Plainfield-Guilford Township Public Library

Marketing Campaign for First Quarter 2013

Mango Languages: Love Language at the Plainfield Library

What Language Will You Love to Learn?
Executive Summary

The Plainfield-Guilford Township Public Library has a population of 27,844 with 15,530 cardholders. The library’s mission, “The library is an inviting place connecting the community with opportunities for personal enrichment and enjoyment,” very accurately describes the library’s attitude toward the community and how it works to serve the population. In the past decade, the community has seen an increase in non-white residents as more foreign language speaking families migrate to the area. Additionally, business owners and students have indicated a desire to learn foreign languages to better communicate with potential customers and fellow students and to be better for future employment endeavors. As such, the need for language learning materials has increased. The library works to keep a strong set of technology tools to provide opportunities for residents to learn and make use of increasing technology.

In the fall of 2012 the Plainfield-Guilford Township Public Library formed a marketing committee of five staff members. The committee performed a survey that reached 623 people. One of the main things the survey pointed out to the committee was that patrons receive most of their information through the library website and staff members at the checkout/reference desk. Many patrons use the library at least weekly, and while physical materials were the most popular reason for using the library, using the library’s online resources was the next most popular service.

Two years ago, the Plainfield-Guilford Township Public Library purchased access to the Mango Languages language learning software. Since then many patrons seem satisfied and interested in learning new languages. However, the library would like to increase usage and increase appreciation for library services overall. Building a marketing plan that focuses on Mango Languages will not only target an un-served or under-served population, it will also show community members, local business owners, school officials, and church officials and members that the library can serve to meet their needs.

The marketing committee created a plan to promote the Mango Languages service in the first quarter of 2013 using several tactics and involving both community members and staff to do the promoting. A staff training plan was created as well as a method for evaluating the success of the marketing endeavor.
Theoretical Foundation

The “Mango Languages: Love Language at the Plainfield Library” campaign works to accomplish three objectives:

- To promote the library’s language learning software, Mango Languages to our growing ethnic population.
- To partner with and increase communications between local organizations and schools.
- To maintain a staff ready to offer knowledge and information about language resources for foreign language learners and ESL learners.

A successful marketing campaign identifies the library’s patron needs, provides services to meet the identified needs, and persuades users to act (Lamb). Plainfield-Guilford Township Public Library’s “Mango Languages: Love Language at the Plainfield Library” campaign began with a market audit and research including a look at the community and a survey that reached 623 people to identify the needs and desires of the community. The 2010 U.S. Census shows an increase in non-white residents since the year 2000, and the non-population continues to grow at a rapid pace. Statistics from the Plainfield Community School Corporation also show an increase in non-white student enrollment. Such statistics indicate a need for more language learning resources and the library’s Mango Languages service is the perfect resource for meeting this need. The marketing committee evaluated successful campaigns such as those reviewed below, and compared existing Mango Languages promotional materials, community needs, and how the community uses and receives information from the library to determine promotional avenues. The marketing campaign not only meets a community, it also provides an opportunity for the library to partner with several community organizations that might otherwise be seen as competitors.

Pennsylvania’s Cleve J. Fredricksen Library’s “Bee Local @Fredrickson Library: A Honey & Local Foods Festival” campaign was a winner of the 2012 John Cotton Dana Library Public Relations Award. This campaign is similar to the Plainfield-Guilford Township Public Library’s “Mango Languages: Love Language at the Plainfield Library” campaign because it relied on multiple promotional avenues, including the library’s website, print materials, and social media. The Plainfield Library’s campaign will use print materials from the Mango Languages website and members from the marketing committee also plan to create some in-house. Social media networks such as Facebook and Twitter will also be used to promote the campaign. A 2010 John Cotton Dana Library Public Relations Award winner, the King County Library System in Issaquah, Washington, had a successful campaign: “Look to Your Library… Especially Now.” The campaign focused on extensive outreach to provide residents with free resources available through the library. Similarly, the Plainfield-Guilford Township Public Library’s campaign focuses on reaching out to organizations and key community members to provide a free resource that has been identified as necessary. The Contra Costa County Library of Pleasant Hill, California, a 2012 John Cotton Dana Library Public Relations Award winner, did a campaign called “Snap & Go” which featured QR codes. The Plainfield Library’s Mango Languages campaign also takes advantage of QR codes.
Mango Languages: Love Language at the Plainfield Library

Laura Brack, Fall 2012

codes; the Contra Costa County Library’s mobile site usage increased by 11% initially and sustained a 16% increase in usage. Hopefully Plainfield Library’s use of QR codes to promote the Mango Languages program via the bookmarks will be similarly successful.

Mundava and Gray reiterate the importance of the marketing process the Ohio Library Council suggests:

“Know the library—who are you, what is your mission?

Find out about your users—who are they and what do they want?

Create products and services that users want

Develop a plan of action with promotion strategies to market selected products to targeted users with appropriate methods

Be sure you’re doing it right—establish measurable goals and evaluate how well you’ve done

Start over! ” (Mundava, 43).

The Plainfield Library also follows this process, and as such the marketing committee expects to see good results. The authors also suggest that the library meet patrons where they are through outreach endeavors; the Plainfield Library hopes that offering to do the Mango Day promotions or to set up a Mango table at various community locations will produce a higher number of new library patrons and Mango Languages users (Mundava, 44).

In her seven marketing strategies, Darlene Fichter suggests that libraries “be part of the multimedia wave” by creating videos and sharing them on video sharing sites like YouTube (Fichter). The Plainfield Library plans to take advantage of this opportunity in creating an instructional video on using Mango Languages. Doing so will help the library to further it’s web presence while also providing users with information on how to use the new product. Additionally, non-users may stumble across the video and want to learn more about what the library has to offer.

QR Codes are another type of promotional material the Plainfield Library plans to use in the Mango Languages campaign. Beatrice Pulliam and Chris Landry cite the Pew Internet and American Life Project when they state that about 85% of adult Americans own handheld devices, and as the statistic was cited in 2009 it can be assumed that the percentage has increased and will continue to do so (Pulliam, 69). The Plainfield Library plans to make use of a QR code in a bookmark promoting Mango Languages to be given to patrons and left near language learning books in the library. The authors suggest that QR codes be used to promote library events and special collections, to make services more discoverable, and to create wayfinders in the stacks. The Plainfield Library’s Mango Languages bookmarks that incorporate QR codes will work to do all three things.

The Plainfield-Guilford Township Public Library’s “Mango Languages: Love Language at the Plainfield Library” campaign has been created using many trusted and proven resources and follows suggestions
and examples of previously successful library marketing endeavors. The result should be a successful marketing campaign.
Market Audit & Research

Analysis

According to the 2010 U.S. Census, Guilford Township has a population of 27,844, making up 19.14% of the entire Hendricks County population, which was 145,488 in 2010. Of the 27,844 residents, 15,530 are cardholders; the library also serves 21 non-resident cardholders and 264 PLAC cardholders. The circulation per capita, according to the Public Library Annual Report of 2011, is 20.9 items.

During November 2012 the Plainfield-Guilford Township Public Library’s marketing committee created and performed a survey on current library use and community needs. Of the 623 respondents 58.6% were female and 41.4% were male. The largest age group was 45-54 year olds, at 21.4% of survey respondents, and 81.3% were cardholders compared to the 18.7% that weren’t. A GED or high school diploma was the highest level of education for 38.6%, and those holding a bachelor’s degree followed at 22.1%; 48.7% are weekly library users, the largest user-group. Users were asked what social networking sites they use: and 93.6% use Facebook, 17.4% use Twitter, 23.6% use Pinterest, and 25.7% also use “other” social networking sites. The most common way respondents receive library information is through the website at 58.8%. The most popular things respondents use the library for are the physical materials (like books, DVDs, magazines, etc.) at 59.3%, followed by computer use/internet access at 56.1%.

Competitors of the Plainfield-Guilford Township Public Library could be divided into two groups: other libraries and other community services. Other libraries include any of the other 5 township libraries in Hendricks county, as comparative data shows that there are areas in which the library could improve to be considered the best all around. Other community services include the Plainfield Recreation and Aquatic Center, local parks, as well as schools and churches. Competition could also be found in electronic resources used from outside the library like television, computers, and other electronic devices.

The library currently offers for free:

- Online access to eGovernment resources
- Many online databases and services such as Value Line, Consumer Reports, Chilton Library, Reference USA, Mango Languages, and Ancestry.com
- Physical materials, such as fiction and non-fiction books, magazines, DVDs (instructional, informational, and entertainment), audiobooks
- Downloadable materials, such as eBooks, audiobooks, legal music, some videos, and magazines
- Computer and internet access
- Programs and classes
- Child, teen, family, and quiet spaces
- Local history and Indiana room and resources
- Meeting room space for resident use
Currently, the library promotes programs and services in a variety of ways including but not limited to:

- Website, Facebook, Twitter, the library blog, and Pinterest
- In-house posters, quarter sheets, flyers, and handouts
- Email and paper newsletter
- Outreach visits to community functions and organizations
Environmental Scan

Political/Legal Factors: In the past 6 years the Plainfield-Guilford Township Public Library has made an effort to be more aware of legal factors while maintaining an easy-going presence and atmosphere. More attention is paid to copyright when choosing items to include in promotional materials and images, but instead of having patrons fill out photography release forms staff make sure to inform patrons that all images may be used in promotional materials. The library also makes all information about photocopying and computer use available to the public on the devices and/or public computers.

Economic Factors: The recession of our economy and higher unemployment rate in the past five years have resulted in an increase of library users. Many residents aren’t able to spend money as easily or freely on entertainment and research items or other services. Patrons come in to take advantage of the free computers and wireless service, the entertaining and educational programs and technology and skills classes, and to get information on job searches and filing for unemployment. Though the library offers more opportunities for volunteers and donations than in the past, there has been a decline in both as residents are working more and have less money to donate. Thankfully, the Plainfield-Guilford Township Public Library is located in a community where industry has continued to grow in the past decade; therefore residents have a relatively low tax rate and the operating income has not had to be cut.

Social Factors: The primary users of the Plainfield-Guilford Township Public Library haven’t changed drastically in the past decade. U.S. Census statistics show that in the past decade the non-white population in Hendricks County has increased by 76% and that the Guilford Township non-white population has increased by just under 43% (see “2000 & 2010 Population” table). The Plainfield Community School Corporation has seen an increase of 45.5% of non-white students from the 2005-2006 school year to the 2011-2012 school year (see “Plainfield Community School Corporation Enrollment” table). Though the schools have adapted their language learning programs and some churches have created programs for English as a Second Language families, there has been no other increase in English as a Second Language learning programs in the county.

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<tbody>
<tr>
<td>Hendricks Co. Total Population</td>
<td>104,093</td>
<td>145,448</td>
<td>41,355</td>
<td>28.43%</td>
</tr>
<tr>
<td>Hendricks Co. Non-White Population</td>
<td>3,429</td>
<td>14,331</td>
<td>10,902</td>
<td>76.07%</td>
</tr>
<tr>
<td>Guilford Twp. Total Population</td>
<td>22,895</td>
<td>27,844</td>
<td>4,949</td>
<td>17.77%</td>
</tr>
<tr>
<td>Guilford Twp. Non-White Population</td>
<td>1,488</td>
<td>2,594</td>
<td>1,106</td>
<td>42.64%</td>
</tr>
<tr>
<td>Hendricks Co. Latino Population</td>
<td>1,162</td>
<td>4,379</td>
<td>3,217</td>
<td>73.46%</td>
</tr>
<tr>
<td>Guilford Twp. Latino Population</td>
<td>323</td>
<td>752</td>
<td>429</td>
<td>57.05%</td>
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Plainfield Community School Corporation Enrollment

<table>
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<th>2005-2006</th>
<th>2011-2012</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enrollment</td>
<td>4,199</td>
<td>4,905</td>
<td>14.39%</td>
</tr>
<tr>
<td>White Students</td>
<td>3,901</td>
<td>4,358</td>
<td>10.49%</td>
</tr>
<tr>
<td>Non-White Students</td>
<td>298</td>
<td>547</td>
<td>45.52%</td>
</tr>
</tbody>
</table>

Technological Factors: The Plainfield-Guilford Township Public Library has seen a large increase in residents receiving information via the website, social networks, and other online venues. The library offers wireless service for free and provides over 40 public computers. The library has also increased its collection of technology services including more databases, a downloadable eBook and audiobook collection, and more technology classes.
### SWOT

#### Strengths
- Building: nice, added onto 12 years ago, new carpet and furniture recently added
- Customer Service: staff is friendly and have knowledge and skills in various areas
- Collection: relevant and large (highest number of holdings of all libraries in Hendricks County)
- Local History: knowledgeable staff, strong collection and many catered services
- Adaptive: staff, services, and furniture are very adaptable and easy to change
- Programs: a variety of programs for all ages are offered
- Teen services: strong teen department, including various programs and materials resulting in high attendance and use
- Children’s services: strong children’s department including various programs and materials resulting in high attendance and use
- Meeting rooms: five meeting rooms available for free public use
- Art gallery: large gallery with monthly displays
- Technology: updated and innovative technology services

#### Weaknesses
- Communication: details aren’t always communicated to patrons or between staff members
- Program promotion: programs could be more heavily promoted at the desk
- Services promotion: services could be more heavily promoted at the desk
- Training: staff could benefit from more varied training on procedures and technologies
- Cross training: staff could be better trained in outside departments
- Proactive Troubleshooting: staff don’t always know what to do in various situations

#### Opportunities
- Partnerships (schools, businesses)
- Education-oriented community
- Area growth is high (new residents)
- Changing perceptions (20-40 year olds)
- Need increasing in area due to decline in income
- Perceived as the best among County libraries
- Physical location

#### Threats
- “Just Books” perception
- Reciprocal borrowing reputation
- Funding
- Competition from other entertainment resources (Amazon, Netflicks, Hulu)
- Recreation & Aquatic Center
Original Data

During November of 2012 the Plainfield-Guilford Township Public Library’s marketing team, consisting of the Library Director, the Local History & Indiana Department Manager, the Community Central Department (publicity and programming) Manager, the Adult Marketing Assistant and Programmer, and the Innovative Technology Coordinator, compiled a survey to be issued to Plainfield-Guilford Township residents. The survey would be provided through Survey Monkey and would be available on the opening page of all library public computers. Additionally, the survey was promoted via the library’s website, Facebook, and Twitter accounts. Team members visited and performed the survey at popular community destinations including the Metropolis Mall, the Recreation and Aquatic Center, and local coffee shops and restaurants. The survey was open for two weeks and was completed by 623 respondents.

Each question is listed below, along with the answers (most popular is bolded):

1. What is your gender?
   a. Female 58.6%; male 41.4%
2. What is your age?
   a. Under 17 11.9%; 18-24 9.0%; 25-34 16.7%; 35-44 18.3%; 45-54 21.4%; 55-64 11.3%; 65-74 7.7%; 75 or over 3.8%
3. What is the highest level of education you have completed?
   a. Did not attend school 3.1%; some middle or high school 12.3%; GED or high school diploma 38.6%; Associate’s degree 14.6%; Bachelor’s degree 22.1%; Master’s degree 9.3%
4. Do you have a library card?
   a. Yes 81.3%; No 18.7%
5. How often do you use the library?
   a. Daily 11.5%; Weekly 48.7%; Monthly 25.2%; Rarely (2-3 times per year) 11.3%; Never 3.3%
6. What social networking sites do you use?
   a. Facebook 93.6%; Twitter 17.4%; Pinterest 23.6%; Other 25.7%
7. How do you get library information?
   a. Website 58.8%; Social networking site 6.1%; word of mouth 27.2%; flyers 18.0%; desk staff 23.3%; newsletter 17.1%; library blog 4.0%; newspaper 12.9%; electronic yard sign 10.1%; lobby sandwich board sign 11.2%; other 5.1%
8. How do you use the library?
   a. Physical materials (books, DVDs, magazines, etc.) 59.3%; quiet study space 23.1%; meeting rooms 5.6%; online materials (eBooks, music, databases, etc.) 26.8%; events, programs, and classes 19.3%; computer/internet access 56.1%; wireless access 19.5%; children’s area 23.4%; teen area 14.0%; local and family history 7.0%; social gathering/hangout space 6.3%; other 3.6%
9. What is something (program or materials) you wish the library offered?
   a. Open answer format with 181 various responses
10. Do you have any other comments or suggestions for the library?
   a. Open answer format with 169 various responses
Market Segmentation

Non-white residents make up a rapidly growing segment of the Hendricks County and Guilford Township populations. As of 2010 in Hendricks County the non-white population was 14,331 of 145,448 total residents. In the year 2000 the non-white population was 3,429 of 104,093 total county residents. This is a 10,902 or 76.07% increase in the 2010 Hendricks County non-white population, in comparison to a 28.43% increase in 2000. In Guilford Township the non-white population was 2,594 of 27,844 total residents in 2010. In 2000 the non-white population was 1,488 of 22,895 total Guilford Township residents. This is a 1,106 or 42.64% increase in the Guilford Township non-white population in 2010, in comparison to a 17.77% increase in 2000.

A rise in the non-white population indicates a potential increase in English as a Second Language families and individuals. These families need resources to help them learn and embrace the English language to better communicate in their new environment. Library employees regularly find themselves in situations where one or more family members don’t speak English and use other family members, usually children, to interpret for them.

This increase in non-white population could also indicate that the English language is no longer the only language Americans need to know. In an economy where jobs are more difficult to find and in a time where the area is becoming more multi-cultural many citizens are increasingly interested in learning basic speaking skills in other languages or even in becoming bi- or multi-lingual.

Some foreign language speakers that visit the Plainfield-Guilford Township Public Library are interested in family and all-ages programing as well as information about the area, entertainment resources, and language learning resources. They may be members of local churches, have children enrolled in the Plainfield Community School system, and may take advantage of other town amenities and services, such as the parks and Recreation and Aquatic Center.
Service Identification

Mango Languages is an online language learning service the Plainfield-Guilford Township Public Library offers to library cardholders. The interactive program uses chapter or lesson divisions and individuals slides that the user controls the pace of. Color-coding is used to assist users in sentence structure, and cultural and grammar notes are included to make the learning experience unique. Repetition and memory exercises help the user to practice and memorize. Mango Languages currently offers 45 foreign language courses for English speakers and 15 English courses for foreign language speakers.

The Mango Languages services meets the needs of the increasing Guilford Township non-white population as it is a free resource that can assist residents in learning English.

Mango Languages could be considered a cash cow on the BCG Matrix. A cash cow has low growth and a high market share. Though there is an initial and annual fee for the Mango Languages service, there are no other costs associated with the service. The library employs someone to manage the website and online services, as well as a department to promote and market services, so these would not be added costs.
Mission, Goals, Objectives, Actions, & Budget

The Plainfield-Guilford Township Public Library’s mission is “The library is an inviting place connecting the community with opportunities for personal enrichment and enjoyment.”

Marketing Team
The marketing team is comprised of five Plainfield-Guilford Township Public Library staff members:

- Library Director: the library leader; acts as a liaison between the library staff, library Board of Trustees, and patrons
- Community Central Manager: the manager of the publicity, programming, outreach and marketing department
- Marketing Assistant: the marketing assistant for the library; also creates all adult programming
- The Innovative Technology Coordinator: trains staff members on technology; also manages the library website and social networks
- Local History & Indiana Department Manager: has a lot of knowledge of area and residents
Objectives

**Objective:** To promote the library’s language learning software, Mango Languages to our growing ethnic population.

Goals:

1. Develop a set of print and electronic materials to promote Mango Languages
   a. Take advantage of existing print items from the Mango Languages selection of promotional materials
   b. Develop press release for local newspapers, library newsletter, website, and blog
   c. Create instructional handout with the library logo and the Mango Languages logo
   d. Create instructional and promotional video to feature on the library’s website and social media spaces
   e. Promote Mango Languages by incorporating well-known or interesting cultural holidays and making Facebook and Twitter posts

2. Begin a monthly “Mango Day” promotion
   a. Set up a table in the lobby or at another event with a laptop and iPad ready to demonstrate Mango Languages to passersby
   b. Pick a featured language to demonstrate and have demonstrators memorize and use a few greetings and phrases to attract participants
   c. Use Mango Language’s promotional items to pass out or do random drawings and prizes for participants in the demonstration

**Objective:** To partner with and increase communications between local organizations and schools.

Goals:

1. Communicate with local organizations including businesses, schools, and religious groups to increase awareness of the Mango Languages software
   a. Connect with the Islamic Society of North America, centered in Plainfield, Indiana, and invite leaders in the organization to try Mango Languages
   b. Offer to do outreach visits to the schools to demonstrate Mango Languages to foreign language classes, during school library visits, or at school sporting events and programs
   c. Connect with the Plainfield Chamber of Commerce to create a partnership and get help pinpointing business owners who might benefit from using Mango Languages, or who Might have patrons or customers who could benefit from using Mango Languages

**Objective:** To maintain a staff ready to offer knowledge and information about language resources for foreign language learners and ESL learners.

Goals:

1. Train all library staff, library board members, and key community contacts to be “Mango Language Specialists.”
a. Mango Language Specialists will take a course offered by the library’s on-staff technology trainer to learn the basics of the software.

b. Mango Language Specialists will use the Mango Languages software on an ongoing basis to keep up-to-date with new languages added and new features added to the program.

c. Mango Language Specialists will be prepared to promote the language learning software to friends, family, and community members they think might be interested using practiced elevator speeches.
### Timeline

<table>
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<tr>
<th><strong>January 2013</strong></th>
<th><strong>Actions</strong></th>
<th><strong>Responsible Parties</strong></th>
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<tbody>
<tr>
<td></td>
<td>Mango Languages Specialists begin on-site training</td>
<td>Innovative Technology Coordinator, Mango Languages Specialists</td>
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<tr>
<td></td>
<td>Prepare and practice elevator speeches to promote Mango</td>
<td>Community Central Manager, Mango Languages Specialists</td>
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<tr>
<td></td>
<td>Review and use existing Mango Languages promotional materials</td>
<td>Marketing Assistant</td>
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<td></td>
<td>Create and publish press release</td>
<td>Marketing Assistant</td>
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<tr>
<td></td>
<td>Create instructional handout</td>
<td>Marketing Assistant</td>
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<tr>
<td><strong>February 2013</strong></td>
<td>Promote Mango Languages on Facebook and Twitter using cultural holidays</td>
<td>Innovative Technology Coordinator</td>
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<td></td>
<td>Create and release instructional video to feature on website and social media</td>
<td>Innovative Technology Coordinator, Marketing Assistant</td>
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<tr>
<td></td>
<td>Begin monthly “Mango Day” promo table</td>
<td>Community Central Manager, Marketing Assistant</td>
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<tr>
<td><strong>March 2013</strong></td>
<td>Connect with Islamic Center</td>
<td>Community Central Manager</td>
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<td></td>
<td>Contact schools to plan Mango Languages remonstrations at events and in classes</td>
<td>Community Central Manager</td>
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<tr>
<td></td>
<td>Contact Plainfield Chamber of Commerce to pinpoint business owners that may benefit from Mango Languages</td>
<td>Community Central Manager</td>
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<tr>
<td><strong>Ongoing</strong></td>
<td>Use Mango Languages to keep up with updates and new languages</td>
<td>Community Central Manager, Innovative Technology Coordinator, Marketing Assistant, Mango Language Specialists</td>
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<tr>
<td></td>
<td>Continue promoting Mango Languages by incorporating cultural holidays</td>
<td>Innovative Technology Coordinator</td>
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<tr>
<td></td>
<td>Continue with “Mango Day” promotion</td>
<td>Community Central Manager, Marketing Assistant</td>
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<tr>
<td></td>
<td>Continue communicating with community organizations about Mango Languages</td>
<td>Community Central Manager</td>
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### Mango Languages Marketing Campaign Budget

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<th><strong>Desired Campaign Item</strong></th>
<th><strong>Cost</strong></th>
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<tr>
<td>Printing costs for printed promotional materials</td>
<td>$.10/page X 1,000 pages X 5 different printed materials: $500</td>
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</table>
| Kick-off prizes (iPad, Kindle Fire, Nook Tablet) | iPad Mini: $329  
Kindle Fire: $159  
Nook HD: $199 |
| Equipment for instructional video | Flip UltraHD Video Camera: $399  
Video Editing Software: up to $100 |
| Newspaper press release | Various ads: $50 |
| **Total Costs:** | **$1,736** |
Communication: The Marketing Mix

Promotion
The purpose of the Mango Languages marketing campaign in the Plainfield-Guilford Township Public Library is to provide language learning resources to Guilford Township’s growing non-white/ESL population and to those who are interested in learning another language.

The Mango Languages company makes promoting the product easy and desirable to libraries, as the company offers points to libraries for doing certain tasks. Some such tasks include adding the Mango logo to the library website, hosting a training session for library staff, publishing an article in the library newsletter, etc. Points can be used to purchase promotional materials, like T-shirts with the Mango Languages logo, pencils, pens, reusable bags, etc. The Plainfield-Guilford Township Public Library plans to mark these tasks as complete to receive the points as they are completed within the library. As points are accumulated they will be used to “purchase” Mango Languages prizes to be given away to participants. Mango Languages branded prizes will be given away to a few randomly drawn participants names after each “Mango Day” promotion.

To kick off the Mango Languages marketing campaign the library will host a “Mango Languages: Love Language at the Plainfield Library” celebration mid-January 2013. The celebration will be casual and will last all day. Members from the marketing team will alternate manning a table in the library lobby where incoming patrons can stop and see a demo of Mango Languages on a big screen; Youth Services staff will promote the program using iPads and their service desk computers in the Children’s Room, and will also have periodic foreign language story times; Teen Services staff will also promote the program using iPads and playing impromptu “guess the foreign language word” games; Circulation/Reference staff will ask patrons who have reference questions or want to check out if they’d like to see a demonstration, and will refer patrons with children or teens to participate in activities in their age areas. All staff will be encouraged to dress in cultural outfits if they’d like. Patrons will be invited to drop their name into a box and 3 winners will be drawn; one will receive an iPad, one will receive a Kindle Fire; and one will receive a Nook HD. When winners come in to pick up their prizes they will be given a short demonstration of how to use the Mango Languages mobile learning app on their new devices.
Message
The library’s Mango Languages marketing campaign uses the AIDA (Awareness, Interest and Desire, Action) model to convey its message.

- **Awareness**: In January of 2013 a press release for the Mango Languages program will be run in local newspapers. The staff will also participate in a kick-off “Mango Languages: Love Language at the Plainfield Library” party, attracting the attention of all patrons during the day, and of patrons in the weeks prior as promotions for the kick-off event and word-of-mouth messages are passed along.

- **Interest & Desire**: Interest and desire to use the Mango Languages program will be encouraged in patrons first during the kick-off event in January. Interest will be cultivated in February through the development of the instructional video and the beginning of ongoing cultural holiday tie-in Facebook and Twitter posts that also advertise Mango Languages beginning in February.

- **Action**: Patrons will want to take action and use Mango Languages as they are contacted via the connections the Community Central Manager will make by contacting the Islamic Center, the local schools and churches, and the Plainfield Chamber of Commerce. Patrons will also be encouraged to take action after viewing the instructional video or after seeing or participating at the promotional table on Mango Days.


**Branding**

The “Mango Languages: Love Language at the Plainfield Library” promotional materials will use the title “Mango Languages: Love Language at the Plainfield Library,” and promotional materials may include the provoking question “Mango Languages at the Plainfield Library: What Language Would You Love to Learn?”

Materials will use a combination of Mango Language’s colors (greens, oranges) and the library’s main colors (light blue, dark brown). See color samples below:

![Color samples](image.png)

Materials will also use both the library logo and the Mango Languages logo. See both below:

![Library Logo](image.png)

![Mango Languages Logo](image.png)
Public Relations

The “Mango Languages: Love Language at the Plainfield Library” campaign will make use of social media, WOMM (word of mouth marketing), and elevator speeches as public relations tools. Period updates will be made on Facebook and Twitter that include fun, intriguing, but easy-to-guess foreign languages phrases and cultural holidays to promote and remind users about Mango Languages. Staff members who become Mango Language specialists will develop and rehearse elevator speeches to give to any patrons they think might be interested, including patrons who are getting a new library card and patrons who have members in their family/party that speak a foreign language.

The primary tool to be used is WOMM, or word of mouth marketing. The Community Central Manager will work with the Library Director to identify influencers within the community, including church members, PTO members, teachers, and other school advocates, Islamic Society of North America members, and Plainfield Chamber of Commerce members. The key community members identified by the Director and Community Central Manager will be provided with family success stories and/or examples of people who have used Mango Languages to either learn a new foreign language or to begin learning to speak English as a second language. Community members can share these stories with anyone they think may be interested in using the program. Community members will also be given a small business card that has the library’s Mango Languages link to pass out to those who may be interested. The Community Central Manager and/or Library Director will occasionally contact these key community members to check in and see if they need more success stories, business cards, or refresher information on Mango Languages to keep the lines of communication open. This will also be a key time to evaluate the success of this outreach endeavor: the manager or director will ask community members to keep count of how many people they connect with about the Mango Languages program and will compare the numbers with the usage numbers from the software program as well. Community members will be asked if there are other ways they think the library could connect with people.
**Publicity**

To publicize the “Mango Languages: Love Language at the Plainfield Library” campaign the Marketing Assistant will work with the Innovative Technology Coordinator to select existing promotional materials from the Mango Languages “Mango for Libraries” materials collection. A business card with the Mango Languages logo, the library logo, a link to the library website, and the library’s Mango Languages direct link will be created:

Bookmarks will be available near the foreign language books to hopefully entice patrons to take action and visit the library’s Mango Languages website. The bookmarks include both the Mango Languages logo and the library logo and say “love language in various languages to intrigue patrons. See below:
Photographs will be taken of the promotional table and big screen during “Mango Day” festivities and will be tweeted and uploaded to Facebook during each Mango Day and a few days prior to upcoming Mango Days to entice people to participate. Below is an image from one such Mango Day:
Advertising
In order to continually catch the eye of community members who may not already be visiting the library as well as those who aren’t found through the WOMM endeavor, the Plainfield-Guilford Township Public Library will send a press release to the local newspaper and will occasionally submit ads to the newspaper that will consist of the small basic business card format and wording.

The press release for the local newspaper will read as follows:

FOR IMMEDIATE RELEASE

CONTACT: Rachel Ziegler, Library Director
317-839-6602
www.plainfieldlibrary.net

PLAINFIELD-GUILFORD TOWNSHIP PUBLIC LIBRARY
ANNOUNCES THE ADDITION OF MANGO LANGUAGES.

Mango Languages: Love Language at the Plainfield Library

Plainfield, Indiana, January, 2013 — Plainfield-Guilford Township Public Library is pleased to announce that it now offers the Mango Languages online language-learning system to its patrons. Library Director Rachel Ziegler made the announcement.

Learning a new language with Mango Languages is free for all library patrons, and offers a fast and convenient solution for our community’s increasing language-learning needs. Each lesson combines real life situations and audio from native speakers with simple, clear instructions. The courses are presented with an appreciation for cultural nuance and real-world application that integrates components of vocabulary, pronunciation, grammar and culture. Users learn actual conversation, breaking down complex linguistic elements within an audio-visual framework that draws important connections and builds on information they have already learned.

Mango is available in two versions. One is Mango Complete, a 100-lesson course that is designed to provide a deep understanding of a language and its culture. The second is Mango Basic, which teaches everyday greetings, goodbyes and helpful phrases in a short period of
time and is designed to appeal to a beginner in a new language. There are more than 40 foreign
language courses available and 16 English as a Second Language (ESL) courses.

“We are happy to be able to offer Mango Languages as a language learning resource for
our library users,” said Director Rachel Ziegler. “Some members of our community would like to
learn English as a second language and others would like to learn a new language to travel or
for their business. Many patrons will want to learn a language simply because it will now be a
free opportunity for them. With Mango Languages we are able to reach all of these patrons.

To learn more about Mango and get a preview of what the program has to offer, stop by
the library and we will give you an introduction. “Mango Languages at the Plainfield Library:
What Language Would You Love to Learn?” asks Ziegler. You can access Mango through the
library website at www.plainfieldlibrary.net.

Founded in 2007, Mango Languages is recognized as a leading provider of online
language learning services to libraries, government agencies, corporations and the
general public. Designed by a team of linguists, teachers, software developers, human
interface specialists, writers, voice talents and designers, the company’s award-winning
language learning system has drawn acclaim from prominent national and international
reference groups, educational resources, Web organizations and travel guides. For more
information, visit www.mangolanguages.com or follow Mango Languages on Twitter at
www.twitter.com/mangolanguages.
Advocacy

The “Mango Languages: Love Language at the Plainfield Library” campaign will work towards the library’s goal of reaching all population areas. As service population continues to grow the non-white population proves to grow at an even more rapid pace indicating an increase in non-English speaking citizens. Offering services to these patrons helps the library to reach an un-served or under-served population. Additionally, because the program is an internet service and mobile/device service works to increase the library’s technology services and presence. Business owners, church members and officials, and school officials will also reap the benefits of the service, as they can use it to aid their own members or customers; attracting these key community members increases the library’s pool of stakeholders.
Internal Marketing

Library staff members are incredibly important stakeholders in the organization, as without internal buy-in an endeavor can surely fail. As such, one goal of the “Mango Languages: Love Language at the Plainfield Library” campaign focuses entirely on training use using trained staff to be key promoters:

Goal: Train all library staff, library board members, and key community contacts to be “Mango Language Specialists.”

   a. Mango Language Specialists will take a course offered by the library’s on-staff technology trainer to learn the basics of the software.
   b. Mango Language Specialists will use the Mango Languages software on an ongoing basis to keep up-to-date with new languages added and new features added to the program.
   c. Mango Language Specialists will be prepared to promote the language learning software to friends, family, and community members they think might be interested using practiced elevator speeches.

In January 2013, the Innovative Technology Coordinator will begin offering an Indiana State Library TLEU-approved training course to train staff members on using the Mango Languages software. Staff will use the library’s set of eight training laptops to learn the computer learning interface, and staff will also be encouraged to try the Mango Languages app from their own personal mobile devices and tablets. Staff may also use the department iPads or the library’s Kindle Fire or Nook Color to try using the mobile interface. Staff members who complete the course will be labeled “Mango Language Specialists.” As an incentive for agreeing to be knowledgeable promoters, Mango Language Specialists will be issued a T-shirt promoting the “Mango Languages: Love Language at the Plainfield Library” campaign, and will be allowed to wear the t-shirts at any time with jeans for a free-form casual day.
Evaluation

In order to evaluate the effectiveness of the “Mango Languages: Love Language at the Plainfield Library” campaign, several measures will be taken. First, staff will be asked to track how many people they speak to at the services desks about Mango Languages specifically. Mango Language Specialists and marketing team members will be asked to also track how many people they reach through Mango Day promotions and interactions. The Innovative Technology Coordinator will track how many people view or respond to Facebook and Twitter posts about Mango Languages specifically, and the Community Central Manager will record any outreach visits she makes. Also, key community members who are identified in the WOMM initiative will also be asked to track how many people they connect with and how many business cards they hand out. Numbers of printed materials will be tracked, as will the number of visitors to/viewers of the instructional video that is created. Last, Mango Languages program statistics will be closely tracked and compared with the number of community members reached. After the initial campaign has begun in the first quarter of 2013, a brief survey will be performed on a quarterly basis to better understand community needs and usage of the program. The survey will also masquerade as an additional promotional tool. The survey will read as follows:

1. Do you use the library’s Mango Languages program?
2. What languages would you like to learn using the Mango Languages program?
3. What additional language-learning resources do you think the library should offer?
4. Do you know of a friend or relative that could benefit from using the Mango Languages program?
Reflection

The “Mango Languages: Love Language at the Plainfield Library” campaign reflects the library’s mission statement, which is “The library is an inviting place connecting the community with opportunities for personal enrichment and enjoyment.” Learning a language can fulfill a need many have to enrich their lives but it can also be an enjoyable experience. By actively pursuing members of the community and recruiting them to help pass along the library’s message about Mango Languages the library’s audience reached is doubled. Promotional efforts are being made by

- Advertising in the local newspaper
- Having a kick-off celebration
- Training, exciting, and rewarding staff members
- Offering written and video instructional materials
- Connecting with key community members
- Using community members to pass along the message
- Promoting on the website, blog, Twitter, and Facebook
- Offering Mango Languages prizes at an ongoing promotional “Mango Day” table

By covering a variety of promotional avenues a wider audience will be reached, whereas an online program like Mango Languages might sometimes only be promoted by either print materials or online materials.

The “Mango Languages: Love Language at the Plainfield Library” campaign not only promotes an online service and demonstrates the library’s technology offerings and staff technology know-how, but it also endeavors to reach an under-served or even un-served population in the library’s service population. Advertising such a service can increase cardholder numbers and work to advocate for the library. This marketing endeavor is more than simply marketing a library service: it works to make the library mission hold true, it increases the service population, it promotes the library’s technology, it increases staff knowledge, and it assists citizens in reaching goals.
References


“Plainfield Community Sch Corp (3330).” *Indiana Department of Education*. Indiana Department of Education. N.d. 9 September 2012. Web. 

