A Readers’ Advisory Marketing Plan for the Eckhart Public Library
Executive Summary

In 2016, the Indiana State Library (ISL) valued the Eckhart Public Library district at over $5 million, serving 5,291 resident borrowers and 409 non-resident borrowers, as well as a mixture of PLAC and reciprocal borrowers totaling an additional 13—in total, 5,713 registered borrowers.

Before a July 2, 2017 fire decimated large portions of the Eckhart Public Library collection, Eckhart Public Library holdings included:

- 64,097 print books;
- 7,010 e-books;
- 4,082 physical videos;
- 102 physical electronic formats (video games, software, etc.);
- 5,541 physical audios (CDs, audiobooks, etc.);
- 1,566 e-audios (CDs, audiobooks, etc.);

as well as access to:

- 105 electronic devices;
- 5 databases, excluding INSPIRE;
- 141 print and electronic serials;

for a total of 82,649 holdings. In 2016, Eckhart Public Library circulated a total of 14,635,388 materials. Since the 2017 fire, Eckhart Public Library’s holdings have drastically decreased, as an estimated 95% of the collection housed at the Main library were destroyed.

In addition to materials circulated, Eckhart Public Library held 842 programs over the course of 2016, serving 12,018 attendees.

The mission of the Eckhart Public Library throughout its service—both before and after the fire—has been to “[provide] access to diverse information and [present] opportunities for creativity and discovery at all stages of life.”

In order to continue its commitment to its mission, Eckhart Public Library is creating a campaign to increase readers’ advisory service at Eckhart Public Library. Called RevAmp, this campaign aims to redefine the concept of readers’ advisory as it is currently practiced at Eckhart Public Library, and encourages new, innovate readers’ advisory services. The campaign contains the following documents:

- **Theoretical Foundation**: readers’ advisory marketing at libraries, with a focus on innovative marketing; professional publications relating to the marketing of readers’ advisory services.
- **Market Audit/Research:**
  - **Analysis:** information on current and potential patrons of Eckhart Public Library, as well as information about competition for services within DeKalb County.
  - **Environmental Scan:** information on the external environment of Eckhart Public Library and the ways in which it impacts Eckhart Public Library.
  - **SWOT:** a strengths/weaknesses/opportunities/strengths (or SWOT) analysis of Eckhart Public Library.
  - **Data:** ways in which Eckhart Public Library can collect any data needed before, during, and after the campaign.

- **Market Segmentation:** target audience of the RevAmp campaign.

- **Service Identification:** information about the importance of readers’ advisory; connection to target audience; Ansoff’s matrix of readers’ advisory service identification and implementation.

- **Library and Campaign Information:** Eckhart Public Library mission statement; RevAmp campaign mission statement; RevAmp campaign goals and objectives; RevAmp campaign strategies; RevAmp campaign actions and timelines; RevAmp campaign roles and responsibilities; RevAmp campaign budget.

- **Communication:**
  - **Promotion:** methods of promoting RevAmp campaign.
  - **Message/Branding:** central message of RevAmp campaign; brand information.
  - **Public Relations:** methods of public relations for RevAmp campaign.
  - **Publicity:** discussion of publicity materials for RevAmp campaign.
  - **Advertising:** discussion of advertisement in RevAmp campaign.
  - **Advocacy:** RevAmp as library advocacy post-fire.

- **Internal Marketing:** preparing staff for RevAmp.

- **Evaluation:** methods of evaluating the RevAmp campaign.

- **Reflection:** Eckhart Public Library and RevAmp post-fire; RevAmp and Evergreen Indiana; RevAmp and Eckhart Public Library’s “new chapter of service.”

- **Appendixes:** drafts of publicity materials; drafts of evaluation materials.
Theoretical Foundation

Readers’ Advisory Marketing

Eckhart Public Library appears to be one of the first libraries to create a marketing campaign specifically for readers’ advisory, as no other marketing plans or campaigns offered by public libraries can be found, except for the mention of Multnomah County Library’s tattoo readers’ advisory campaign. However, despite the lack of campaigns, readers’ advisory is an immensely popular service in libraries. In 2014, a Library Journal survey of almost 700 libraries throughout the US and Canada showed that 100% of those libraries offered some form of readers’ advisory.

Some libraries around the US that are making special efforts to market their readers’ advisory services include:

• Portsmouth Public Library, Dallas Public Library, and West Springfield Public Library are implementing online request forms that allow patrons to seek readers’ advisory services from the comfort—and increased anonymity—of their homes;
• In 2016, the Multnomah County Library used patrons’ tattoos to provide readers’ advisory;
• the Indianapolis Public Library is hosting an event in summer 2018 where patrons can learn how to use readers’ advisory tools, such as NoveList, for themselves.

Professional Publications Concerning Readers’ Advisory Marketing

In addition to library efforts in marketing readers’ advisory, professional publications have featured information about the process of marketing readers’ advisory. Some professional publications featuring readers’ advisory marketing information include:

• Booklist: Joyce Saricks, a well-known readers’ advisory scholar and advocate, argued for the use of displays as a readers’ advisory tool for both patrons and library employees in a 2010 Booklist column;
• School Library Journal: in 2016, Alanna Graves, a New Jersey librarian, shared the process of using Snapchat as a readers’ advisory tool; also in School Library Journal, a 2009 article by Lori Easterwood and Lindsey Patrick Wesson stressed the similarities between games and books, and highlighted the ways in which gaming could be used in the readers’ advisory process.
Market Audit/Research

Community Analysis

DeKalb County, of which Auburn is the primary city, is a vibrant community that is home to a wide variety of people. The 2017 population of DeKalb County came in at 42,836 persons: in 2016, 13,052 of those persons resided in Auburn. STATS Indiana DeKalb County statistics from 2016 showed that:

- 6.3% of the DeKalb County population were under the age of 5;
- 18.4% were between the ages of 5 and 17;
- 8.3% were between the ages of 18 and 24;
- 23.9% were between the ages of 25 and 44;
- 27.5% were between the ages of 45-64;
- 15.5% were over the age of 65.

Racial demographics show that while DeKalb County is predominantly—97.5%—white, DeKalb County still hosts a variety of different racial origins throughout the remain 2.5%, as shown below:

- American Indian/Alaska Native: 0.3%;
- Asian: 0.5%;
- Black: 0.4%;
- Native Hawaiian/Pacific Island: 0.1%;
- Mixed race: 1.1%. 

Employment in DeKalb County is largely private, making up 88.8% of the workforce; however, that sector contains employees working in varied fields, from manufacturing (33.7% of the private employment workforce) to information (0.4% of the private employment workforce). Ultimately, 96.8% of DeKalb County works in nonfarm employment.

DeKalb County is served by four different library systems: Butler Carnegie Library, Eckhart Public Library, Garrett Public Library, and Waterloo-Grant Public Library. Auburn is served by Eckhart Public Library. However, all four DeKalb County libraries are a part of the Evergreen Indiana library consortium, which connects these four libraries to each other and to over 100 other Indiana libraries.

Eckhart Public Library and the Community

Despite the devastating fire of July 2, 2017, Eckhart Public Library has maintained its commitment to the community, declaring itself “Eckhart strong” and determined “to serve our community’s evolving needs as we enter a new chapter of service.” In addition to three
open library locations—the pre-fire Willennar Genealogy Center and the Third Place, as well as a post-fire temporary location inside of Auburn Plaza—Eckhart Public Library has continued to offer a large spectrum of services, such as:

- Various storytimes;
- Book clubs;
- Age-specific groups for teens and adults;
- Unique programs, such as author visits and partnerships with local entities.

Via these programs, Eckhart Public Library has held true to its mission to serve its community “at all stages of life.” Collaboration with local news sources such as the Journal Gazette and the Star has allowed Eckhart Public Library to share its efforts—both of reconstruction of the historic Main library and of continuing service to its community—with DeKalb County, particularly those in the Auburn area.

**Environmental Scan**

In addition to the community served by Eckhart Public Library and the internal environment of Eckhart Public Library as provided by holdings, programs, etc., the external environment in which Eckhart Public Library is situated has an impact on the library, particularly in the areas of politics/law, economics, society, and technology (PEST).

- **Politics/Law:** Politically, DeKalb County is predominantly conservative. In the 2016 election, both for federal and state officials, Republican candidates swept the board in DeKalb County. Legally, DeKalb County sees a relatively small number of high-stakes cases: of the 1,661 criminal cases filed in DeKalb County in 2016, 53.9% were labeled misdemeanors, and 24.1% were miscellaneous criminal occurrences. Only 22% of DeKalb County’s 2016 criminal cases were classed above a misdemeanor.

- **Economics:** Economically, DeKalb County does well, touting a cost of living 16% lower than that paid on average in the US. Auburn is home to DeKalb Health, the third major employer in DeKalb County at 600 employees.

- **Society:** From 2012-2016, only 1.7% of persons were classified as foreign born, and only 3.1% of persons over 5 years spoke a language other than English while at home. In 2017, the diversity index number (from 1-100) was a 13 in Auburn. The Star is the only currently publishing local news source in Auburn, but other news sources provided by Eckhart Public Library and/or available to citizens include:
  - Wane.com;
  - Journal Gazette;
  - USA Today.

- **Technology:** Eckhart Public Library offers free Wi-Fi at all of its locations. Other locations that offer free Wi-Fi include:
o Subway;
o Wendy’s;
o Dairy Queen;
o KFC; and
o Walmart.

In addition to free Wi-Fi, Eckhart Public Library offers the use of public computers for free at all of its locations.

These factors impact Eckhart Public Library due to the effect they have upon what services are sought by Eckhart Public Library patrons.

- Political and legal factors will impact what patrons want to read, and whether or not newspapers will be in high demand.
- Economic factors will dictate the number of patrons in the library seeking employment assistance, tax assistance, or other resources.
- Societal factors will determine what is available to Eckhart Public Library at a local level, and what will need to be gotten through larger corporations—examples are: newspapers, contracting, etc.
- Technological factors will impact the viability of Eckhart Public Library technological resources and the extent to which patrons are satisfied with Eckhart Public Library offerings.

**SWOT**

Eckhart Public Library’s services are characterized by its strengths, weaknesses, opportunities, and threats.

- **Strengths:** Eckhart Public Library has several strengths:
  - Branding: Recently Eckhart Public Library underwent a rebranding process, leading to more consistency of quality and visibility of library resources.
  - Social Media: Through the efforts of the Programming & Outreach Manager, as well as those of the Marketing Specialist, Eckhart Public Library’s social media accounts (Facebook and Instagram) are active sites that are used by patrons as a way to learn more about Eckhart Public Library offerings, as well as a way to reach out to Eckhart Public Library staff.
  - Partnerships: Eckhart Public Library has multiple partnerships with entities in the DeKalb County community, allowing for additional exposure.

- **Weaknesses:** Despite a thriving social media presence, Eckhart Public Library’s primary weakness is a disconnect between Eckhart Public Library and members of the community (ex: nearly a year after the fire of July 2017, some members of the community are still unaware of the Main library’s closing and the reasons behind it).
• **Opportunities:** One of the largest opportunity areas of Eckhart Public Library is its partners. Large community businesses, such as DeKalb Health, are potential partners that Eckhart Public Library would like to work with in order to get more information out to more people.xlii

• **Threats:** Maintaining a consistent level of positivity and professionalism across Eckhart Public Library’s social media is something that, if not done properly, can be a difficulty for Eckhart Public Library. In addition, it is paramount for Eckhart Public Library to ensure that the information on social media is also consistent with information shared by Eckhart Public Library staff, or shared via print either by Eckhart Public Library or local news sources.xliv

### Data Collection

Eckhart Public Library uses social media (Facebook, Instagram) to collect information about what people think of library news/library services/etc. Eckhart Public Library will continue to utilize social media as a primary source of data collection during the RevAmp campaign, particularly as social media will be a central part of the campaign itself. Ways to encourage patrons to share feedback via these outlets would be to end all social media posts with formulations such as:

- Help up #RevAmp #readersadvisory! Tell us what you think of our newest development in the #comments, or #dm us! (Instagram post);
- Help us RevAmp readers’ advisory! Tell us what you think of our newest development in the comment section or shoot us a private message! (Facebook post);
- Did you attend today’s #RevAmp event? Let us know what you thought in the #comments, or #dm us! (Instagram post);
- Did you attend today’s RevAmp event? Let us know what you thought in the comment section or shoot us a private message! (Facebook post);
- Win a #coupon for our online shop!! Share what you think of our #RevAmp campaign in your #igstory—don’t forget to mention @eckhartrevamp—for a chance to win! (Instagram post);
- Win a coupon for our online shop! Share what you think of our RevAmp campaign on your timeline—don’t forget to tag Eckhart RevAmp—for a chance to win! (Facebook post).
Market Segmentation

The target audiences of the RevAmp campaign are twofold:

- All current library users (defined by Eckhart Public Library for the purpose of this campaign as all users who visit any Eckhart Public Library location at least once per calendar month) who utilize the Eckhart Public Library’s print collection (defined by Eckhart Public Library for the purpose of this campaign as all users who check out at least one title per calendar month);

- Current library users (defined by Eckhart Public Library for the purpose of this campaign as all users who visit any Eckhart Public Library location at least once per calendar month) who do not utilize social media/utilized social media in a limited capacity (defined by Eckhart Public Library for the purpose of this campaign as all users who interact with social media less than once per week), but who utilize Eckhart Public Library services (defined by Eckhart Public Library for the purpose of this campaign as all users who attend a program, check out at least one title, or actively participate in an Eckhart Public Library service at least once per calendar month).

The purpose behind the targeting of these audiences is to:

- Raise awareness of readers’ advisory provision for current library users who utilize the Eckhart Public Library’s print collection;

- Convert non-social media users to social media users, with a focus on current library users.

Target Audience #1: Current Library Users Who Utilize the Print Collection

In fiscal year (FY) 2015, Eckhart Public Library saw a total of 86,556 library visits and 17,783 reference transactions (at Eckhart Public Library, readers’ advisory numbers are included in the reference transaction count). In 2016, the reference transaction per capita rate (i.e., approximately how many reference questions each person asked) in Indiana was 0.72, while the library visit per capita rate (i.e. approximately how many times each person visited a library) was 5.47. While Eckhart Public Library numbers may vary slightly from the state average, these numbers show that for approximately every 5 times a patron visits Eckhart Public Library, they only ask 1 reference question that may or may not be a readers’ advisory request. However, the circulation per capita rate (i.e., approximately how many items a patron circulates in a year) is 12.22.

In light of these numbers, the following facts are known about the target audience of current library users who utilize the print collection:
The average patron at Eckhart Public Library will come into any Eckhart Public Library location around 5 times a year;

The average patron at Eckhart Public Library will only ask 1 reference question per year, which may or may not be a readers’ advisory request;

The average patron at Eckhart Public Library will borrow around 12 items over the course of a year.

The following assumptions can be made about the target audience of current library users who utilize the print collection:

- The average patron at Eckhart Public Library does not qualify as an active library user per Eckhart Public Library’s RevAmp campaign definition;
- The average patron at Eckhart Public Library does not seek out readers’ advisory assistance;
- The average patron at Eckhart Public Library qualifies as a patron who utilizes the print collection per Eckhart Public Library’s RevAmp campaign definition.

With these numbers in mind, the RevAmp campaign goals for this target audience are to:

- Increase the visits per capita rate;
- Increase the reference transactions per capita rate;
- Maintain or increase the circulation per capita rate

via the promotion of readers' advisory services at Eckhart Public Library.

**Target Audience #2: Current Library Users Who Do Not Utilize Social Media**

The three primary social media outlets utilized by Eckhart Public Library are:

- Facebook;
- Instagram; and
- a blog.

Since the end of March 2018, statistics for these social media outlets are:

- Facebook:
  - Likes: 9,512;
  - Page Reach (# of patrons who see Eckhart Public Library’s page without clicking on the direct social media link): 95,159;
  - Total Views (# of patrons who click on the direct social media link): 2244.
- Instagram:
  - Impressions (# of times post is viewed): 13764;
  - Likes: 1237;
In light of these numbers, the following facts are known about social media users at Eckhart Public Library:

- The average Eckhart Public Library social media user is more likely to see a post pop up on their feed due to having followed the library page, sponsored advertisements, etc., than to see a post by visiting the Eckhart Public Library social media page;
- The average Eckhart Public Library social media user is more likely to like a post than to comment;
- About half of Eckhart Public Library social media users who visit the blog will revisit a page.  

The following assumptions can be made about social media users at Eckhart Public Library:

- Approximately 25% of social media users at Eckhart Public Library are actively interacting with Eckhart Public Library Facebook posts;
- Eckhart Public Library social media users who see Eckhart Public Library Instagram posts are unlikely to actively interact with the post;
- Eckhart Public Library blog posts are seen, but not interacted with.

With these numbers in mind, the RevAmp campaign goals for this target audience are to:

- Increase the number of social media followers on Eckhart Public Library social media outlets;
- Increase active interaction with Eckhart Public Library social media posts.

**Service Identification**

Of Americans aged 16+, 95% profess the importance of libraries due to their promotion of literacy and their encouragement of reading. 81% of Americans aged 16+ value libraries because of their provision of services that are difficult to obtain at other locations. Readers’ advisory is a service that is provided largely by libraries.

While practically all libraries in North America offer readers’ advisory, only 59% keep readers’ advisory numbers. However, information about the reading habits of Americans shows that reading, in and of itself, is still wildly popular. While 2017 saw a slight decrease in reading as
opposed to previous years, only 13% of the population identified as having never read, and 41% said that they spent approximately the same amount of time reading in 2017 as they did in 2016.\textsuperscript{viii} While the younger generation is more likely to read than their older counterparts, all age ranges have reading percentages high above the 50% mark.\textsuperscript{ix}

The RevAmp campaign is being created as a way for Eckhart Public Library to reach out to:

- Current library users who utilize the print collection;
- Non-social media users/limited social media users who utilize Eckhart Public Library services.

An Ansoff’s matrix evaluation of readers’ advisory at Eckhart Public Library as it relates to target populations shows that:

- **Market Penetration** can be achieved by turning current library users into readers’ advisory service users;
- **Market Development** can be achieved by converting non-social media users/limited social media users to followers of Eckhart Public Library social media outlets;
- **Service Development** can be achieved by second-hand marketing of readers’ advisory to non-library users (i.e., via social media promotion, patron recommendations);
- **Diversification** is not a primary focus of the RevAmp campaign, but can be achieved by using patron feedback from RevAmp to create new programs and/or services for new/underserved audiences.\textsuperscript{ix}
RevAmp Information

Eckhart Public Library Mission Statement

The mission statement of the Eckhart Public Library reads: “Eckhart Public Library provides access to diverse information and presents opportunities for creativity and discovery at all stages of life.”

RevAmp Campaign: Mission Statement

The mission statement of the RevAmp campaign reads: “The RevAmp campaign, offered by the Eckhart Public Library, creatively explores the opportunities for readers’ advisory services that will speak to library patrons of all ages and situations, allowing for the discovery of and access to new reading/viewing/listening materials available through Eckhart Public Library and Evergreen Indiana.”

RevAmp Campaign: Goals and Objectives

The primary goal of the RevAmp campaign is to encourage the redefinition and recreation of readers’ advisory services at Eckhart Public Library, through a process of ‘revamping.’

The objectives of the RevAmp campaign are:

- To increase awareness of the qualifications of staff regarding readers’ advisory provision;
- To increase awareness of the collection offered by Eckhart Public Library and Evergreen Indiana;
- To create enthusiasm throughout staff and the community for readers’ advisory services at Eckhart Public Library;
- To encourage patrons of Eckhart Public Library to connect with the mission of Eckhart Public Library via readers’ advisory services;
- To encourage patrons of Eckhart Public Library to connect with Eckhart Public Library via social media;
- To redefine and recreate readers’ advisory service in the library field, with Eckhart Public Library as an example and leader.

RevAmp Campaign: Strategies

The strategies behind the RevAmp campaign are:

- Use of social media as a primary tool for both promotion and provision of readers’ advisory services;
• Additional training of Eckhart Public Library staff in the promotion and provision of readers’ advisory services;
• Raised awareness of the Eckhart Public Library mission statement via incorporation of mission statement language into RevAmp promotion.

These strategies will supplement the goals and objectives of the RevAmp campaign, and will dictate the timeline and action items of the RevAmp campaign.

RevAmp Campaign: Actions and Timelines

The RevAmp campaign will run from September 2018-January 2019. The September start date is to accommodate the Summer Reading program at Eckhart Public Library, which runs from mid-May to late-June of 2018, leaving July as a recovery period for Eckhart Public Library staff, and August as a preparation period for staff and a teaser period for the community.

Actions from August to September 2018 include:

• Preparing campaign materials (ex: calendars, coupons, pre-prepared social media images);
• Readers’ advisory training for all staff working a public service desk;
• Teaser statements on social media (ex: “Summer read is over, but Eckhart Public Library has something else on the books. COMING 9/1/2018”).

From September through January 1, 2019, the RevAmp campaign will be in full swing.

Actions from September 2018-January 2019 include:

• AT LEAST weekly RevAmp events;
• Social media posts for each RevAmp event;
• Possible kick-off celebration;
• Possible ending celebration.

The January end date for the RevAmp campaign is to accommodate the reopening of the historic Main location, slated for February 1, 2019. All evaluation of the RevAmp campaign will occur during the campaign so that, come January 1, all efforts will be focused on preparing for the reopening.

RevAmp Campaign: Roles and Responsibilities

The RevAmp campaign will be an all-staff effort, requiring all staff to bear responsibility for programming, readers’ advisory provision, etc. However, certain responsibilities will be handled by particular Eckhart Public Library employees. Examples include:
• Partnerships: Any partnerships with local entities will be handled by the Programming & Outreach Manager;
• Social Media: Social media will be handled by the Marketing Specialist;
• Friends of the Library/Library Board Interactions: All interactions with the Friends of the Library and the Library Board will be handled either by the Director or the Assistant Director.

All staff will be encouraged to create programming opportunities, to provide readers’ advisory services, and to work with the above-named roles to make the RevAmp campaign run smoothly.

In the event of confusion, all questions should be directed either to the Programming & Outreach Manager or the Marketing Specialist, either of whom will then direct the question to any other applicable roles.

**RevAmp Campaign: Budget**

The overall budget for the RevAmp campaign will be $2000*:

- As social media is the primary form of promotion for the RevAmp campaign, and as it will play a crucial role in readers’ advisory provision throughout the campaign, $500 (25%) of the budget will go toward sponsored advertising via Facebook, Instagram, and the blog;
- Enthusiasm for the RevAmp campaign is crucial to its success, so $500 (25%) of the budget will go toward events—kick-off and ending celebrations, food and drink for library events, etc.;
- In order to ensure that staff are properly training in readers’ advisory, $200 (10%) of the budget will be set aside for possible paid trainings for Eckhart Public Library staff;
- $400 (20%) of the budget will go toward furthering partnerships with local entities for the RevAmp campaign [to cover meeting luncheons, paid partnerships, etc.];
- $400 (20%) of the budget will go toward the printing of promotional materials.

*This is a loose budget; actual budgetary needs will vary based on Friends funding and other financial factors, and all budgets are subject to Board approval.*
Communication

Promotion/Publicity

The RevAmp campaign is closely aligned with the Eckhart Public Library and its regular services, especially regarding mission and aesthetics.

In order to correlate with the overall integrated marketing campaign (IMC) of Eckhart Public Library, RevAmp materials utilize the official font and color of the Eckhart Public Library, as well as the official library logo and the RevAmp logo.

The RevAmp campaign utilizes an array of promotional and publicity methods to send its message, which is that to “creatively [explore] the opportunities for readers’ advisory services that will speak to library patrons of all ages and situations, allowing for the discovery of and access to new reading/viewing/listening materials available through Eckhart Public Library and Evergreen Indiana.” Promotional methods can be classified under the three aspects of the Eckhart Public Library tagline, which is Access. Creativity. Discovery.

Access

Promotional and publicity methods that encourage access include:

- Calendars of RevAmp events, available in print and online;
- Coupons for Eckhart Public Library’s online store, available in print and online, to be distributed as incentives and rewards;
- RevAmp social media posts, via Facebook, Instagram, and the library blog.

Creativity

Promotional and publicity methods that encourage creativity include:

- Instagram and Facebook LIVE readers’ advisory sessions;
- RevAmp events such as:
  - RA Swap: Come into any Eckhart Public Library location during event hours and do a readers’ advisory swap—you give the librarian some suggestions, and they’ll give you some! It’s a win/win situation.
  - Readers’ Advisory Charades: Come drop by our temporary location to GUESS. THAT. BOOK. Watch staff get silly with some charade suggestions…and give us some of your own, if you’re brave enough!

Discovery

Promotional and publicity methods that encourage discovery include:
Partnerships with local entities, such as:

- Auburn Fair: The library might be closed this week, but if you’ve been itching for a good read, drop by our booth—our staff are happy to give you a readers’ advisory session. (GUESS WHAT?! Leave the technological worries to us: we’re going to have books for you to check out)!
- Local bookstores: Have you ever picked up a book at the store and wondered if you’d like it? Fear no more! Drop by our booth at your local bookstore with that mystery book and let us look up some information for you!

Message/Branding

Using the Awareness/Interest/Desire/Action (AIDA) method, the RevAmp campaign shares its message of creative exploration, discovery of, and access to readers’ advisory in the following timeline:

- **Awareness**: Over the month of August, awareness for the campaign itself is propagated via Eckhart Public Library promotional tools (social media, print materials, etc.); throughout the campaign, awareness for the provision of readers’ advisory and the enthusiasm of staff is propagated via social media and events;
- **Interest/Desire**: The use of targeted statements on social media, as well as continuing evaluation throughout the campaign, will gauge interest in both the RevAmp campaign and readers’ advisory services;
- **Action**: The RevAmp campaign will highlight the actions of Eckhart Public Library as regards readers’ advisory service; it will also encourage patrons to take action via social media interaction, events, etc.

Throughout this message timeline, patrons will be exposed to the RevAmp brand, which consists of a name and a logo.

The name, “RevAmp,” highlights the central idea behind the campaign, which is to redefine—or ‘revamp’—readers’ advisory services. The pronunciation of the word “RevAmp” also is evocative of the word ‘read,’ which creates a mental connection between the RevAmp campaign and the action of reading.

The logo features the name of the campaign, “RevAmp,” with the R and the A capitalized and in larger font to create the abbreviation RA, which stands for readers’ advisory. It features the official green of Eckhart Public Library, but is written in Kaushan Script (a flowing, handwritten font) that sets the campaign name apart from other text on promotional materials.
Public Relations

Eckhart Public Library will utilize multiple public relations (PR) activities during the RevAmp campaign. Some of those activities include:

- Elevator speeches: All staff who provide readers’ advisory services will be filmed providing a 30-60 second explanation of why they love to provide readers’ advisory. These will be shared via social media.
- Social media services: In addition to using Instagram and Facebook LIVE to provide readers’ advisory sessions, the LIVE feature (and story feature on Instagram) will be used to share RevAmp events.
- Word of Mouth Marketing (WOMM): In addition to encouraging patrons to share their thoughts about the RevAmp campaign via comments, private messages, and DMs, WOMM will be encouraged via:
  - Social media shout-outs: Eckhart Public Library will share clips of patrons at RevAmp events; patrons who give Eckhart Public Library’s RevAmp campaign a shout-out via social media will be given a small reward (such as a coupon); patrons who enjoyed staff elevator speeches will have the option to submit their own 30-60 second clips about why they love the RevAmp campaign, with Eckhart Public Library sharing those clips on their social media.
  - Bring-a-friend events: Certain RevAmp events will be branded as ‘bring-a-friend:’ these events will feature special activities such as raffles/drawings/etc., and every friend brought to the event will correlate to an additional entry for both the patron and their friend.

Advertising

No paid advertising outside of partnership activities will take place during the RevAmp campaign. As one of the central missions of the RevAmp campaign is to encourage enthusiasm for readers’ advisory, Eckhart Public Library has chosen to make staff enthusiasm the primary advertising tool for this campaign; additionally, as readers’ advisory is a free service, Eckhart Public Library has chosen not to spend funds on its advertisement.

Advocacy

Following the fire of July 2017, Eckhart Public Library has worked with dedication to display its commitment to the community and to continued service. As Eckhart Public Library nears the one-year mark of the fire, the Capital Campaign (fundraising for renovations to the historic Main library, as well as for other improvements across the Eckhart Public Library campus) will be unveiled. The RevAmp campaign is complementary to the Capital Campaign as it shows that Eckhart Public Library remains committed to the provision of services even in the midst of
fundraising. Throughout the RevAmp campaign, donation forms will be available at all events, and attached to all calendars, as a way to advocate for the library’s needs; however, the focus of the campaign will be on infectious enthusiasm for the services provided by the library, especially that of readers’ advisory.*

*No RevAmp apparel is officially planned. If the Board or the Friends chooses to fund RevAmp apparel, that should be worn; if the Board or the Friends chooses not to fund RevAmp apparel, staff will be encouraged to wear Capital Campaign apparel during RevAmp events.
Internal Marketing

Staff training for the RevAmp campaign will include:

- Re-exposure to the Eckhart Public Library mission statement:
  - Managers will sit individually with members of their team and discuss what the Eckhart Public Library mission statement means to them;
  - Staff will be encouraged to spend time considering how the Eckhart Public Library mission statement plays into the concept of the RevAmp campaign; they will also be encouraged to share those thoughts with their managers.

- Exposure to the RevAmp campaign mission statement, goals/objectives, and strategies:
  - Managers will sit individually with members of their team and discuss what they think about the RevAmp campaign mission statement, goals/objectives, and strategies;
  - Staff will be encouraged to explore these aspects of the RevAmp campaign, and to share their thoughts/concerns with their managers.

- Readers’ advisory training:
  - Managers will identify readers’ advisory training, including:
    - On-desk reading;
    - Webinars (free + paid);
    - One-on-one tutoring for staff with more qualified staff/managers;
    - Potential paid speakers.
Evaluation

The same methods used for data collection will be used for evaluation (i.e., calls for feedback following social media posts). In addition to these statements, the following evaluation methods will be used:

- **Instagram and Facebook polls:**
  - Following RevAmp events, Instagram stories will feature a poll asking patrons to answer a simple YES/NO to the following questions:
    - Did you attend [RevAmp event]?
    - Did you like [RevAmp event]?
    - Would you attend [RevAmp event] again?
    - Should we keep doing [RevAmp event] after the campaign?
  - Following RevAmp events, Facebook polls will be published asking patrons to select one of the following options:
    - I attended [RevAmp event] and liked it/would attend again/would like to see the event continue;
    - I attended [RevAmp event] and didn’t like it/wouldn’t attend again/wouldn’t like to see the event continue;
    - I didn’t attend [RevAmp event].

- **Feedback forms:**
  - At events where books are available, the books contain a blank form asking patrons to answer the following questions:
    - Did you have a readers’ advisory session?
      - If so, with whom?
    - Was this book recommended?
      - If not, why did you pick it up?
    - Would you get another readers’ advisory session?
      - If yes, why?
      - If not, why?
    - What do you think of the RevAmp campaign?
Reflection

One of the goals of Eckhart Public Library, following the destruction of a large portion of its collection and the damaging of its historic Main location, has been to “carry on, regardless of space or circumstance.” The RevAmp campaign will be a central part of Eckhart Public Library’s commitment to provide the same commitment to its community post-fire as it provided pre-fire; as Eckhart Public Library employees implement the RevAmp campaign and offer the services included, the increased interaction and discussion with existing library patrons will allow Eckhart Public Library to identify further needs of the community in terms, particularly for collection development as Eckhart Public Library rebuilds what it lost in the fire.

RevAmp will be a fresh and exciting campaign because of its energy. From social media efforts, to special programming, to the encouragement for staff to reach new heights of engagement—RevAmp will highlight the unflagging enthusiasm for community service which is held by Eckhart Public Library employees and will further a sense of shared passion between the library and the community.

Eckhart Public Library approaches the RevAmp campaign with confidence in its effectiveness. Despite a smaller collection post-fire, Eckhart Public Library’s inclusion in Evergreen Indiana allows it to provide patrons access to a massive collection—in January of 2018, the Evergreen Indiana consortium had access to over 7 million holdings, and in 2017 over 800,000 items transited between member libraries. Access to such a large collection of holdings will allow Eckhart Public Library to fulfill the results of readers’ advisory sessions with consistency and rapidity: in 2017, the average time for an item to transit between member libraries was 6 days. This ability to fulfill requests following the responses to readers’ advisory services will make Eckhart Public Library gives Eckhart Public Library staff confidence, increasing their drive to energetically market this new round of library services.

Following the fire, Eckhart Public Library has welcomed its “new chapter of service” with open arms. RevAmp is another step toward revitalizing Eckhart Public Library, and toward building up the community it serves.
Appendix A: Publicity Materials

Sample RevAmp Event Calendar
Use the code REVAMP on our online store to get $9 OFF your purchase of $9 or more!
Sample Instagram Posts

REVAMP
HAS AN INSTAGRAM OF ITS OWN!

@ECKHARTREVAMP

Something interesting just happened ....

@eckhartrevamp


xl Long, Jamie. “Strengths/Weaknesses/Opportunities/Threats @ EPL.” Email to author, April 19, 2018.

xli Ibid.

xlii Ibid.

xliii Ibid.

xliv Ibid.

xlv Ibid.


xlviii Ibid.

lix Ibid.


lxii Ibid.

lxiii Ibid.


lxv Ibid.


lxvii Ibid.


lxix Ibid.


Ibid.