Bouncing Babies!: Born to Read
Lapsit Storytime Marketing Plan

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Executive Summary

The Collins County Public Library is a busy library system serving a growing population. Located in central Indiana, it serves suburban communities, small towns, and rural locations. The main branch, located in Collinsville, serves a population of around 40,000 people. The mission of the Collins County Public Library is as follows:

To improve the quality of life for all citizens through efficient services, friendly and knowledgeable staff, and an unbiased collection of resources and programs.

As can be seen in the mission statement, programming is important to CCPL. And, it is a priority that we offer programs for all ages to our community. For this reason, it is essential that we begin offering a program for our youngest patrons, infants.

The Bouncing Babies! program would instill parents with the information they need to arm their babies with essential early literacy skills. In order to get this information into the hands of the people that need it, we must have an organized methodology for promotion.

The marketing plan for the Bouncing Babies! program is outlined in this document. Here you will find the following information:

1. Theoretical Foundation for the promotional plan
2. Market Audit and Research
3. Market Segmentation
4. Service Identification
5. Mission, Goals, Strategies, and Budget for promotion
6. Communication: The Marketing Plan
7. Evaluation
Theoretical Foundation

The promotional plan for the Bouncing Babies! Program is based on several strategies which are proven to work well for public libraries. Professional literature offers some examples:

“Check It Out with Nancy Pearl: Nancy Takes on the M-word, Marketing” *Publisher’s Weekly* April 9, 2012: 18.

In this article, famed librarian, Nancy Pearl, discusses the importance of using a well-created display in your library. According to Nancy, it is an effective way to catch people’s attention and promote books. This can also work for programs, and we will use a display in our promotional plan.


[http://americanlibrariesmagazine.org/annual-conference/duct-tape-marketing](http://americanlibrariesmagazine.org/annual-conference/duct-tape-marketing)

Author and expert marketer, John Jantsch, explains the importance of creating a blog. According to Jantsch, search engines love blogs and it is the best opportunity to make an impact and show what you are doing at your library. We will use this strategy and create an Early Lit blog to showcase the program and early literacy.


Kathy Schrock outlines some basic promotion ideas that are essential: create a product people will like, target your advertising, build a base of satisfied customers, take time to manager the details, and grow your program slowly so that each stage is a success. We plan to follow this strategy, creating a high-demand program, targeting advertising to parents, building a core group of attendees who will promote the program to their friends, and creating an intentional and successful program.
Collins County is a vibrant community composed of suburbs, small towns, and rural areas. Population in 2011 is around 140,000 and it is increasing. Approximately, 10,000 of that number are children ages 0-4. It is an active community and parents are interested in finding fun and educational things to do with their children. The economy has been down, and parents are looking for free or low-cost options for entertainment.

Other things to keep in mind:

• There is one independent book store in town. It offers programs for a fee, but not for babies/toddlers.

• Currently, storytime programming is being offered to one year olds, two year olds, and preschoolers (3-K). Parents have mentioned interest in options for their babies.

• Programs are marketed through fliers in the building. School-age program fliers are sent to the elementary schools and local children’s organizations. Select programs are featured on the library’s Facebook page.
Market Audit and Research: Environmental Scan

PEST Analysis

Political/Legal factors: Compliance with copyright law impacts program promotion. Since rhymes/songs will be videotaped and broadcasted on the library’s YouTube account (and included on the website, Early Lit blog, and the Facebook page), it is essential that staff understands what can and cannot be videotaped and shown. Individual stories will not be videotaped. Rhymes in the public domain will.

Economic factors: The recession has caused increased numbers across the board for door count, computer use, and program attendance. Additionally, parents are looking for low-cost options for entertainment and education for their children. At the same time, library budgets are being cut, so it is important to create all programs with a fiscally-responsible framework. In order for it to be sustainable, it must be affordable.

Social factors: Collins County is one of the fastest growing counties in the state. New families are moving in, including immigrant families. Special efforts must be made to reach new users, including ESL users. While there is still a local newspaper, many people get news online, especially through social media sites, such as twitter. This needs to be taken into account when marketing the library.

Technological factors: Usage reports show high numbers of hits for the library website, though many people are using it simply to check their account or renew their materials. The library’s social media sites are growing, with approximately 700 friends on Facebook. However, people are asking for information more targeted to their interests. Internet is available through cable companies and phone lines, and while many people have access at home, a significant portion of the population does not have a computer or internet access. The library provides public computers and free wi-fi. Wi-fi can also be found around town through many local businesses.
Market Audit and Research: SWOT

**SWOT: What are the strengths, weaknesses, opportunities, and threats to the library?**

**Strengths:** CCPL prides itself on Innovative programming, a strong desire to meet community needs, and a well-trained staff.

**Weaknesses:** Improvement can always be made on reaching non-users and having a more organized dissemination process for publicity

**Opportunities:** The library has the opportunity to market itself as the early-literacy expert in the county and reach potential new users through a popular new program.

**Threats:** Like many libraries in the country, budgetary issues are a threat for the library. New programming must be done in a fiscally responsible manner.
Market Audit and Research: Original Data

Success of this program depends upon choosing a date and time that is convenient for parents with young children. This is especially important with infants, as many parents are unwilling to give up nap time! A survey will be available both at the library’s children’s and circulation desks as well as online that will help decide on the dates and times that best meet the needs of potential attendees. Additionally, the survey will attempt to find out the best way to reach our target audience. The survey is intended for parents with small children and/or babies and will include the following questions:

• How often do you come to the library?

• What activities and/or programs would you like to see being offered at the library?

• How often would you attend a Bouncing Babies program at the library?

• How comfortable are you reading and singing to/with your baby?

• What date/time works best for your child’s schedule?

• How do you usually find out about library programs?

• Please rank from 1-5 where you are more likely to see publicity information.

   In-house fliers

   CCPL Website

   Facebook

   Twitter

   Newspaper
Market Segmentation

Our targeted market is both user and non-user parents of infants. Key characteristics include:

• Tend to be busy, and value convenience.

• Want to provide educational and entertainment opportunities for their babies.

• Need the programs to be affordable.

• Want to learn ways to encourage learning in their children in order to have them ready to read and enter school.

• Desire to find others in their peer group.

• Desire to find play opportunities for their children.

• Some may be well-versed on the importance of early literacy while it is new information to others.
Service Identification

The Collins County Public Library would like to start a Bouncing Babies program for infants 0-12 months. This literacy-based program would give parents information about the early literacy skills as well as share fun rhymes, songs, and books with babies. Early literacy skills will be learned through modeling to the parents. Play group will be included at the end to give parents a time to socialize, babies a time to play, and time for the librarians to discuss more early literacy tips and build relationships.

The program will not be particularly expensive. Initial costs include baby-appropriate toys. Publicity materials will also be needed, but will be no more expensive than other regularly scheduled programs (for example, storytime). Staff time will also be used to video tape rhymes/song and to update the Early Lit blog, but this is a worthy investment.

This is a new program developed and targeted to an existing market segments, parents with infants. Research is done to help develop the best services. Existing users will be invited. Special effort will be put into reaching new users also.

BCG Matrix: Cash Cow, low growth, high market share.

Ansoff’s Matrix: Service Development
Mission

To improve the quality of life for all citizens through efficient services, friendly and knowledgeable staff, and an unbiased collection of resources and programs.

Goals

1. Design attractive and educational publicity materials that accurately portrays the program.
2. Ensure that the publicity materials reach the target audience by making it available in multiple formats and multiple locations.
3. Educate the public on the early literacy practices and the importance of using these practices from birth.
4. Encourage patrons to come to the program.

Strategies/Actions:

1. Educate library users on the importance of early literacy with babies.
2. Reach non-users about the importance of early literacy with partnerships with the local hospital and social services offices.
3. Promote the Bouncing Babies program through print publicity in-house, in local business, and in the newspaper.
4. Promote the Bouncing Babies program digitally, through the website and social media sites.
**Time Line**

**October 1:** Children’s librarian will turn in a publicity request form to the Publicity department, stating program dates, times, and a blurb. Article for the December edition of the newsletter will be written by the children’s librarian and turned in.

**October 15-November 15:** Print materials will be designed and printed.

**November 15:** Print materials will be given to the children’s librarians at CCPL.

**November 15-30:** Children’s librarians will proof publicity and get ready to send it outside to local organizations.

**December 1:** Print publicity is displayed in the library. Children’s librarians start promoting the program in-house
Registration for the program opens.
Children’s librarians send the publicity to hospital, social services offices, pediatrician offices, parks and recreation building, local restaurants for display.
Library newsletter is released with the article about early literacy and the program.
Newsletter is released in-house and through an email list.

**December 10:** Hospital event.

**December 15:**
Blurb goes up on the library’s website.
Promotional video goes up on the library’s website
Early Lit blog goes live with early literacy tips and teasers about the program.

**January 2:** Social media blast about program. Video on Facebook.

**January 4:** First Bouncing Babies program

**January 6:** Videos of the librarian in the program start going on the blog.
Roles and Responsibilities

Children’s Staff

Write publicity request with program name, dates, and blurb

Write editorial for newspaper

Write article for the library newsletter

Update staff about program and promotion activities

Send promotional materials to local organizations

Update Early Lit blog

Reciting rhymes/songs for video recording

Hospital promotional event

Creation of animated publicity video

Publicity Department

Edit article for the library newsletter

Recording/editing rhyme/song videos

Update website with program information and videos

Creation of print materials

Social media blasts on facebook/twitter

All Public Service Staff

Promote program in-house
Budget

The budget for print materials comes out of the regular Publicity budget. No extra funds will be allotted for the publicity found on the website, blog, or social media sites. No extra funds will be necessary for the article in the library newsletter or the editorial in the paper. Extra funds will be necessary for the board book giveaway at the Expectant Parent event at the hospital. Books will come from donations and from an early literacy grant. Extra costs for the 75 board books will be around $200.00.
Communication: Promotion: Publicity Materials

Promotion for the Bouncing Babies! program will be an integrated marketing campaign, using print, digital sources, work of mouth, and social media. Special promotions include:

- Fliers in the library and around town, hospital, pediatrician’s offices, parks and recreation building, social services offices, etc.
- Article in the library’s newsletter/website about early literacy and baby storytime.
- Creation of a new blog, Early Lit Blog, highlighting the program, what we did, early literacy tips for your baby, community information for babies, videos of rhymes/songs, and new booklists.
- Editorial in the newspaper
- Inclusion in the newspaper’s daily calendar of events
- Social media information (on library’s Facebook/Twitter feed)
- Expectant Parent Night: This event includes a partnership with the local hospital as well as other social services offices. Expectant parents are invited for a presentation/fair event at the local hospital. The event will include health information, an early literacy workshop, and a fair where booths, snacks, and giveaways will be featured. The first 1.5 hour is spent talking about health information, 45 minutes of that is a basic early literacy workshop. The Bouncing Babies! Program is promoted. The last hour of the event is a fair. Local organizations have information available for parents to visit different booths. The library booth gives away program information, card apps, bookmarks, newsletter, and a board book for each family with early literacy tips.
Communication: Message

Awareness: First, CCPL must make the community aware of the new Bouncing Babies program. Publicity is key. Awareness will come through fliers (in-house and around town), library newsletter, newspaper, the website and blog, and social media sites. Additionally, staff will be promoting it in-house.

Interest/Desire: Our target audience is parents of infants. Typically, parents run between the 20-35 age range. This audience tends to get a great deal of information digitally, especially from social media sites. Promotion of the program will be prominent on the library’s website, Facebook page, and twitter stream. Videos of program activities will be found in similar places as well as the Early Lit blog. Special effort will be put into finding non-users as well who are on the other side of the digital divide and may not have frequent access to the internet. Fliers will be found around town, including local businesses, pediatricians, and social services offices.

Action: Library staff will promote the program in-house, personally inviting patrons to attend. Additionally, staff will attend the Expectant Parents night at the hospital, inviting parents to the program, and trying to create relationships with non-users.

Communication: Branding

Creating a brand is an important way to promote a new service. One way we will do this is through the name of our program in addition to the tagline: Bouncing Babies!: Born to Read

This name and tagline will be included on all promotional materials. A happy picture of a family is included on the promotional flier (See Appendix, Page 24 for an example). This will be included on other promotional information. The publicity materials should use tones of green, as it’s gender-neutral and appealing to the eye. Typeset used if Verdana as it translates well to digital use and works well with websites.

By using this consistent formatting, we hope to create a brand that announces our publicity as part of this campaign.
Communication: Public Relations

The library will be using several public relations strategies while promoting the new program. Here are some examples:

- Elevator speech about Every Child Ready to Read with babies (can be used when speaking to the public, or to parent with a baby, or daycares):
  
  Hi! Have you heard the public library is presenting storytimes for babies? Studies show that children that are read to from birth have a higher vocabulary and are more ready to learn to read when they get to kindergarten. At the program, parents and babies read a book together, and the librarian also teaches tons of fun rhymes and songs to do with your baby. Plus, there’s a playtime at the end for babies (and parents) to socialize. It’s designed around a program called Every Child Ready to Read, and reinforces the importance of reading, writing, singing, talking, and playing with your baby. All of the things that they’ll need to learn how to read in the future. It’s a great way to get babies on the road to learning the skills they’ll need for success at school. Plus, it’s fun!

- Social media-updates on library’s children’s Facebook page

- Videos of rhymes/songs to do at home on the library website, Early Lit blog, and facebook page
Communication: Publicity

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

• A promotional video will be embedded on the library’s website and Facebook page. It will also be found on the Early Lit Blog. Here is a sample:


• Flier promoting the program (See Appendix: Page 25)

• Early literacy display featuring great board books for babies as well as information about early literacy and a teaser for the program (See Appendix: Pages 26-28)
Communication: Advertising

The Bouncing Babies program is not sponsored by an outside organization. Publicity will depend upon partnerships with local organizations, but no money will change hands through an official sponsorship. No paid advertising will be done for the program. Free publicity from the newspaper, including an editorial and inclusion in their calendar of events, will be taken advantage of. This is a high-demand program, and word of mouth will get the message across. Today’s reality includes budget constraints, so promotion must use as many low-cost methods as possible.

Sponsorships will be considered for the Expectant Parent event at the hospital. This will be a large-scale event, working with the hospital, local obstetricians and pediatricians, social service offices, La Leche League, library, and other pertinent organizations. Local businesses will be contacted to donate some of the giveaways (including the board books, door prizes, and food) for the event. Businesses that donate would be sponsors of the Expectant Parent hospital event.

Communication: Library Advocacy

The library’s goal is to reach patrons of all ages. It is time to offer programming to the youngest of our patrons that is specifically developmentally geared towards them. In addition, we will teach the caregivers the importance of practicing the early literacy skills from infancy. By creating good reading habits in our infants, we will be raising a more literate community of library users.
Internal Marketing

Beginning any sort of new programming at the library always require some preparation. All staff will be briefed about the program and the reasons behind having this sort of program via the monthly building meeting. During this meeting, times and dates will be shared. These times and dates will later be posted on our library’s intranet, giving staff a reminder of programming times and dates. Circulation, adult services staff, and children’s staff members will be asked to promote the program to parents visiting the library.

Evaluation

This campaign will be evaluated in a couple of different ways. Attendance will be monitored while the program exists, and the hope is to see a steady or increasing attendance rate over time. Before and after the program, parents will be casually asked their thoughts about the program and how they found out about it. Additionally, a survey will be available both at the library and online asking patrons the following questions:

- How did you find out about the program?
- How successful do you believe the program is?
- Are you more comfortable doing rhymes and songs with your baby after attending the program?
- Do you find the videos on the Early Lit blog and the website helpful?
- Will you return to future programs?
- What additions they would like to see?
- How can we better reach your peer group?
Reflection

Collins County is a mix between rural areas, small towns, and suburban areas. No one is offering a service similar to Bouncing Babies. Many parents in the county look to the library to provide programs for their children and, unfortunately, we have not provided for our youngest patrons. Including baby play and story time will appeal to parents who are looking to bond with their own babies as well as create relationships with other parents. Videos of songs and rhymes will be placed on YouTube and the library’s website and Facebook page in order to help parents recreate the activities at home. Additionally, these videos can be used by librarians, daycares around the country to use with children that they work with.
Appendix

Born to Read: Exploring Books With Babies: The Do’s and Don’ts......................Page 21
Bouncing Babies! Handout for Storytime..............................................................Page 22-23
Bouncing Babies! Program Flier............................................................................Page 24
Early Literacy Display............................................................................................Pages 25-27
**Do...**

*Expand your child's "library."* Newborns have no real idea what you’re reading, so why not read aloud to her from whatever you’re reading, like a novel or a magazine?

*Expose her to art.* Show your baby pictures from the family photo album or a coffee table art book. Babies enjoy looking at images and respond well to simple, high-contrast pictures.

*Get tactile.* Touch-and-feel books are great sensory as well as literary tools. Guide your baby's hand over various textures while you read.

*Follow your baby's lead.* Some babies like to open and close books, hand them back to you, or stack them like blocks. This counts as "reading" too. The more you use books for fun, the more likely she’ll see that they are an enjoyable part of her daily life.

*Read enthusiastically.* Use silly voices, make animal sounds, read with drama. Your baby will love it.

Be prepared to repeat. Babies often get stuck on a particular favorite, and will zoom right to that book on the shelf even if you offer others. Repetition is soothing to babies and toddlers.

Point to pictures. For your baby, illustrations are just as important as words. Don't feel you have to read every page every time, but do point at the pictures ("Look at the green car!") "Where's the moon?") as you flip pages.

Join the public library. It's a great way to expand your reading repertoire. You can join story-time groups and classes and meet other

**Don’t...**

*Take it personally when baby rejects reading.* Your infant may seem relaxed and ready to read with you, but after one page he starts crying. Just put the book aside; he'll have a better moment again soon.

*Stop your baby from mouthing books.* This is one of the ways your baby explores books; it’s part of how she learns about everything in her world.

Be surprised when your toddler crawls away. Two things to remember about a toddler: he is more interested in moving than sitting still, and he can still hear you. Keep reading - he’ll come back (and if not, you can try again later).

Get mad at ripped pages. Has she ripped off a dinosaur’s head? Don't get upset with her. Babies are stronger than most books! Plenty of baby-friendly board books are made just for the purpose of being gnawed and chewed.

Think you have to finish every book you start. For your baby or toddler, the process is more important than the outcome. You may not have reached the end of the book, but you did share some nice reading time together.

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Article by: Susan Straub, http://www2.scholastic.com/browse/article.jsp?id=10215
Bouncing Babies!

Born to Read

Welcome to the CCPL’s Bouncing Babies program! Bouncing Babies is an early literacy-based program geared towards babies, ages 0-12 months, and a great way for caregivers to share songs, rhymes, books, laughter, and fun with their children.

We hope that both you and your child enjoy this special bonding time at the library. Please see the second page for rhymes and songs shared in today’s storytime.
WHERE IS BABY?
(Tune of: Frère Jacques)
Where is Baby? Where is Baby?
There she is. There she is.
We’re so glad to see you. We’re so glad to see you.
Peek-a-boo. Peek-a-boo.

HUMPTY DUMPTY
Humpty Dumpty sat on a wall.
Humpty Dumpty had a great fall.
All the King’s horses, and all the King’s men,
Couldn’t put Humpty together again.

ITSY BITSY SPIDER
The itsy bitsy spider went up the water spout.
Down came the rain, and washed the spider out.
Out came the sun, and dried up all the rain.
And, the itsy bitsy spider went up the spout again.

GRAND OLD DUKE OF YORK
Oh, the Grand Old Duke of York
He had ten thousand men
He marched them up the hill
And he marched them down again.
Cause when you’re up, you’re up
And when you’re down, you’re down
And when you’re only half-way up,
You’re neither up nor down.

LITTLE FROG
A little frog in a pond am I, (bounce baby)
Hippity, hippity, hop.
And I can jump in the air so high, (lift high)
Hippity, hippity, hop

TO MARKET, TO MARKET
To market, to market, to buy a fat pig.
Home again, home again, jiggity-jig.
To market, to market, to buy a fat hog.
Home again, home again, jiggity-jog.
To market, to market, to buy a plum bun.
Home again, home again, market is done.

YOU OUGHT TO SEE MY BABY
You ought to see my baby.
My baby loves to clap.
And every time we sing this song
We clap and clap and clap.
Get along home, little baby (3 times)
We’ll clap and clap and clap!

THESE ARE BABY’S FINGERS
These are baby’s fingers.
These are baby’s toes.
This is baby’s belly button.
Round and round it goes.
These are baby’s eyes.
And this is baby’s nose.
And this is baby’s belly button.
Right where Mommy (or Daddy) blows!
Enjoy time with your baby at this lap-sit program designed for babies and caregivers. We’ll enjoy stories, music, nursery rhymes, and fun! Stick around for a baby playgroup after storytime.

Fridays at 9:30 a.m.
Open to babies 0-12 months
To register, please call: 555-1234 or visit www.ccplin.org/register
The Importance of Early Literacy: A Display

In order to promote the program, it is important to educate our community on the importance of early literacy. While many people understand how important it is to read to a preschooler, fewer realize that we should start teaching our babies from birth.

The display would include great board books for babies, Every Child Ready to Read activities that can be used with babies, handouts on reading to a baby, and information about the upcoming program.
Five Easy Steps for Sharing Books With Your Baby

1. Pick the best time.
   Choose a time when you and your baby are in a good mood and ready to enjoy each other.

2. Show baby the book.
   Point to the pictures and talk naturally and cheerfully.

3. Talk and have fun.
   Remember to touch and love your baby the whole time.

   Let your baby play with the book if he wants to and stop if he gets upset.

5. Share a book with your baby every day.
   Even just a few minutes a day is important.

EVERY CHILD READY TO READ @ your library
www.pla.org/earlyliteracy.htm
We all want the best for our babies! Are you interested in learning more about early literacy?

Join us at a new literacy-based program designed just for babies and their caregivers! Dates and times will be announced soon. Check our website, facebook page, or see a librarian to sign-up!