Lighting Candles: Keep Calm & Get Delivery Service

Fort Wayne County Public Library
545 Still Drive
Fort Wayne, IN 54500
(260) 000-5450
www.fwcplib.org

Tint Shwe
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Keep Calm and Get Delivery Service

Executive Summary

Fort Wayne County Public Library is 21st century, landmark library serving an increasing amount of people. Located in the heart of Allen County, it serves all of Allen County and surroundings. The library has a collection of more than 500,000 books and serves more than 95,000 registered borrowers. The mission of Fort Wayne County Public Library is

“To be everything as your place, stories you want, information you need and connections you seek by enhancing our citizens’ lives through convenient service when, where and how they need them.”

The library is keeping the best services to patrons as in mission statement.

As clearly and apparently stated in the mission statement and commitment, we offer services to different age groups from the children to seniors. Moreover these services, we need to think a better service like deliveries to housing communities and homes of people who have a physical condition that restricts access to the main library or bookmobiles.

For this reason, we need to initiate offering a service for seniors and people who are not able to come down to the library or not able to access online services like bookmobiles. In order to provide this information to the hands of essential people, we must conduct a campaign to market this service.

Regard to this marketing campaign, the following is the list of proposed marketing plan. The detail of each is mentioned in this project proposal.

- Theoretical Foundation
- Market Audit and Research
- Market Segmentation
- Service Identification
- Strategic Planning
- Marketing plan and Public Relations
- Evaluation
Theoretical Foundation

I believe Lighting Candles: Keep Calm & Read Books Home must be an essential and effective program to the consumers as the services similar to this idea are already applied in Allen County Public Library as Outreach Services and as Senior Services in Topeka & Shawnee County Public Library. To promote and market the service, the promotional plan is based on some strategies which are already proven work well in public libraries. There are some descriptions of marketing approach from well-respected professional literature as below:


In this article, the authors said Information quality is determined by whether the information is understandable to intended users. Listening to the customers’ feedback and knowing the needs of information users is critical to designing every information system. So, we must provide the information which is easy to catch up and understandable to everyone.


From this book, gain the knowledge about making library successful. In this book, the author describes “The success of a library depends more than ever on the choices librarians make when it comes to selecting and promoting information products and services; determining distribution channels for service delivery; and choosing marketing strategies that reach library customers.” Therefore, it means we need to select the right marketing strategy.

“Seven Strategies for Marketing in a Web 2.0 World: Fichter, Darlene” from Information Today Vol.21 No.2_Mar. /Apr. 2007

This article explains how we can promote library and services by applying Web 2.0 to market and promote on social media like Facebook, Twitter, Blogs, YouTube, Foursquare, Pinterest and on library website. Hence, we plan to follow this strategy in promoting and marketing this service by social networking to reach the information to public in speedy and effectively.
“Marketing the Services In a Government Library: Keyes, Alison M.” from Marketing Library Services Vol. 13 No.8 December 1999

In this article, the author mentioned to update mission statement, to use posters, fliers, presentations, announcements and newsletters to promote information services. Using these approaches lead to satisfaction and positive results. We plan to use this approach in marketing and promoting Lighting Candles service.
Market Audit and Research: Analysis

Fort Wayne is the second largest city in Indiana after Indianapolis. The population is estimated 254,555 in 2012 and it keeps growing. Among them, over 41,000 of that number in 2011 are seniors, persons with disabilities. It is a manufacturing city with festivals. However, it lacks for recreation. People are fond of reading as the demand is keep increasing in each year. However, the participation of seniors and people with disabilities will be smallest percentage or probably nothing. We must reach our services to their hands whenever they need.

We must provide service for those citizens by considering these factors:

- Our mission is to educate and provide knowledge the citizens in any age and any place at any time.
- Library ensures that it remains current and relevant to community needs and is responding to the community’s changing needs and expectations.
- There are only health care services available for seniors and people with disabilities and no knowledge and information sharing or distribution service in city.
- At present, the library gets interest from housing communities and hospitals and asked to deliver books.
- Programs are marketed through library website, social networks and posted on library walls by asking interested volunteers to aid.
Market Audit and Research: Environmental Scan

Political/ Legal factors: Library and library staffs need to adhere to the principles of intellectual freedom, uninhibited access to information and freedom of expression and to recognize the privacy of library user. It impacts the service. Since the books and materials are delivered, users must be able to request any materials which are available in library. It is essential that library staffs and volunteers understand what to adhere and protect the user privacy. Agreement with copyright law and censorship also impact service promotion. The video clips and songs need to record and broadcast on Social Media, the library staffs requires following the inhibited manners and policies when recording and broadcasting.

Economic factors: It is important to create a program with a fiscally-responsible framework or fundraising in order to be sustainable and affordable to proceed as service requires not only information resources (books and materials), it needs human resources, transportation and other aided peripherals. Moreover, the families of seniors and disable are expecting low-cost options for education and entertainment. In case, the library budget needs to cut, it is important to move forward the service with fund or other budget.

Social factors: There are six hospitals and numerous housing communities in Fort Wayne. Moreover, there will be some number of individual who have physical condition that keeps them at home. To reach this service to all of them, the special effort like talk in hospitals and housing communities must be made while advertising in local newspapers and posting billboard in most crowded area in city, showing bulletin board, wall paper in library. Especially, it must need to broadcast through social media.

Technological factors: Being a rapidly improve Technology age, new technologies are applied to aid library marketing. Most population are familiar with social network and are used widely, the library must interact with them through Website, Blogs, Twitter, Facebook, Pinterest, Flicker, YouTube and so forth. Even though the technology age, every single people could not access internet due to lacking computers or mobiles or internet. Therefore, it would be effective when the library can provide computers and Free Wi-Fi as public access in library. Moreover, it will be perfect if the library can train and share how to use computers and access internet at library.
Market Audit and Research: SWOT

**Strength:** Fort Wayne Public Library satisfies on providing essential program with powerful aspiration to community, obtaining partnerships, gaining volunteers for service enhancement.

**Weakness:** Keeping pace with changes in the delivery of library services (fiscal and human resources, technological). Limited budget, hours of operation for staff training is a challenge.

**Opportunity:** Developing partnerships with hospitals, health care communities and home communities. The library has the opportunity for fundraising to support libraries and the service becomes popular among the users and the library increases the number of users.

**Threats:** The budgetary issue and access to professional staffs are threat for the service plan.
Market Audit and Research: Original Data

Hospitals, Home communities are main targeted resources to collect data since it is difficult to meet each individual. It is required that hospitals and home communities to participate and help to collect data from seniors and disable people. So, a survey is the most suitable approach to collect data from each individual. It will be the best way to reach our target audience. The survey is intended for seniors and people could not able to access library and it should include the following questions:

1. Which kind of assistance do you require to read? (☐ Visioning Devices ☐ Listening Devices)
2. What kind of materials would you like to access? (☐ Printed Materials ☐ Electronic Books ☐ Audio Books ☐ Movies ☐ Others __________________________)
3. Which type of books would you like to read from library? (☐ Fiction ☐ Non Fiction)
4. What activities and/or programs would you like to participate? (☐ Competition ☐ Games ☐ Talk ☐ Others __________________________)
5. What date/time works best to schedule the activities?
6. How comfortable are you reading/ listening by own?
7. How do you usually find out the information or something new?
8. Please choose where you are interested to participate?
   - ☐ Drawing / Painting  ☐ Singing ☐ Dancing
   - ☐ Playing musical instruments __________________________
   - ☐ Talking/ Sharing
   - ☐ Gaming
Market Segmentation

Seniors, disable people and their family, hospitals and housing communities are targeted market. The characteristics of service must be as follows to meet their needs and wants:

- Want to provide educational and entertainment opportunities for senior citizens and disabilities
- Tend to aid in reading or listening by supporting assistances or by helping in person.
- Desire to collect special formats when it needs
- Want to learn ways to assist disable people in an efficient and effective manner
- Willing to share with enthusiasm when the well-versed on the importance of early literacy is new information to some.
- Need the service to be affordable and movable not relying on library budget.
- Tend to be participated and enjoyable to the users.
- Willing to create and maintain healthy and rewarding relationships with all the patrons
Service Identification

Lighting Candles would like to be started for seniors and disable people at hospitals, retire housing and nursing homes (housing communities). The literacy-based program would give literacy skills as well as funny talk or storytelling to make fun and amusement. Group will be formed to create social time and play time, discussion time to share and to build relationships.

This service will be extended to reach individual at homes. More than delivering, staffs and volunteers will help and assist people in reading. The service charge would not be expensive. Initially, the cost will include the reading assistance materials like magnifiers, hearing devices and training staffs and volunteers. Publicity materials are also required in low cost as the regular scheduled services and programs. Transportation charges need to be included as delivery is the basic service. Staff and volunteer time will also be counted to record songs and videotape for broadcasting on social media. It is a worth investment for library and public.

Being a new service developed and targeted to existing and new market segments, hospitals, housing communities, families with seniors and disabilities. Volunteers are invited to contribute and special effort needs to put into reaching new and existing users. Research is done to aid developing the new best service.

**BCG Matrix:** Low Growth and High Market Share (Cash Cow)

**Ansoff's Matrix:** Diversification
Strategic Plan: Mission, Goals, Objectives, Actions, Timelines and Budget

Mission

“To be everything as your place, stories you want, information you need and connections you seek by enhancing our citizens’ lives through convenient service when, where and how they need them.”

Goals/ Objectives

1. To provide the message about delivery services to public
2. To ensure the publicity materials are understandable, accurate and rich of information
3. To educate and encourage public to help seniors and disable people

Strategies/ Actions

1. Educate and train library staffs and volunteers to aid seniors and disabilities in reading and creating activities for them.
2. Educate public on the importance of helping needed people to create a perfect environment.
3. Invite hospitals, housing communities and donors to participate and to be partnership.
4. Public talk at hospitals, housing communities and library about Lighting Candles.
5. Promote Lighting Candles by printing and posting in crowded area, hospitals, housing communities and library.
6. Advertise the program in local Newspapers and digitized in library website and social media.

Timeline

January 1- January 15:

Public service librarian requests hospitals and housing communities to hold public talk at hospitals and housing communities.
January 16:

Public service librarian requests form to the Publicity Department, stating program dates, times and places. To be advertised and described in Articles for March edition of Newsletter and library website, the social network, the public librarian is responsible to do so.

January 20- February 10:

Print materials will be designed and printed.

February 11- February 28:

Public librarian makes sure and ready for publicity to send it outside to post and advertise.

March 1:

Print publicity is displayed in the library, participated hospitals, housing communities and crowded area.

Start broadcasting Promotional songs and videos in social media.

Initiate promoting Lighting Candles at Library website and social networks.

Public service librarians start promoting the program and open registration for the program attendance.

Newsletter with Articles about Lighting Candles is released through email to patrons, library staffs, hospitals and communities.

March 7-March 20:

Hold event at Hospital and Housing Communities.

Training Outreach librarians and Volunteers

March 21:

Hold in-house library event

March 24:

First Lighting Candles service
Roles and Responsibilities

Publicity Department

- Design and edit Publicity documents and materials
- Edit articles for Library Newsletter and blog
- Recording and editing promotion songs and video clips
- Update and broadcast the news through Library website and social networks

Public Service Librarian

- Invite and inform hospitals and housing communities to participate
- Request and submit form with program dates, times and places to publicity department
- Write articles for newsletters and blogs
- Update in-house staff, public about service promotion activities
- Send promotional materials to local organization
- Design and create music/songs/ rhymes for video clipping
- Promote service program and accept registration for program
- Hold in-house, hospital and housing communities promotion event

Outreach Librarian

- Provide and deliver information services for seniors and underrepresented groups
- Assist in reading for needed people

Volunteers

- Deliver information services to seniors and underrepresented people
- Assist people who need in reading
Budget

The basic cost for this service will be training and vehicles. Other than that, no extra funds will be necessary since the print materials come out from regular Publicity budget and digitized information like articles in newsletters, blogs and social network do not need extra funds. Extra fund will be necessary for the volunteers training and vehicles to deliver the books and materials. However, in the mean time, it is possible to share the existing vehicles when deliver is needed. Only fuel expenses need to consider. Vision assistance and hearing assistance will come from donation and hospitals. Therefore, the total expense will be approximately $500.00.
Communications: Marketing Mix

Promotion

Promotion for Lighting Candles program will be done in several ways like Face to Face marketing in hospitals and housing communities. In-house talk, print materials, digitized marketing through social media and documenting in newsletters and advertising in local newspaper will be integrated.

- Flier in the library and crowded area, hospitals, housing communities, social services offices and recreation buildings and centers.
- Article in the library newsletters, blogs and library websites.
- Advertise in local newspapers
- Broadcast and promote with songs and videos in social media and social network
- Public Talk: This event includes a partnership with the hospitals and communities. Expectant elderly, homebound and their families are invited to talk at hospitals, communities and library. This event will include educating and creating fun with the attendance. Half and hour of talk should be talking about reading information and educating how to live mentally and physically healthy. After that, thirty minutes should be spent with questions and answers. Later on, another thirty minutes needs to spend for presenting how to read well with vision assistance and how to use hearing assistance to listen audio books or CDs. In this way, Lighting Candles is promoted by giving away program information, bulletin boards, newsletter, and library cards to contact.
Message

*Keep Calm & Get Delivery Service*

Lighting Candles: Keep Calm & Get Delivery Service, a delivery service project which encourages you to contact us: 260-000-5450 when you need the library service for you/ your family/ your community. We offer delivery service with regular and large print books, DVDs, activity materials and adaptive equipment for seniors and people with disabilities. If you need homebound service, give us a call to determine your eligibility and if you would like reading or listening materials at hospital or housing communities, call Lighting Candles Service. We will deliver books, Audio books, and music to your room. Call by 10 am for an afternoon deliver, Monday-Friday. Sign up for Talking Books, a program that provides personalized support and materials. Call 260-000-5450 for more information.

**Branding**

Creating a brand is an essential and important to promote a new service. A new brand is created with tagline: Lighting Candles: Keep Calm & Get Delivery Service. (See Appendix, Page23)

This brand and tagline will be included on all promotional materials. The publicity materials should use white and light tones of green to be cool and color contrast with brand. I hope that this consistent branding and formatting can attract and people interest as well as it makes the service to be easily understandable and catch up.
Public relations

The library is currently using numerous public relations strategies in promoting new services. For Lighting Candles, the library should use these three strategies:

1. **WOMM**
   
   Word of Mouth Marketing is an essential way of marketing and it is most widely and heavily used to engage with customers. Therefore, we use this approach too to promote Lighting Candles. Basically, our public talk is a kind of word of mouth marketing. We introduce, share and distribute the service to public in wording. I am sure that they will talk to others whether already known or not about the service. If we explain, present and serve well and clearly then attendant understand well and it is easier to distribute and convey information to another people. Then it will be good word of mouth marketing.

2. **Elevator speech**
   
   Elevator speech is also required in Hospital, communities and in-house event to introduce and promote Lighting Candles which is beneficial to the public who need it.

3. **Social Media**
   
   Information is updated on the social media like newspapers, newsletters, social network.

Publicity

A general overview of publicity materials can be found under Promotion: Publicity Materials. Three sample materials have been created.

Event Promoting Flier (See Appendix: Page 24)

Program Promoting Poster (See Appendix: Page 24)

Service Promoting Brochures (See Appendix: Page 24)

Early literacy display featuring the library services for elderly and disabled people (See Appendix: Pages }
Advertising

Advertising plays a main role for Lighting Candles promotion as there is no sponsor for this service. Therefore publicity is a key to make successful event. We will promote our new service by advertising in such a way of posting billboard, posters in crowded area, hospitals and housing communities. And also, advertising in local newspaper is also a good way to inform the public. Not only these kinds of advertising, we should promote the service in library website, social network as being a digitizing age then most of the people will aware that kind of advertising through internet. Holding events in hospitals, communities and in-house is an effective word of mouth marketing approach. This is a high-demand program and our message will across through the public. We will not use other paid advertising as today’s reality budget constraints, so promotion must use as many low-cost methods as possible, though it should be effective.

We can also think about sponsorship as we can be partnership with participated and interested hospitals and communities. If so, there will be a large-scale event. I hope local businesses will also contact to donate some of giveaways such as money, specialized materials to aid reading and listening and other assistant for events and service. Those businesses are also possible to be sponsor for Lighting Candles.
Advocacy

Trying to meet the objectives of library and providing the better service to public is a duty for every library. Our library objective and mission is to reach patrons of all ages at all places. Therefore, it is right time to conduct Lighting Candles program to the needed people who should be look after and helped to pass their days happily. In addition, we could teach and educate the caregivers the importance of practicing the early literacy skills in applying vision aided and hearing aided materials and book talks. By creating good and convenient reading for elderly people and disable people, we will be not only raising also continuing a more literate community of library users.

Internal Marketing

It is essential to prepare in-house before beginning any sort of new programs or services. When turns to Lighting Candles service, all staffs need to be briefed about the program and the reasons behind having this kind of service because it is a way of word of mouth marketing. During the briefing, the details of program can be shared and the staffs valuable opinion and advice can be asked and considered to add the proper suggestions. It should be at regular meeting or external briefing about new service. Information update must be shared at regular meeting to let know the people across. Circulation, services staffs, public librarians and outreach librarian must be asked to promote Lighting Candles.
Evaluation

The successful of Lighting Candles campaign could be evaluated in a numerous ways. Increasing the number of attendance in each event is a way of evaluation. The information sharing and spreading and recommending in social networks like Facebook and Twitter is another way of evaluation. The number of incoming call for registration and asking delivery service could be evaluated as well.

We also need to evaluate the customers’ satisfaction after service by using proper approaches. For Lighting Candles, we should prepare survey to collect the customers’ feedback. The survey form should be available at library’s reference desk and at hospitals as well as communities where the Lighting Candles are served. For each individual home delivery customers, we should ask their feedback by survey form. The survey form should include these following questions:

- How did you find out the Lighting Candles campaign?
- Do you find the video clips on Library Websites, Blogs, Facebook or YouTube is useful?
- How do you know Lighting Candles? Via Social Network (Facebook, Twitter, Pinterest, Website, Blogs, Newspapers, Newsletters, Posters, Flyers, Others)
  Others: ________________
- Do you think it will be more comfortable in reading/accessing library services by Lighting Candles?
- Do you know how to contact Fort Wayne Library when you need Lighting Candles service?
- How can we better reach your peer group?
- Do you find the campaign is weak in these areas
  Advertising
  Marketing
  Event Talk
  Others: ___________
Reflection

Fort Wayne is a mixture of people different in professionalism, age, living standards. It is a second largest city after Indianapolis, which has a lot of hospitals and housing communities where the elderly people and people with disability are looked after. Fortunately, some of the hospitals invite to contribute the library service at hospital even though there is an outreach service is already supported by Allen County Public Library. Therefore, the library should consider for this invitation and contribution with hospitals and communities by providing better service for the people needed. The Lighting Candles will appeal to hospitals, communities and individual who are looked to bond with elderly people, people with disability and homebound people with libraries.

Promotion videos and sounds will be posted and broadcasted on social media, and articles are described in newsletters, advertised in social network, newspapers and posted in crowded areas, library, hospitals and community centers. Additionally, the flyers and brochures will help the staffs of library, hospital and communities in distribution the information among the people needed.

Describe how your plan reflects your role as an innovator and change agent. What makes your approach fresh, exciting, and potentially effective?
Appendix

Library Logo

Branding

Lighting Candles
Keep Calm & Get Delivery Service
We bring the library to you through library materials and customized services that accommodate your special needs. At the library, our materials and services are available to all walk-in patrons. Outside the library, we deliver to congregate living sites and individuals in their homes on a regularly-scheduled basis. We also contribute the hospitals and housing communities to provide the library service.

Join & enjoy our program for details!

To register, give us a call at 260-000-5450 or visit www.fwcpilb.org/register
Program Promoting Poster

Lighting Candles: Keep Calm & Get Delivery Service

Fort Wayne County Public Library
Call Us (260) 000-5450
www.fwcplib.org
Service Promoting Brochures

Why Lighting Candles?

Free delivery of materials to persons who are physically unable to visit the library.

Residents of Fort Wayne County, of any age, who are confined to their home or institution for any reasons, are eligible for Lighting Candles.

For more information call (260) 000-5450 or drop to contact@FWCPL.org

Lighting Candles

Keep Calm & Get Delivery Service

Fort Wayne County Public Library

545 Still Drive
Fort Wayne, IN 44500
(260)000-5450
www.fwcpilb.org
Service Promoting Brochures (cont;)

Lighting Candles Services

OUTREACH SERVICES

HOMEBOUND SERVICE
For Fort Wayne County residents who cannot come to the library, we deliver and pick up materials. If you need homebound service, please give us a call to determine your eligibility.

HOMEBOUND SERVICE
If you have an extended local hospital visit and would like reading or listening materials, call Lighting Candles Services. We will deliver books, audio books, and music to your room. Best time to call by 10am for an afternoon deliver, within Monday to Friday.

SPECIALIZED MATERIALS

All library materials and assistive products may be checked out for three weeks. Consumer information is available on assistive products should you wish to purchase after trying them.

ASSISTIVE HEARING DEVICE
More than 50 different types of hearing devices to check out.

LOW VISION AIDS
More than 350 types of magnifiers to try before you buy, including hand held and hands free.

LIBRARY SERVICES

ADAPTIVE COMPUTER CENTER
Our adaptive computer center features specialized tools and software. Software that magnifies the screen to readable levels, software that reads the current display aloud, software that reads the printed page out loud (Open Book Reader).

DELIVERY SERVICE

We visit retirement complexes, adult care facilities, senior centers and meal sites with both regular and large print books, DVDs, activity materials and adaptive equipment. For a list of locations, contact us: (260)-000-5450. Don’t forget to call us with your reading requests!

TALKING BOOKS

Sign up for Talking books, a program that provides personalized support and materials in a specialized format to eligible to ensure that all may read. Call (260) 000-5450 for more information.
Early literacy display

“It’s so great that we can still use the library”

Don’t stop using the library because you can’t get to it.

Call 0845 603 7628 to find out more about the Home Library service from Essex Libraries

Share your enthusiasm for reading

Become a volunteer with the Home Library service from Essex Libraries

Call 0845 603 7628 to find out more
Early literacy display (contd.)

Exciting Times at OTBS

What an exciting time the past few months have been for OTBS! We have settled into the routine of checking reading materials out to you. The post office delivers four to five mailings per week and we ship out a new number each day. In April we saw a record circulation of 6,135 books checked out—way to go, OTBS readers!

Melissa Daniels, our Assistive Technology Trainer, has already worked with several of you on using the technology available in the Library. Whether it is learning to use a computer, new computer software, or other devices, she is available by appointment to help you get more done. Feel free to call Melissa at 248-650-7150 or send her an email at melissad@rhtpl.org.
Early literacy display (cont;)

[Image of two people sitting on a couch, one holding an open book, in a library setting]