who have used the library in the last year). Approximately 9% are teens and young adults. Each branch at JCPL offers teen materials and programs as a way to entice and retain teen users.

In February 2012, JCPL conducted a survey in which eighty-five percent of respondents answered that they would like e-readers or tablets available for checkout at the library. The majority of people who were in strong favor of this technology were young adults (middle school through college). This overwhelming response spurred the discussion of mobile devices and services the library can offer. Over the past year, JCPL has worked towards acquiring and refining mobile devices and services for patrons, which calls for the creation of a marketing campaign to raise patron awareness. The campaign name is “On the go @ JCPL” and will focus on mobile technology devices and services the library offers. JCPL also plans on highlighting library materials like the Playaway, Playaway View, audiobook and CD collection as well as “on the go” services like a mobile friendly website, access to databases and e-books, and over the phone renewal services and reference. This campaign will be marketed mostly towards teens and college age students as a way to prove to them the library can remain relevant in this mobile age. The optimal impact of this campaign would be for teen patrons to frequently utilize the library for their technology and educational needs. The library wants to “grow our own patrons.” We believe continuing to reach out to teens, and college age students will help create lifelong library users. By highlighting our mobile services, we are creating young library users who will view the library as relevant to them and will continue to look to the library for their future needs. This campaign also enhances the library’s mission of informing, enriching, and empowering.

JCPL’s Mission Statement
The mission of the Jasper County Public Library is to “Inform, enrich, and empower our diverse community.”
Theoretical Foundation

Today, mobile devices like cell phones, tablets and e-readers are all very mainstream. Each year there are reported increases for cell phone usage, app usage, and mobile data usage among teens. A 2010 Nielson report found that teen picture message usage increased 7% and app usage increased 12% in one year from 2009 to 2010 (U.S. Teen Mobile Report). In order to reach teens “where they are” some libraries have created mobile marketing campaigns as a way of outreach. The Middletown Township Public Library in Middletown, New Jersey created a library app in order to entice users to access the latest books, music and movies and place holds on library materials. They advertised their app through many methods like billboards, in-house library signage and social media sites like Facebook. They found the most return on the dollar from the Facebook advertisement because that is where many people downloaded the app (Millicker). The Contra Costa County Public Library in California is also using mobile marketing and recently won a John Cotton Dana award for their “Snap & Go” campaign which used QR codes to promote their library’s mobile website, Reader’s Advisory service, Text a Librarian Service, and e-book and e-audiobook service (Snap &Go).

There are also many scholarly articles that discuss mobile marketing to teens. An article in The Reference Librarian titled “Is Mobile Marketing Right for your Organization,” discusses New Jersey State Library’s marketing campaign to offer texting services to library patrons at different libraries throughout the state. The article discussed the process of acquiring a texting service as well as obstacles, which included staff resistance to the campaign, and teen reluctance for signing up for fear their phone number would get spammed (Dowd). A feature article in the Young Adult Library Services newsletter lists specific ways to offer mobile marketing to teens through use of online services. Author of the article, Laura Peowski Horn encourages libraries to try new technologies, choose delivery methods wisely, and create and maintain a strong foundation for your campaign. Promotion can be done through many online services which include Facebook, a teen focused library web site, blogs, and other sites teens visit like Twitter (Peowski). A recent article in Publisher’s Weekly discusses the debate on whether teens are truly embracing mobile technology in the form of the e-book. According to the article, a Ypulse study showed that 10.7% of 14-24 year olds owned e-readers (Springen). Author of the article, Karen Springen goes on to write “teenagers are a demographic perfectly poised to consume digital content.” The only problem is whether teens have access to the devices needed to view e-books, which is where libraries and mobile marketing campaigns come into the picture. An especially helpful feature article in YALSA Perspectives, discussed “Guidelines for Library Services to Teens,” which encourages librarians to focus on marketing and service to teens in order to retain them as active library users. Some of the guidelines include integrating service to teens in the overall library plan, provide teens with courteous and professional customer service, use the most current information technology (social networking, convenient access to databases, digital help tutorials, make online reference services available anytime), provide and promote both educational and leisure resources, provide services and programs appropriate for teens, and cultivate partnerships with community agencies.
Market Audit and Research

Approximately 9% of all JCPL users are teens and college students (Count of Borrowers by Location). Each branch has a physical collection geared towards teens that consists of books, audiobooks, and CDs. This collection is the smallest among the adult and children’s collection, but still accounts for approximately 5% of total circulation, and shows that teens are active users of a collection that is designed specifically for them (Circulation Statistics).

According to the February 2012 JCPL annual survey, 85% of respondents were in favor of mobile technology (specifically e-readers and tablets). A majority of respondents that were in strong favor of mobile technology checkout at JCPL were teens and young adults (ages 12-17 and 18-29). According to Stats Indiana, the poverty rate for Jasper County in 2010 was 9.5% and 13.9% for children under the age of 18. These statistics show the need for JCPL to offer mobile technology to patrons who might not be able to afford it.

The Nielsen Company’s second quarter report in 2010 found that teens (age 13-17) use texting technology more than any other age group. On average, a teenage female send and receive an average of 4,050 texts per month, while teenage males send an average of 2,539 texts per month (U.S. Teen Mobile Report). The report also discusses the growth of data and app usage among teens and young adults. The report writes “94 percent of teen subscribers self-identify as advanced data users, turning to their cell phones for messaging, Internet, multimedia, gaming, and other activities like downloads” (U.S. Teen Mobile Report). A September 2012 PEW Internet Report showed that 66% of all young adults age 18-29 own a smart phone (Rainie). After reviewing these statistics, the acquisition of mobile devices and promotion of mobile services to teens and young adults seems almost imperative to the library as a way of marketing and communication.
Analysis

According to Stats Indiana, in 2011 Jasper County Indiana had 33,416 residents (Jasper County Indiana). JCPL serves approximately 21,462 active cardholders, which means that approximately 64% of Jasper County residents utilize the library. Of that 64% approximately 9% are teens and young adults. Potential users include those who have yet to sign up for a library card, whether it is because they do not feel the library has anything to offer them or because they simply are not aware of the services the library offers. Jasper County Indiana is comprised mostly of rural farmland. The largest city, Rensselaer, is also the county seat and has 5,895 residents (Jasper County Indiana). Approximately 88% of the population has a high school diploma while approximately 14% of the population has a college degree (Jasper County Indiana). Many of the factors that can be viewed as competition to the library include transportation issues and cost of gas. Many patrons live in the country and do not have the luxury of using gas money to come to the library (or have their parents bring them to the library) for programs or materials. The use of mobile technology will enable patrons to utilize library services from the convenience of their own home. Currently, the library offers many programs to patrons of all ages. Programs specifically for teens and young adults include video game evenings, board game days, craft programs, technology programs, and educational/informational programs. The main marketing goal at JCPL is to become a visible source in the community as a place for information, recreation, and personal entertainment, which also goes along with the library’s mission statement “To inform, enrich, and empower” patrons. The library will market devices and services specifically to teens and young adults as an effort to encourage library use, encourage technology use, and strengthen the relationship between teens and the library.
Environmental Scan

Political/ Legal Factors- External political and legal factors include whether the library has the rights to promote specific devices using logos and brand names in publicity materials. Another factor includes the use of copyright images being used in an online setting. For example, if the library wanted to promote a series of downloadable e-books in a blog posting, instead of using a book cover image from Amazon the library must take a picture of a book they own so that copyright is not infringed upon. Factors like this often end up creating more work for library staff in order to promote services.

Economic Factors- Many people today are not in a situation where they can freely spend money. It is important that the library offer mobile devices for checkout and all library mobile services remain free to patrons in order to see a favorable return on use. It is also important that patrons are able to access mobile features from the location they choose. Patrons should not be required to visit the library, costing the patron money in gas and time spent, in order to obtain mobile services (unless of course they want to check out mobile devices).

Social Factors- Many teens and young adults view the library as no longer “relevant” to their needs. Society today is very technologically mobile. Music, movies, books, and audiobooks have the ability to arrive at the mere touch of a button and many teens and young adults want resources that are fast and easy to obtain. In order to reach this age group the “On the go @ JCPL” campaign must generate this message of “relevance.”

Technological Factors- Not all teens and young adults have access to some of the technology devices offered today. In order for this campaign to be successful, it is important that the library offers both mobile devices for checkout as well as mobile features for those who might already own a device.
SWOT Analysis

Strengths-The library’s broad mission statement of “informing, enriching, and empowering” encourages staff to ensure service and products for all ages rather than one specific age group. JCPL has always focused on providing services to teens. JCPL values teens as important members of the community just as adults and children. Library management and administration allows staff creative freedom to try new marketing and promotion tactics.

Weaknesses- Because JCPL is a small library; there is not a large staff on hand to devote all their time to a single marketing campaign. Employees at JCPL wear many hats. Oftentimes, an employee may function as a circulation clerk and reference specialist on top of performing normal work duties, which does not leave a lot of time for extra projects. Marketing at JCPL has always been somewhat of a backburner effort. Specific promotions and advertisements have been created and distributed in the past, but a full-fledged marketing campaign for a particular product or services has never been completed.

Opportunities- Marketing Committee members at JCPL saw the need to reach out to teens and young adults to show them that the library is still relevant when it comes to their needs. Even though teens are fairly active library users, many employees felt that some of the library’s marketing methods for teens were somewhat out of date. With the “On the go @ JCPL” campaign the library hopes to change how teens view the library and to acquire new teen patrons who were unaware of the tech savvy services available through the library.

Threats-Because this campaign focuses on an ever-changing form of technology, the library will need to keep current with new and emerging technology in order to retain interest. It would almost be detrimental to the library to create this campaign and only follow through with offering outdated devices and services.
Original Data

The library will collect data both before the launch of the campaign and during the campaign to gather attitudes about mobile technology as well as library usage among teens and young adults. Data collected will be in the form of an online survey through Survey Monkey. This option was chosen as the preferred method because it does not require a lot of extra time from teens, who are already very busy and “on the go.” It also does not require a lot of extra time from staff who are already very busy with other aspects of their job. Most of all, it is the perfect medium to reach avid mobile and internet users.

Teens on the Teen Advisory Board will be specifically asked to take the survey through an e-mail invitation. Printed advertisements for the survey will be distributed to area middle schools, high schools, and colleges. Links to the survey will be printed on the advertisements and QR codes will also be used as a means of easily accessing the survey. A link to the survey will also be posted on the library’s homepage, Facebook page, You Tube account, as well as the library’s teen page. Anyone who takes the survey and prints out their final page or shows staff the final page on their mobile device will receive a free pair of ear buds as a thank you gift for taking the time to complete the survey. Offering a small gift was included because we feel that teens are more likely to take part in a survey and take it seriously if there is a small incentive at the end. Because we are using the free Survey Monkey service, only 100 responses will be recorded and ten questions will be asked. Questions range from mobile devices in the library to teens attitudes about the library. We wanted to include a range of questions in order to understand whether mobile technology is a large part of their life as well as better understand why some people might not use the library. Data collected before the campaign will help staff decide what areas of the collection need improvement and what services should be highlighted during the campaign. Results collected during the campaign will help staff determine whether teen’s attitudes about the library and mobile services have changed. The link for the survey is:

http://www.surveymonkey.com/s/V7VH9H7

Data will also be gathered and evaluated from monthly circulation use statistics, mobile services statistics, and campaign web page usage.
Market Segmentation

Teenage patrons are integral to a public library because they are in the stage of life where many libraries often “lose” patrons. Oftentimes, children are very active library users. They attend library programs, check out library materials, and view the library as a welcoming place. However, when a child becomes a teenager their busy schedule as well as general attitude about the library often changes. Many times, the library is no longer viewed as a “cool” place to hang out or visit and librarians are often viewed as rude and out of touch with their needs.

According to a study by the Wallace Foundation titled “New on the Shelf: Teens in the Library”, nearly one-fourth of most public library users are teens, but fewer materials, programs, and space are devoted to this age group than other age group (Spielburger 1). Despite that libraries often overlook teen patrons when it comes to materials and programs, the study also found that “public libraries have the potential to provide developmentally enriching experiences to teens and have a positive effect both on youth services and on the library more broadly” (Spielburger 3).

In order to retain teen patrons it is important for librarians to understand teen’s characteristics as well as make efforts to fulfill their needs. Today’s teens are often very mobile and enjoy communication on the go. Whether they are involved in afterschool activities, have an afterschool job, or spend a lot of their free time with friends, teens always want to be linked in to what’s going on in the world around them. Teens are also very tech savvy and often not only adapt well to new technology, but also seek for the latest trends in technology. They are accustomed to receiving information at the touch of a button and often enjoy fast/ instant results. As library users, teens often want the library to offer the latest in technology. They want to be able to check out and handle the latest iPad, or test out an e-Reader. When they utilize library services, they want fast and simple answers. Databases are often viewed as “too much work” whereas search engines like “Google” are usually preferred. They also want the newest books, music and movies; so if a movie comes out on Tuesday, they want to be able to check it out that day. In order for libraries to remain relevant in teen’s lives, it is important that they offer timely materials and fast and easy service.
Service Identification

The February 2012 annual survey indicated that patrons would like e-Readers or tablets available for checkout. Both e-Readers and tablets are devices in high demand. This year alone, staff members have fielded many more questions about both e-Reader and tablet devices. JCPL also became a member of the Overdrive (Indiana Digital Download Center Consortium) and has seen a tremendous increase in e-Book use compared to when they had Net Library e-Book service. Classes offered for using Overdrive often fill quickly and an array of tablets and e-Books are brought to each class. In the annual survey, teens and young adults were the largest group in favor of e-Readers and tablets available for checkout, which shows the need for this specific library service among this age range. The high demand for each item, along with the high price for devices and services (Overdrive, wireless internet, etc) make this service fall into the “Star” category on the BCG matrix. Although the initial cost is high and maintaining the services will also likely be costly, this service is sure to have a high return due to survey results as well as the high demand for services that coincide with the devices.
Mission, Goals, Objectives, Actions, and Budget

The mission of the Jasper County Public Library is to “Inform, enrich, and empower our diverse community.”

The goals for this campaign coincide with goals from JCPL’s Strategic Plan:

Goals from JCPL’s Strategic Plan

-The library will provide the community with a trained and highly motivated staff with diverse skills who contribute to the achievement of library goals.

Objective: Staff will receive information and training specifically related to the “On the go @ JCPL campaign” so that they are readily available to answer questions and provide information.

-The library will reach out to the community to increase awareness of its products, resources, and services and communicate that it is always growing and changing with the needs of those it serves.

Objective: The “On the go @ JCPL” campaign will reach avid users of mobile technology through the use of social media networks, the library’s web site, and printed promotional materials. This campaign will encourage patrons to turn to the library as a go to source for mobile technology as well as emerging technology.

-The library will operate and maintain facilities and online services based on the changing role of the library and the needs of the community.

Objective: The “On the go @ JCPL” campaign will help target users who might not have the time to use library services during normal operating hours and encourage online and mobile use.

-The library will provide and expand products, services, and programs to meet the needs of the community.

Objective: The “On the go @ JCPL” campaign will help reach users who are technology focused and show them we have services that fit their needs.

Two other goals, specific to the campaign, are also desired:

-Teen collection usage and involvement at programs will increase.

Objective: By providing popular technological services, teens will utilize library services more often.

-Teens will view the library as a welcoming place that is relevant to their needs.

Objective: Teens who begin utilizing library services more frequently will develop a relationship with staff and view the library as a safe place to study, attend programs and hangout.
**Staffing and Sustainability**

Staff involved in the implementation of the project include:
- The Library Management Team
- Technical Services Department
- Marketing Committee
- Youth Services Specialists

The library management team is a ten member group consisting of management from all areas of the library (director, business office, technical services, IT, branch managers, and youth services). This group will be responsible for creating the policy and procedures for the tablets and e-Readers and seeking board approval of the policy. The technical services department is made up of 5 staff members. Selected staff in this department will be responsible for cataloging, packaging and processing the items. Each branch also has an employee who is on the Marketing Committee. These staff members will work with Youth Services specialists in preparing for signature programs that highlight the devices and mobile services. Marketing members will also be responsible for creating press releases, posters, and advertisements to highlight the campaign. Each branch also has a Youth Services Specialist who will be responsible for program implementation as well as outreach promotion and programming.

The “On the go @ JCPL” campaign will enable the library to supply patrons with current technology that they view as relevant to their lives. By offering this technology, staff hopes to remain relevant in teen and young adult lives and encourage them to become frequent library users at a young age in hopes that they will continue to utilize the library into their adult lives.

**Timeline/ Actions**

**January 2013:**
- Two of each mobile device from the following list (iPad, Nook, and Kindle) will be purchased and cataloged for each branch.
- Technical services staff catalog, package, and process the materials.
- The management team create wording for device policy and procedure and seek board approval for the policy.
- Marketing committee work with Youth Services staff in preparing for signature programs that highlight devices and mobile services.
- Marketing committee works together to create a logo and promotional materials for the campaign (promotional materials to include bookmarks, posters, audio/video presentations, a news article for the library’s “Community Connections” newsletter, and press releases for local newspapers).
- Marketing committee distributes the already created survey to patrons via local middle, schools, high schools, and colleges to gather preliminary information.

**February 2013:**
- Marketing committee train and inform staff about the campaign and go over campaign materials at each branch’s staff meeting.
- Youth Services Specialists arrange dates/ times with area schools for outreach efforts to promote mobile services.
- Marketing committee distributes posters, signage, video/audio promotion, an article for the “Community Connections” newsletter, and a press release describing the “On the go @ JCPL” campaign.
- Preliminary survey results are gathered.
March 2013:
- Library staff promote the campaign to the public through outreach, displays, and internal promotion.
- Youth Services Specialists go to area schools to highlight new devices and discuss mobile services.
- Patron checkout of devices begins.

April-November 2013:
- The management team gathers statistics each month from library circulation reports in order to track and evaluate mobile usage.
- Statistics detailing the age and gender of users are collected each month to aid staff in evaluating the success of the campaign.
- In April, the same survey will again be distributed to reach new users and monitor how attitudes on the device might have changed. Results will be gathered in November.
- One program a month that deals with mobile technology is held at each branch.
- Instagram photo contest
- More outreach to local schools

December 2013:
- Statistics from each month evaluated.
- Follow-up report formulated using monthly statistics, survey results, and staff input.
- Budgeting for future devices evaluated by the Marketing Committee, library Director and board; monthly statistics as well as the final survey results will be used in the evaluation process.
- Instagram photo contest winner is decided

Budget

The annual budget allotted to the marketing committee is $600. Since this campaign will encompass a large marketing effort for the year, the committee will budget approximately $350 toward the purchase of promotional giveaway materials. Devices as well as general materials like paper and printing are not included in the marketing budget for this campaign; those will be taken from other funds. The $350 allotted by the marketing committee will consist of promotional materials like ear buds for the survey giveaway and buttons with the campaign logo. Budget is continued on the next page.
### Budget - Continued

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditure</th>
<th>Price</th>
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| **Device Purchase** | iPad 2- 6 @ $399.00 each= **$2394.00**  
Nook Color- 6 @ 139.00= **$834.00**  
Kindle Fire- 6 @ 159.00 = **$954.00**  
(Gift Fund Money) | $4182.00 |
| **1 ½ inch buttons with campaign logo for promotional giveaway** | 300@ .287 cents each = **$86.10**  
From Affordable Buttons.com  
(Marketing Fund) | **$87.00** |
| **Ear buds to give as survey gift** | 110 @ 1.95 each = **$214.50**  
From ePromos.com  
(Marketing Fund) | **$215.00** |
| **Processing- Cataloging, packaging, labeling, etc.** | Cataloging/Processing-4 hrs @ 18.38/hr=**$74**  
Packaging- 28 at $5.99 each= **$108**  
Labels= **$10**  
(Tech Services Fund) | **$192.00** |
| **Publicity and Promotion** | Color Copies of Promotional Materials from created by the marketing committee  200 copies at .25 ea= $40  
Staff video/ audio promotion, article for “Community Connections” newsletter, and creation of press release for local newspapers- 5 hrs at $15.85/hr= **$79**  
(Library Supplies Fund/ Employee Fund) | **$119.00** |
| **Staff Outreach Programming** | Youth Services Specialists visit area schools- 8 schools @ 1 hr each= 8 hrs at $15.85/hr= **$127**  
(Employee Fund) | **$127.00** |
| **Programming Costs** | Snacks for programs ($50), Prize for Instagram Contest winners (Nook Simple Touch $68), Other expenses ($100)  
(Gift funds and Library Supplies fund) | **$218.00** |
| **TOTAL:** | | **$5,140** |
Communication: The Marketing Mix

The library will promote devices and mobile services through many different print and online methods to ensure that the target market is reached. Communication will take place through the library’s Facebook page, on the library’s homepage and teen page, on its blogs, and through its You Tube account. The “On the Go @ JCPL” logo will be used as an attention grabber to spur curiosity and interest both online and in print. Feature online posts will also be completed as a way to frontline the campaign and make as many people aware of the devices and services as possible. For example, one day JCPL’s Facebook page might feature a blog about the iPad, explaining some of its capabilities to entice patrons to check out the device. Another day the library might feature a short YouTube video that highlights the mobile version of JCPL’s web site. Posters, banners and bookmarks will also be used to promote the campaign to users who better respond to print advertisements. Check out “JCPL’s mobile web site” video on You Tube: [http://youtu.be/AcocRnVNFJQ](http://youtu.be/AcocRnVNFJQ)

Tablets, e-Readers, audiobooks, CDs, Playaways, and Playaway Views will receive promotion via the library web site, blogs, and the library’s Facebook page. Print materials will also be created that highlight each of these devices. Bookmarks highlighting the new iPads and e-Readers will be created and distributed to patrons. Staff will also promote the product through specific programs related to the iPad and e-Readers. Programs will range from device use, to getting the most out of a device with useful apps.
Promotion

The purpose of promotion for this campaign is to reach as many teens and young adults as possible and inform them of the library’s mobile services. No matter their preference of communication, today’s teens and young adults are all very tech savvy. Even though some teens and young adults might not be able to afford smart phones or tablets, they often know how to navigate one with little to no help. The library wants teens and young adults to know that we have something to fit their mobile communication needs, whether it’s a device for checkout or information on using the library’s mobile web site, or suggestions for popular apps! In order to portray this message to both the “haves” and the “have nots” the library plans on using both online and print promotion for the campaign.

Below are the different types of integrated marketing the library has planned:

Facebook and blog postings
Linked Logo on the library homepage that directs users to the “On the Go @ JCPL” web page
Informative You Tube videos
Logo stickers with QR codes placed in high traffic areas around the library as well as the teen room
Logo stickers with QR codes located in local middle school, high school, and college libraries
Bookmarks to use as giveaways in the library, at programs, and during outreach
Press release about mobile services
Radio PSA about mobile services
Staff outreach at local middle schools, high schools, and college about mobile services
Cross promotion with local appliance stores to preview/interact with new mobile devices
QR code scavenger hunt program
Instagram photo contest

The library also wants to involve patrons in the campaign through programs and contests. The Instagram photo contest is designed as a way to inform patrons about mobile services and apps while promoting library usage and the importance of libraries. For this contest, teens and young adults ages 12-22 will be asked to take a picture using the Instagram application. The picture must portray some way the library helps “people on the go.” Participants can alter the image any way they like and apply any kind of artistic effect, but the photo must be one they’ve taken. Participants are then asked to tag the photo with the hash tag #onthegoJCPL so that staff can easily find photo submissions. Staff members will look for what they deem is the most influential “on the go” photo submission. The winner will receive a Nook Simple Touch as a prize. A person need not be a library card holder to participate. We hope this program will inspire teens to use mobile applications as well as think about the role the public library plays in their life.
**Message**

JCPL utilized the TRAP theory as a way to highlight the central marketing message.

Timely- JCPL will incorporate the use of QR codes, links, and mobile applications throughout the promotion process as a way to show users just how easy it is to access information using library sources. Relevant-JCPL will utilize popular applications like Instagram, Spotify, Skype and technology like smartphones, tablets, and e-Readers that are important in teens and young adult’s lives. JCPL’s mobile services will also be promoted in order to become a trusted source for trends in today’s technology. Active-The message will show/ display users actively utilizing mobile services. Photos will be incorporated into posters and online postings. Survey results and comments will be utilized in highlighting the message. Personal- Through the use of the preliminary survey staff will gather input from users to craft programs, services, and the overall message to fit what users want in order for them to “buy into” the product.

**Branding**

Staff members wanted a memorable brand that caught a person’s attention and made them pause to look at, if for just a few seconds. “On the Go @ JCPL” was named because it is short and to the point, which is often what users who are “on the go” want...something that is fast, easy, and convenient. A tagline for the logo was also created. The tagline reads “Explore even more in the palm of your hand.” The logo was created to look like a cell phone. The campaign name and tagline are located in the “text portion” as well as the library’s logo. The library’s logo was included because the campaign logo won’t always include accompanying text and it is imperative that patrons are able to easily identify the library as part of the campaign. Colors chosen for the logo are all complimentary colors that portray “fast” and “easy”...think McDonalds. The colors used in the logo are similar colors used by the famous fast food chain that has made billions off of the “fast” and “easy” niche. A san serif font was used so that it is easy to read, but also because san serif does not look as “rigid” and “old” as serif fonts like Times New Roman. See Appendix A below to view the logo.
Public Relations

Word of mouth marketing (WOMM), social media, and elevator speeches are three strategies the library plans on using as public relations tools. Word of mouth marketing can easily be conducted among staff and patrons at the library. Staff can easily encourage patrons to check out a mobile device or inform them about online mobile services. It is important, however, to make sure staff members feel like they are a part of a worthwhile campaign. If staff members feel this campaign is something of personal importance or if they are excited about offering new technologies, they will likely also promote it to friends and family outside of work. Newspaper press releases as well as radio PSAs will also be developed as a way to reach parents of teens and young adults to inform them about mobile services.

Currently, the library already uses social media sites like Facebook and You Tube to involve patrons in the library and show a community presence. During the campaign these sites will be used to highlight services, programs, and interesting information related to mobile technology as another way to reach out to patrons and improve community relations.

The elevator speech is a new strategy for JCPL. Over the years, staff members have heard many great stories from patrons about the library and what the library means to them. Recently, JCPL staff members have compiled some of those stories. The following story is a great introduction to the “On the go @ JCPL” campaign and can be used online or in group outreach discussions.

A story from Amber age 22: “A few years ago, before smart phones were extremely popular, I was on vacation with my sister. We were driving from Indiana to Florida and got stuck in a huge traffic jam. Since we both have no patience for sitting around waiting for things to clear we decided to take a detour....bad idea. We ended up getting lost in some remote area of Georgia and were worried that we’d never find our way back to the interstate. Our GPS was being flighty and we were really starting to get nervous. Family members weren’t answering their phones so we ended up turning to the library to save the day. I called the Rensselaer Branch and asked if they could help us get back to the interstate and sure enough...it worked.” So whether or not you rely on using mobile technology, JCPL can help you when you are on the go! Did you know we also have a list of great travel apps on our web site?
Publicity

Publicity materials will be created both for online and print. Both posters and banners will be used online and in print at each library branch as well as in the local schools. Posters will advertise different services, programs, and devices JCPL has to offer (see appendix B for an example of a poster advertising JCPL’s mobile website). A QR code will accompany all print materials, which will take them to an advertised area of JCPL’s web site or to the “On the go @ JCPL” web page. The web page will include mobile services, links to recommend apps by category/ theme, and information about mobile devices offered at JCPL. Card stock bookmarks will also be created and be used as giveaways in the library, at programs, and during outreach. A QR code will also be included on the bookmarks (see appendix C for an example bookmark advertising the new devices).

Informative You Tube videos will be created and included on the campaign web page (http://youtu.be/AcocRnVNFjQ). A one minute radio PSA will also be created and sent to the local AM and FM radio station (http://archive.org/details/OnTheGoJcplRadioPsa).

A special “On the go @ JCPL” display will also be created on the display table located near the front door and circulation desk in order to spur conversation about the campaign.

Press kits will be sent to the local newspaper and radio stations both before the campaign and once the campaign is underway. Each press kit will include:
Library Fact Sheet
Press Release
High quality image pertaining to the press release
(See appendix D for an example press kit highlighting the addition of the mobile devices to the JCPL collection).

Advertising/ Sponsorship

The marketing committee did not budget paid advertising into the campaign budget because the budget is simply not large enough to allow for paid advertising as well as the cost of promotional materials. While the library did not account for paid advertising or try to acquire paid sponsors, advertising and sponsorship still play a role in this campaign. Promotion such as posters, audio PSA’s, online posts, news releases, and newsletter articles are all valid and very important forms of advertising. While the library is not guaranteed to get the best radio PSA time slot, or front page news coverage from the press release these forms of advertising should not be discounted as invalid. Sponsorship also plays an important role. In order to be able to fully promote this campaign, it is important that the local schools are able to play an active role. If employees from the public library are unable to visit local schools to promote the campaign, or if the schools do not allow promotional materials to be displayed, then the library must find alternative forms of promotion and communication. Local businesses that sell mobile technology are also a great sponsor resource for programs or even donations instead of a paid sponsorship.
Advocacy

The “On the go @ JCPL” campaign achieves many of JCPL’s long term goals, which were discussed in the “Mission, Goals, Objectives, Actions, and Budget” section of this marketing campaign report. JCPL’s top four long term goals focus on staff service to patrons, community outreach, maintaining physical and online facilities, and providing relevant services and programs. This campaign fits into each of these areas very well; it requires staff to have knowledge of mobile services and devices in order to field patron questions, staff plan on conducting outreach programs and services to area schools in order to inform patrons of the campaign, the promotion of mobile services requires that JCPL’s online location be regularly updated in order to provide information on the latest in mobile trends, and the library will provide services and programs in which patrons have expressed interest. Achieving these goals through this campaign helps library staff continue their mission of “informing, enriching, and empowering” the community.
Internal Marketing

Each staff member will receive a marketing packet via e-mail that includes each of the following key elements:

Executive Summary
Theoretical Foundation
Market Audit and Research
Analysis
Environmental Scan
SWOT Analysis
Original Data
Market Segmentation
Service Identification
Mission, Goals, Objectives, Actions, and Budget
Communication
Promotion
Message
Branding
Public relations
Publicity
Advertising
Advocacy
Evaluation

Staff will be asked to read over this packet prior to their staff meeting. At the staff meeting a member from the marketing committee will summarize key elements and explain how this campaign will directly affect staff and the library. They will also provide scenarios that staff might encounter when helping patrons. For example, if a patron comes in and says “I saw a poster that says JCPL offers mobile services, what kinds do you offer?” Staff will have the knowledge and training to direct the patron to mobile services that fit his needs best. The marketing committee member will also show staff tips for accessing mobile services and offer one on one help for any staff member needing more information. Upcoming programs and contests the library plans on offering that coincide with the campaign will also be discussed and staff will receive a separate calendar of programs so they are aware of programming and can help promote it through word of mouth.
Evaluation

Evaluation will take place two separate times, both before and during the campaign via Survey Monkey (http://www.surveymonkey.com/s/V7VH9H7). At the end of the year, staff will review both preliminary evaluations as well as those that were gathered during the campaign to evaluate results. Device usage statistics, as well as program statistics, and web site statistics will also be factored into the evaluation process. The marketing committee will also ask library staff to complete a short five question survey on Survey Monkey to gather their opinions and feelings about the campaign (http://www.surveymonkey.com/s/3LWYY3S).

Reflection

The Jasper County Public library is an organization that encourages learning and literacy through any means possible. The library’s mission is to “inform, enrich, and empower” the community. The library wants to be seen not only as up to date with current technology, but also a leader in technology. We want to encourage youth to utilize technology and become “technology literate” in a world that relies more and more on computing and mobile devices. Through the “On the go @ JCPL” campaign, the library is able to effectively provide mobile information and devices that not only are the technology of today but also the technology of the future. Our ability to play a small role in providing information technology to teens and young adults not only helps the library remain relevant to this age group, but also helps the library evolve and grow as technology does.
References


Appendix A - Brand/Logo
We just met you...and this is crazy...but here’s our web site...so visit us maybe?

www.myjcpl.org
Appendix C - Bookmarks

Explore more with one of our mobile devices!

The Jasper County Public Library now has:

iPad, Kindle Fire, Nook Color

On the go @ JCPL

Use the QR Code to check the catalog

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Use the QR Code to check the catalog
Appendix D- Press Packet

JCPL FACT SHEET

Patty Stringfellow, Director
Headquarters Library
208 West Susan St.
Rensselaer, IN 47978-2447
219-869-5881
pstringfellow@myjcpl.org

About JCPL

Jasper County Public Library serves all of Jasper County, Indiana except for Carpenter Township and Remington, with the headquarters library in Rensselaer and branches in DeMotte and Wheatfield. The library serves approximately 21,462 active card holders of all ages. The library does not limit patrons to use of their own agency's collections; it shares materials freely among the three locations. There is daily courier service to facilitate the movement of materials. In addition, the library borrows over 2,000 items a year from other libraries through interlibrary loan. The library has an internet web site that offers access to a library events calendar, local information and history, library catalog, and links guiding users to useful websites and databases. Internet access as well as Wi-Fi is available to both patrons and staff. The library is funded primarily by county property taxes and is governed by an unpaid seven member board of local citizens.

JCPL’s Beginnings

In 1855 two libraries existed in Rensselaer, a Township Library and the Mechanics and Laboring Men’s Library. Later these two merged into one library. In 1904 a Carnegie grant was awarded for the construction of a new building. The Carnegie Center was the headquarters for the system from 1905 until 1992 when the present building was constructed.

The DeMotte Library was first opened in the 1960’s by the Business and Professional Women’s Club. The library was housed in various locations throughout the town until 1978 when a former Catholic church was purchased. In 1992, the original building was expanded.

The Wheatfield Library opened on January 15, 1973 in a one-room schoolhouse, which was later expanded. In 2005, a new building was constructed to fit the needs of a growing community.

The Rensselaer Library houses the offices of the library administrators and the processing center for all three libraries. It also serves as the host site for the library’s Library.Solution (TLC) automated circulation and online catalog system which links all JCPL libraries and makes the materials in any library accessible to patron’s at all three libraries.

Mission Statement

The mission of the Jasper County Public Library is to “Inform, enrich, and empower our diverse community.”
PRESS RELEASE

FOR IMMEDIATE RELEASE
11/29/2012
CONTACT ANGELA BARTON FOR MORE INFORMATION
RENSSELAER PUBLIC LIBRARY
208 W. SUSAN ST.
RENSSELAER, IN 47978
219-866-5881

RENSSELAER-Teens and adults looking for technology on the go need to look no further. The Jasper County Public Library recently added three new technology devices to the collection for patron checkout. Six Kindle Fire, Nook Color, and Apple iPad devices are currently available for patron checkout. All devices, iPads and e-Readers alike come preinstalled with over 50 applications for patrons to explore. The devices are also compatible with the library’s Overdrive e-book service. Devices are free to checkout and checkout for one week. Checkout is restricted to ages 12 and older.

The devices were purchased and added to the collection as part of a mobile marketing campaign titled “On the go @ JCPL”. The campaign was created to inform teens and young adults about the array of mobile services offered by the library. To learn more about the campaign or to find information about mobile technology visit the library’s web site at www.myjcpl.org.
A teen patron checks out one of JCPL’s iPads and uses it in the library