“A Night Out with the Library”

Marketing Plan

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EXECUTIVE SUMMARY

THE PLAN

This marketing plan outlines goals for Allen County Public Library (ACPL), particularly related to the “A Night Out with the Library” program series and marketing campaign. After a summary and statistics about ACPL, an analysis of its community is given. The plan will explore the foundations for this campaign as well as present a market audit, including a SWOT (strengths, weaknesses, opportunities, and threats) analysis. This plan will discuss the campaign’s target audience and services involved. After this data, a listing of the campaign’s goals, objectives, actions, timelines, and budget is given in detail. The plan will then outline and give specific examples of the mix of marketing tools (promotion, branding, message, public relations, and more) that will be used in this campaign — including ideas for internal marketing. Finally, the plan will discuss the evaluation methods that will be used to measure the effectiveness of the marketing campaign and program series, also reflecting on this campaign’s innovation.

ABOUT ALLEN COUNTY PUBLIC LIBRARY (ACPL)

Allen County Public Library currently has a main library, thirteen branches, and the Data Center (housing Information Technology and Technical Services departments). All buildings but four of the branches are located within the City of Fort Wayne.

The Fort Wayne Public Library opened in the City Hall on January 28, 1895, with 3,606 volumes. In the following years the library grew, and more branches opened. In 1980, the library officially became the Allen County Public Library. The next two decades brought growth and construction to many branches, with the Main Library branch presenting the completion of a major renovation at a grand opening ceremony in January 2007. In 2009, the Lincoln Financial Foundation added to the library’s growth with the donation of all two-dimensional objects that were previously part of the Lincoln Museum of Fort Wayne, becoming the library’s “Lincoln Collections in Indiana” (Allen County Public Library, 2014, p.iv-v).

One of Allen County Public Library’s most significant resources is the world-renowned Genealogy Center. The Fred J. Reynolds Historical Genealogy Collection is the largest genealogy collection in a public library and is the second-largest genealogy collection in the United States. The Center functions as its own entity within the library (ACPL The Genealogy Center, 2017).

OUR MISSION

The Library is a service institution. It seeks to inform, educate, entertain, and culturally enrich the entire community by providing books and other library materials, facilities, and professional services for free use by all residents.
OUR STAFF AND STATISTICS

The Allen County Public Library management team consists of:

- **Greta Southard**, Director
- **Kim Quintrell**, Bibliographic and IT Manager
- **David Sedestrom**, Chief Financial Officer
- **Kendra Samulak**, Human Resources Manager
- **Curt Witcher**, Special Collections and Genealogy Director

### 2016 Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assessed Valuation for Library District</td>
<td>$13,650,544,767</td>
</tr>
<tr>
<td>Operating Tax Rate</td>
<td>0.1584</td>
</tr>
<tr>
<td>Total Operating Fund Income</td>
<td>$27,069,818</td>
</tr>
<tr>
<td>Total Operating Expenditures</td>
<td>$25,876,917</td>
</tr>
<tr>
<td>Operating Expenditure per Capita</td>
<td>$71.79</td>
</tr>
<tr>
<td>Holdings: Print Materials</td>
<td>3,048,427</td>
</tr>
<tr>
<td>Holdings: E-books</td>
<td>220,412</td>
</tr>
<tr>
<td>Holdings: Video Materials (physical and downloadable)</td>
<td>175,202</td>
</tr>
<tr>
<td>Holdings: Audio Materials (physical and downloadable)</td>
<td>150,890</td>
</tr>
<tr>
<td>Holdings: Serials (print and electronic)</td>
<td>5617</td>
</tr>
<tr>
<td>Total Circulations</td>
<td>13,311,490</td>
</tr>
<tr>
<td>Library Programs</td>
<td>6,244</td>
</tr>
<tr>
<td>Total Program Attendance</td>
<td>181,456</td>
</tr>
<tr>
<td>Non-Library Sponsored Programs/Events/Meetings</td>
<td>25,669</td>
</tr>
<tr>
<td>Total Attendance of Non-Library Sponsored Programs</td>
<td>162,781</td>
</tr>
<tr>
<td>Public Computers Connected to the Internet</td>
<td>507</td>
</tr>
<tr>
<td>Staff Computers Connected to the Internet</td>
<td>399</td>
</tr>
<tr>
<td>Total ALA-MLS Librarians</td>
<td>80</td>
</tr>
<tr>
<td>Total Staff</td>
<td>390</td>
</tr>
</tbody>
</table>

THEORETICAL FOUNDATION

“A Night Out with the Library” has several objectives and two main goals to 1) increase interest in ACPL from those in their 20s-30s and 2) build relationships with the community. These goals are in line with many public libraries’ mission statements, including that of ACPL.

Increasing interest in the library is done not simply through offering a desirable program, like pub trivia, but also through informing participants of the services and resources the library has to offer. Each program in the “A Night Out with the Library” series will provide entertainment and allow attendees to see a different part of the library, but the programs will also give the library chance to educate (in a fun way) attendees, particularly those who rarely or never use the library, on resources, services, programs, and events available in the library. As the recent Pew Research study reports, “As with the general population, most younger Americans know where their local library is, but many say they are unfamiliar with all the services is may offer” (Zickuhr and Rainie, 2014).

Also according to findings from the Pew survey, millennials in their mid-20s to 30s may be one of the strongest allies that libraries can have. Gretchen Kaser (2014) mentions that “Because millennials are voracious readers and are so deeply rooted in technology, they can represent a wildly untapped market in a library.” But millennials are also significant to libraries for the esteem they maintain for the. While many adults use libraries less because of the saturation of the internet and other convenient ways to access information, millennials still view libraries as significant. “The most important reasons millennials have not abandoned libraries … come from millennials’ belief in the importance of their communities, and the importance libraries hold in those communities” (“Do Millennials Care About Traditional Libraries?” 2016). Libraries should look for ways to build their relationships with these allies, reminding them of how libraries can be important to millennials as well as to the rest of the community. While there are millennials who may use the library to check out the appealingly free books and DVDs, many may not see the library as a place that can offer educational opportunities targeted for their age group or as a place that provides community and social events that would hold their interest. Because of this, a program that is both appealing to that age group and goes out into the places where many in the age group already spend time may be the most effective way to reach them. This outreach program can show those in their 20s and 30s that the library has programming to offer to them and not just children and senior citizens.

In this sense, the series’ programs need to be marketed as community events, relying heavily on social media (including a page for the series as a whole and event pages for each program), posters, local media, and local entertainment calendars. Having a memorable brand that’s different than what one would expect from a library – a consistent, modern, and bold look and message – will be key for promotional materials and social media posts. The brand will need to stand out. As Laurie Russo (2017) states, “If you can come up with a distinctive voice and be bold enough to put a twist on your library, you can make a mark in the community and have your community think about your library in a refreshing way” (pg. 46). Russo also suggests using Facebook Live and local news media outlets to promote the programs (pgs. 47-48).
A significant resource for and influence on “A Night Out with the Library” programs and promotion is the Alt Library initiative put on by Sacramento Public Library. This initiative is bold, modern and specifically targeted toward adults in their 20s and 30s. The initiative gained such notice that the American Libraries Association has hosted workshops on its techniques, and the Urban Libraries Council has featured it. The initiative maintains Tumblr and Meetup sites that have posts describing and announcing events (displaying their marketing techniques), photos and reviews and gives the over 2,000 readers a method to connect to each other and librarians with a discussion board.

The marketing will include the places chosen for the programs. The casual atmosphere of each program will be welcoming to millennials and foster the social atmosphere that many seek for an evening activity. The Westport Library in Connecticut successfully ran a pub trivia program. Afterward, the local newspaper reported on the event. Participants praised the program for providing an activity not often provided by others, showing that the community welcomed their local library as an entertainment (as well as educational) source (Liotta, 2016).

MARKET AUDIT AND RESEARCH

COMMUNITY, AUDIENCE, AND ORGANIZATION ANALYSIS

Allen County Public Library is a sizeable library, with 304,839 registered users — a significant percent (86%, although no statistics are available of how many registered are actually active users) of the estimated 355,329 residents in the community it serves. ACPL maintains a respected presence in the community, with a large branch located in the heart of downtown.

ACPL’s community lies in the northeast part of Indiana. At the heart of Allen County is Fort Wayne, the second largest city in Indiana with a population of over 260,000. Fort Wayne is a smaller but growing city with a focus on downtown development, creating a rising dynamic that gives the city a unique blend of the convenience, comforts, and affordability of a smaller town and the substantial suburban neighborhoods and emerging opportunities of urban development of a larger city. Fort Wayne is currently experiencing significant downtown development, which has attracted more young adults to live and work in Fort Wayne, particularly in the downtown area. ACPL is situated to be a part of the excitement, growing with the city, if it makes efforts to not only maintain its current patrons of all ages but also strives to reach out to the growing number of millennials in the city. ACPL will also look to form relationships with local businesses, restaurants and other entertainment providers. Thus, ACPL’s “nights out” of entertainment would be a collaboration, benefiting and providing promotion to all involved parties rather than being seen as competition. However, Amazon, Netflix and other online retailers and streaming services still present competition.

In addition to promoting the library to those in their 20s and 30s living and working downtown, part of reaching out to Fort Wayne’s Millennial population is marketing to college students.
Fort Wayne’s post-secondary education includes Indiana University – Purdue University, Fort Wayne (IPFW), and nine private colleges/universities. Indiana’s statewide community college system, Ivy Tech, has three campus sites in Fort Wayne. The college/university libraries may be seen as competitors to ACPL in some areas (such as providing research assistance); however, in this marketing campaign and for this program series, they are seen as potential partners.

Currently, the library has a healthy marketing presence on social media, maintaining a frequently posting Facebook page and Instagram account, robust Flickr and Pintrest pages and a YouTube channel. ACPL’s website includes tiles on the homepage advertising events, a detailed calendar, and several blogs, including one specifically for library events. ACPL’s programs and events are often featured on local media – newspapers, radio, and television. ACPL also has numerous print-based promotions, (flyers, posters) and several e-newsletters. All marketing communications maintain the same approachable and friendly voice. Also, the library has recently restructured to develop a department dedicated to community relations, communications, and marketing, which should increase its marketing presence in general.

### Population Information

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimate</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALES</td>
<td>177,301</td>
<td>48.8%</td>
</tr>
<tr>
<td>FEMALES</td>
<td>186,152</td>
<td>51.2%</td>
</tr>
<tr>
<td>20 TO 24 YEARS</td>
<td>24,728</td>
<td>6.8%</td>
</tr>
<tr>
<td>25 TO 34 YEARS</td>
<td>48,384</td>
<td>13.3%</td>
</tr>
<tr>
<td>WHITE</td>
<td>300,204</td>
<td>82.6%</td>
</tr>
<tr>
<td>BLACK/AFRICAN-AMERICAN</td>
<td>50,016</td>
<td>13.8%</td>
</tr>
<tr>
<td>ASIAN</td>
<td>13,514</td>
<td>3.7%</td>
</tr>
<tr>
<td>OTHER RACES</td>
<td>13,286</td>
<td>3.6%</td>
</tr>
</tbody>
</table>


### Environmental Scan

#### Political/Legal Factors

While Indiana is a traditionally Republican state overall, Fort Wayne has had democratic mayor Tom Henry in office for ten years as of 2017. Most local politicians remain Republican, and a greater percent of voters are registered as Republican. Like in the rest of the United States, there have been political differences expressed through rallies and organizational activity; however, Fort Wayne has not displayed tensions as dramatic as have been displayed in many other cities. ACPL does promote civic engagement by hosting many issue and politically related community events, discussions, and organizational fairs. ACPL is also a popular destination for early voting as well as voting information. The library is additionally affected by political factors in decisions regarding property tax.
The library follows legal use guidelines regarding copyright and privacy laws and internet filtering related to the Children’s Internet Protection Act as well as informs patrons of these legal guidelines through its website and signage.

**ECONOMIC FACTORS**

ACPL is most affected economically by the property tax caps enacted in 2008, which limits the income the library may receive from property taxes, regardless of whether residents would willingly pay more. Another economic influence were the large construction and renovations projects that took place in the last ten years, as well as the need to bounce back from the 2008 recession, which led to fewer donations and a less expendable budget from the Friends of the Library. These challenges to the budget have been coupled with an increase in computer use from more patrons needing to use library resources because of a lack of internet at home and to look for employment. Additionally, this marketing campaign may incur costs due to advertising and the program series itself is likely to have higher-than-average program costs.

**SOCIAL FACTORS**

ACPL has a diverse community when factoring in several branches in less populated areas. It is difficult to serve the needs of both the growing number of professionals in the downtown area and the older and less wealthy residents of other areas in the city and county. There is also a significant Burmese population and some other immigrant groups. Many branches see children’s programming as essential to the library’s worth. The library must use resources wisely and plan extremely well in order to adequately serve all of the groups in its community. Additionally, to ensure a healthy growth, it must match the vibrancy of the rest of the downtown, attracting new patrons in the form of the growing young professionals, while still providing the necessary programming for older adults, the marginalized, children, immigrants, and all of the other populations that count on the library’s resources and community spaces.

Additionally, the library will have both challenges and opportunities that have come from a recent restructuring of senior positions. Many long-term staff members may feel threats to their positions and feel challenged to adapt; however, the restructuring has maintained a healthy staff number and should provide a change that refreshes enthusiasm, from staff and patrons, for ACPL.

**TECHNOLOGICAL FACTORS**

ACPL offers both computers and free Wi-Fi in all of its branches, which is used by many patrons and is often the reason for patrons’ visits. Several of the branches host Makerspace labs, which are popular with teens and younger adults, and there are many programs centered on technology that are offered to patrons of all ages. Also offered are nearly one hundred databases (many through the Inspire consortium), Hoopla, Freegal, Overdrive, and thousands of ebooks. ACPL also maintains an updated website and app with many online services (renews, holds, etc.). Digital resources and technological equipment remain popular.
## SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Locations in a vibrant and growing community</td>
<td>• Staff have an increasing number of duties to complete during shifts</td>
</tr>
<tr>
<td>• In a community supportive of the library</td>
<td>• Recent restructuring has challenged long-standing staff and new members to adapt</td>
</tr>
<tr>
<td>• Part of Inspire consortium for e-databases</td>
<td>• Construction, especially downtown, has provided obstacles to patrons reaching the library</td>
</tr>
<tr>
<td>• Renowned Genealogy Center</td>
<td>• Fewer programs for younger to middle age adults available and there is less attendance in programs</td>
</tr>
<tr>
<td>• Staff resources dedicated to community relations, communications, and marketing</td>
<td>in general from this age group</td>
</tr>
<tr>
<td>• Makerspaces and other advanced technology</td>
<td>• Property tax caps limit budget</td>
</tr>
<tr>
<td>• Popular teen and children’s programming</td>
<td>• Long wait times for many ebooks</td>
</tr>
<tr>
<td>• Committed volunteers</td>
<td>• Smaller branches may feel “left out” of the many programs and resources available at larger branches</td>
</tr>
<tr>
<td>• Enthusiastic and dedicated staff</td>
<td></td>
</tr>
<tr>
<td>• Popular with families, older adults, and several different age groups</td>
<td></td>
</tr>
<tr>
<td>• Strong connections with local organizations</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Relationships with community organizations provide opportunities for collaborations</td>
<td>• Increase in development in Fort Wayne may increase competition for attention and time of residents having to choose between activities</td>
</tr>
<tr>
<td>• Location of main branch in the heart of downtown provides opportunity for unique programs (such as Rock the Plaza on Saturday nights)</td>
<td>• Competition with Amazon, Netflix, and other online streaming services and retailers</td>
</tr>
<tr>
<td>• Recent restructuring opens opportunities for increased communication, public relations, and customer service</td>
<td>• Some loss of program attendance</td>
</tr>
<tr>
<td>• The growing development in downtown brings a rise in foot traffic</td>
<td>• Popularity of Google over reference databases</td>
</tr>
<tr>
<td>• Emphasis on local restaurants and businesses provides more opportunity for community partnerships</td>
<td>• Budget cuts</td>
</tr>
<tr>
<td></td>
<td>• Aging technology needing to be replaced</td>
</tr>
</tbody>
</table>
In order to gather beneficial information for both the “A Night Out with the Library” marketing campaign and program series, regarding the wants, needs, and preferences of the target audience, the library will hold five focus groups of eight to ten, comprising of both patrons and non-library-users in their 20s and 30s. In order to gather these groups, library staff will recruit participants during local festivals and other events so as to ensure that participants are not culled only from those who come into the library. The groups will be asked several questions in the following areas:

- Preferences for methods of communications (e.g. social media, emails, print materials, local media, etc.) regarding the program in general, specific events, and library services and resources.
- Preferences for timing of communications
- Preferences for possible locations of future programs
- Preferences for topics for future programs
- Preferences for logos, taglines, colors, and other brand aspects
- Existing knowledge of library resources, services and programs
- Previous participation in library programs
- Previous use of library services and materials

Sample of specific questions:

- “If at all, how often do you visit the library in person?”
- “If at all, how often do you use the library’s website, app, or other online resources?”
- “Have you ever used the library’s streaming services (e.g. Hoopla, Freegal)? Even if you haven’t used them, are you aware of them?”
- “What is your favorite method of communication for upcoming events: Facebook, Instagram, Twitter, blog, email, local newspaper, poster, print mailer, word-of-mouth?”
- “Which local restaurants, businesses, and entertainment venues do you visit?”
- “Are you aware of the library’s app? Do you ever use it?”
- “Are you aware that you can request that materials be ordered for the library? Have you ever used this service?”
- “Have you ever asked for reference help, either in the library or through virtual reference? Were you aware of our virtual reference service?”
- “Out of these logos, which is your favorite?”
- “Do you own a kindle or other e-reader? Do you ever read ebooks? Have you ever checked one out from the library?”
- “Have you ever attended a program or event put on by the library? Which one?”

Responses will be recorded while the focus study takes place, while responses will later be collected and compared to look for common trends. Focus groups can be held at several times during the program series in order to check that the marketing and program objectives, goals and decisions are in line with the preferences, needs, and wants of the millennial target audience. Additionally, paper and online surveys using the same questions may be given.
**MARKET SEGMENTATION**

The program uses fairly universally appealing activities, like pub trivia, which should draw adults of all ages, which the modern and bold aesthetic of the brand of the marketing campaign will reflect. While the age group for the pub trivia event is really any person who is 21 years of age or older, the target age group is adults in their 20s and 30s. This age group can be hard to reach with other library programs, especially for those who do not have any children. Other events not taking place in pubs, bars, or concert venues requiring a minimum age can, of course, be attended by those under the age of 21; however, the campaign will maintain a consistent marketing aim to adults in their 20s and 30s, who are often young professionals or even local entrepreneurs.

Many in cities also realize that reaching out to millennials is important for the health and growth of their cities and are trying to find ways to keep those residents and attract more. Reaching out to this age group means emphasizing the “community” aspect of these cities, an emphasis of which the library can be a vital part. As the Washington Post cited of Arlington in a recent article, “The county’s public library system has built a robust series of programs that cater to young professionals, sponsoring trivia nights in local bars, book clubs in restaurants, and adult recess and game nights at the Central Library” (Sullivan). Young professionals are often looking for entertainment activities that both provide community and a connection to their physical space and fellow residents but also has another “beneficial,” almost moral, aspect to it, like the education that comes with trivia or a visit to a planetarium or environmental positives like hosting a farm-to-table dinner. They want to see some meaning behind their activities.

Additionally, those in their 20s and 30s may be somewhat numb to usual marketing ploys, so the marketing campaign materials will be straight-forward, presenting a clean and bold look, clear message and presence in social media, new media, and posters in the community, reflecting the trendy yet effective marketing others employ for entertainment events with the same target audience.

**SERVICE IDENTIFICATION**

“A Night Out with the Library” is intended to highlight many of the library’s resources and services. Each program will discuss a range of resources and services, thus the marketing campaign, by promoting the program series, will do the same. Specifically, resources and services appealing to millennials – such as streaming movies and music, ebooks, the library’s app, the holds service, databases such as Novelist, and music and cultural events – will be featured. Several of these resources, such as ebooks, are stars on the BCG Matrix due to their higher costs, high growth, and relatively high market share. The library’s app and streaming services are more in the question mark category as they have the potential to be stars but still have not reached high growth or high market share yet but would with more promotion.
But, the central library service involved in “A Night Out with the Library” is library programming – the series of programs itself. Because of the marketing target audience of both patrons and non-library-users and an age group that rarely participates in other library programming, these programs will be tapping new markets with an existing service. This puts the program series and marketing campaign in the “market development” category of Igor Ansoff’s matrix.

**MISSION, GOALS, OBJECTIVES, ACTIONS, TIMELINES, AND BUDGET**

**MISSION**

Allen County Public Library’s mission is: “The Library is a service institution. It seeks to inform, educate, entertain, and culturally enrich the entire community by providing books and other library materials, facilities, and professional services for free use by all residents.”

**GOALS, OBJECTIVES, AND ACTIONS**

**GOAL 1**
To increase millennial-aged adults, participation in library programming, specifically through the “A Night Out with the Library” program series.

**Objective:** To raise attendance by 50%.
- The library will measure progress in attendance by comparing attendance numbers from the beginning of the program and then at every three-month interval.

**GOAL 2**
To increase millennial-aged adults’ use of the library’s resources and services.

**Objective:** To increase number of millennial card holders, use of print materials, and use of digital materials by 25%.
- The library will measure increases by comparing responses to reported uses of resources and services on pre- and post-program surveys. The library will also compare circulation data before the start of the program series and after six months of the program series to see if there is any increase in library use in general.

**GOAL 3**
To create a webpage on the library’s website to promote the “A Night Out with the Library” program series, offer information in general about ACPL, and provide a space for connection between participants in the series.
Objective: To have the website complete one month before the first program.
   • The library may conduct brief online surveys or perform usability studies to measure the effectiveness of the website.

Goal 4
To establish a strong social media presence tied to the “A Night Out with the Library” program series.

Objective: To create a Facebook page and Instagram account for the program series one month before the first program. In addition, each program will have a Facebook event page.
   • The library will gather statistics such as shares, likes, and followers to measure the reach of its social media.

Goal 5
To establish partnerships with local organizations, restaurants, and businesses and to be a more integral part of the community.

Objective: To collaborate with at least one local business, restaurant or organization with each program.
   • The library will maintain ongoing communications with all collaborators in order to maintain relationships and good will.

Timeline and Actions

Four to five months before the first program (pub trivia):
   • Contact local pubs/bars about partnering for this program and confirm date of event and location.
   • Prepare program and marketing outlines and submit to library manager.
   • Begin work on “A Night Out with the Library” webpage.
   • Begin work on marketing materials.
   • Hold focus groups to gather information.
   • Establish brand (logo, taglines, look) of marketing materials.

One to two months before each program:
   • Form team of staff to put together trivia questions, outline rules, and recruit staff to assist in set-up and planning, and night of event itself (monitors, scorekeeper, and emcee). *This specific program planning with a team of staff will repeatedly take place
one to two months before each program, depending on the complexity of the planning needed.

- Promotional, publicity and other marketing materials are prepared and submitted to library manager for approval.

**One month before the program series begins and one month before each program:**

- “A Night Out with the Library” webpage is complete and Facebook page and Instagram account are established (before the program series begins).
- Purchase any necessary materials and prizes for specific program. *This will be repeated for each program.
- Send approved press releases to local media, hang posters including at various places around the community, and distribute flyers (both before the program series begins and before each program).

**Two weeks before each program:**

- Choose and organize trivia questions to create rounds sheets for trivia program or make any final preparations needed for the specific program.
- Post library event blog post about specific program.
- Include program in e-newsletter.
- Heavily promote program on social media.

**Day of each program:**

- Post any last-minute social media posts.
- Be an advocate for the library, meeting attendees.
- Pass on information about the library’s resources and services during the program.

**After each program:**

- Within one week, send surveys to email addresses of all who left emails at program registration as well as post survey on program series webpage and on social media.
- Meet with local organizations, businesses, and restaurants to review past programs and plan future programs and collaborations.

**Budget**

The budget for “A Night Out with the Library” programs will fluctuate depending on the specific programs. For example, the pub trivia night will need to include up to $300 (depending on contributions from local businesses) for prizes and possibly $100 for appetizers (depending on contributions from local restaurants). The night at the planetarium, on the other hand,
should have minimal costs for attendance (depending on agreements with the University of Saint Francis) and giveaways, which, in this case will not need to be prizes but rather stickers and glow-in-the-dark objects with library logos on them, possibly costing up to $100. Other programs may cost less than $100 but no program should cost more than the pub trivia night, which will require funds from Friends of the Library.

Advertising costs will be minimum as the library has agreements with local newspapers, radio and television, and social media promotion does not carry any cost. The print materials will hold some cost to the library but will be considered part of the general marketing budget.

Additional costs are incurred in accounting for staff time in planning and staffing the events.

**COMMUNICATION: THE MARKETING MIX**

As mentioned previously, “A Night Out with the Library” will use a variety of marketing tools and resources. The campaign will use the four Ps of marketing: Product (the programs themselves as well as the resources, events, and services promoted during the programs), Place (promoting the library itself but also establishing it as part of the community, emphasized through the different local businesses and restaurants where the programs will take place), Price (though some programs may require some substantial costs from the library, they will require little costs (both monetary and in terms of time and convenience) as they will take place in establishments where attendees would frequent anyway for their usual entertainment), and Promotion (the range of print, social media, advertising, advocacy, word-of-mouth, blogs, and other marketing methods).

**PROMOTION**

The “big picture” of the marketing campaign will focus on having an appealing brand that receives the widest reach. While the campaign has a specific target audience and market segmentation – people in their 20s and 30s – this age group is varied and not all people will be reached by the same marketing tools. One challenge (and opportunity) is that the campaign is aimed at library patrons and non-library-users, with a special emphasis on attracting new patrons to the library. This mean that the reach of the campaign must be wide – reaching far beyond the walls of the library. Any print materials will be posted in the library but also in various other establishments in the community. A heavier focus will be placed on social media, particularly in getting people to share posts, invite friends to like the Facebook page or follow the Instagram account, click that they are “interested” in a program event, and share pictures from the programs. The brand – its look and message – of the campaign will also be key to attracting new participants and in showing millennials a new, hip, refreshing side of the library.

The marketing campaign will maintain consistency with integrated marketing communications through its many channels. All flyers, press releases, posters, blog posts, newsletters, and the social media pages and webpage will contain both the campaign’s logo and tagline. A
consistent brand and message will be maintain for all promotion channels, including individual social media posts. Emphasis will be placed on using the same colors and poster-art look, the message of “Spend the night with the library” and the entertainment aspect of the programs.

**MESSAGE**

The “A Night Out with the Library” marketing campaign will center on the same theme and message, that the library, though remaining education, is also part of the community and a resource for local entertainment with meaning. Its message can be explored by analyzing its story using the elements that Brian Mathews (2009) states as essential to the story:

*Surprising:* The programs themselves, and therefore the message of the campaign, will be surprising because they take place outside of the library building, incorporate a social event, and involve “grown-up” activities (such as taking place in a pub). Parts of the programs, like questions during the trivia night, will reveal surprising facts about the library, upending usual expectations. Also, the campaign promotions will be surprising because they will have a modern look not often associated with libraries.

*Relatable:* The programs will be relatable as they will take place in places (like the pub) where attendees would already go to for entertainment and social time. They will show that the library is part of the community, just like the attendees. The promotions will have a “poster art” look, which will be familiar to millennials as the same style as concert posters. Additionally, the language used on advertisements will be more casual (informal but not childish by any means), free of any exclusively library-related jargon.

*Tangible:* The posters and flyers will be the most tangible elements in the promotion. Also, the programs will include library-related prizes, such as discarded books, tote bags and possibly “grand prizes,” such as e-readers, for trivia winners.

*Experiential:* The program series is highly experiential. The promotions will encourage the community to attend programs and then, consequently, attend future programs and be inspired and intrigued to visit the library and its website and use its resources and services. It encourages the community to experience the library in a new way. It also fosters relationship-building between different community entities. The web page for the program series will also feature interactive elements and links to social media.

*Shareable:* The campaign will be easily shareable because of the heavy emphasis it will have on social media. There will be frequent posts that may be shared. The promoted hashtag will also encourage additional sharing, including photos from events, which may be featured on the program series’ web page as well. Because the programs are social, attendees will share promotion to interest their friends in attending the programs with them.

*Measureable:* The impact of the campaign can be measured through several methods. The rate of new library cards opened can be tracked before and after, to show the impact on previously
nonusers. Attendance can be tracked for different events in the program series to see if attendance raises. Circulation, downloads, and use of streaming services statistics can be tracked before and after programs to check for any impact. The effects of the campaign promotion can be tracked through website visit statistics and Facebook and other social media statistics (post and page “likes,” post shares, “going” and “interested” numbers for event pages. Surveys can be conducted after campaign is implemented to solicit opinions on campaign and programs and to check for any increased awareness of library resources, services, and events.

**BRANDING**

The branding for the “A Night Out with the Library” marketing campaign and program series will center on a bold, clean look, keeping materials simple, graphic and aesthetically pleasing.

The dominant color is gold (red: 246, green: 162, blue: 29). There are secondary colors used on flyers, posters and other publicity materials, but the standard gold color will also be used somewhere on the material. Another common color is the cobalt-ish blue used on the ACPL logo (estimated as red: 32, green: 125, blue: 183). And, finally, black will be a prominent color as well.

The dominant font is Gill Sans MT in all caps. For the most part, this font is not only used in all caps but also with the spacing expanded by around 3.9-5.7 points (depending on what works best to fill the space of the specific material). A secondary font used on publicity items is Calibri, also in all caps and expanded, and at times in italics.

Because the poster look of the publicity materials will be so bold and design-heavy, the logo for the campaign and series will be kept simple: a basic two line version of the program series name in Gill Sans MT (expanded and all caps) in black font:

A NIGHT OUT WITH THE LIBRARY

This logo is easily incorporated on bookmarks, web banners, flyers, posters, social media posts, and more. Often this logo is combined with the standard ACPL logo.

Additionally, the brand has a secondary tagline: “Spend the Night with ACPL,” which can be incorporated in several ways on publicity material and is generally in Calibri and all caps.
PUBLIC RELATIONS

“A Night Out with the Library” will rely on several public relations methods as part of its marketing.

Word of Mouth Marketing (WOMM). WOMM will be effective as a public relations method because of the social aspect that pervades the program series, which, in turn, pervades the marketing campaign tied to it, including the focus on social media. Each program will provide “shareable” material in the form of photos of the events and friends at the event, the ability to “invite” friends to “like” the “A Night Out with the Library” Facebook page, and attractive graphics. WOMM is also easy to apply because the marketing is for and centers on specific social events. Those who attend program events will invite friends, post on social media, and recommend future events to others. WOMM may take place even as previous attendees participate in other community events and recommend future programs to friends.

Additionally, library staff will be encouraged to utilize WOMM around the community. Because staff will be a part of the planning the programs and will be part of the program events themselves, they will feel a sense of investment – that they are part of this campaign and program series – which will spark additional motivation and interest in WOMM from staff.

Social Media Marketing (SMM). SMM is perhaps the most significant intentional form of public relations that will be used for the “A Night Out with the Library” marketing campaign and program series. In addition to creating and maintaining a dedicated Facebook page and a dedicated Instagram account for the program series, the library will emphasize the “shareability” of events, posting often and encouraging others to share the posts. SMM will also be encouraged with the promotion of a dedicated hashtag: #nightoutwithACPL.

Virtual Content Communication. Besides social media, “A Night Out with the Library” will enhance public relations through online content on its dedicated webpage and through posts on ACPL blogs. By keeping the public informed beyond simple announcements about program events, ACPL will have more in-depth communications, telling stories of the happenings during the programs, short biographies of the librarians involved, and histories and other information about the local businesses, restaurants, and organizations who collaborate with ACPL on the program series.

Press Releases. Press releases will be a regular part of the “A Night Out with the Library” marketing campaign. There will be an initial press release to announce the program series in general and inform the community about the webpage and Facebook page for the program series. Then, each individual program event will have its own press release.

Ambassadors. “A Night Out with the Library” also has the potential to use ambassadors to provide public relations. ACPL can invite local “celebrities” or experts to participate in the program events (provided they participate at no cost to the library). For example, a radio host could be the emcee for the trivia night and science professor can host and speak at the night at
the planetarium. The celebrities and experts can add elements of fun, education, and even professionalism to the event as well as add another layer of publicity as their names would be recognizable on publicity materials.

**Publicity**

Publicity will be an important part of the “A Night Out with the Library” marketing campaign, particularly because of the bold, graphic emphasis of the brand as well as the focus on the social event aspect of the program series. The campaign will use many different types of publicity items including:

- Posters (the same general look (brand) but a different design for each program event).  
  See Appendix A for a sample.
- Flyers (the same general look (brand) but a different design for each program event).  
  See Appendix B for a sample.
- Bookmarks. See Appendix C for a sample.
- Buttons. See Appendix C for a sample.
- “Featured Event” tiles on ACPL’s website homepage.
- Press releases (one for program series initiation and one for each event).
- Table tents.
- Regular posts on ACPL blogs and spots in ACPL newsletters (which will include photos from events).
- Posts on community calendars.

**Advertising**

“A Night Out with the Library” will not require much more than the usual amount of advertising implemented for other ACPL events. Each event will be included on community calendars with additional local advertising in the form of notices on local radio, local news, and local newspapers. Through community relationships, this advertising should not require significant fees, if any. Additional advertising will most likely come in the form of news stories reporting about the events.

**Advocacy**

The “A Night Out with the Library” marketing campaign will fit in easily with ACPL’s overall advocacy plan because of the heavy emphasis that the events have on community. There will be many collaborations with other community organizations, businesses, and restaurants (and take place in other community spaces) as well as (possibly) local celebrities and experts. These programs will show that the library offers entertainment and community as well as education.

The programs themselves will be opportunities for advocacy. For example, the pub trivia would include a “bonus” question in each round. This question will ask something specific about the library. Most likely, it will be something that very few would actually be able to know exactly. But, the point of the question will be to bring up a service that the library provides so that the
emcee can give some additional information about the service while giving the answer to the question. These bonus questions give the library a captive audience, allowing the library a fun way to educate participants about all it has to offer, an important goal of the program series.

**INTERNAL MARKETING**

The “A Night Out with the Library” marketing campaign and program series has a unique opportunity for internal marketing in that they will involve so many staff members in the promotion and planning. Rotating teams of staff will be responsible for planning the programs, staff will participate in the word-of-mouth promotion of the events, and these programs give staff the opportunity to work outside of the building, collaborating with staff they don’t normally work with and collaborating with staff and owners of local businesses, restaurants, and organizations. The marketing will happen naturally through the cross-communication, planning, and collaboration.

Staff devoted to marketing will also take care to keep all staff informed on upcoming events, taking suggestions for future events and giveaways and including staff in photos of events in social media posts. Staff will also be encouraged to provide their own photos and text for blog posts reporting on events. Staff will also participate in post-program surveys to gather their suggestions for improving future programs and for improving promotional methods.

**EVALUATION**

There will be several methods of evaluation to measure the effectiveness of the “A Night Out with the Library” marketing campaign. Some evaluations will be based on quantitative data. For example, one straightforward method will be to track the attendance of the program series, comparing attendance numbers from the beginning of the program and then at every three-month interval, looking for an increase in numbers. Other quantitative measurements will revolve around the “A Night Out with the Library” webpage, Facebook page, and Instagram account. ACPL can track page visits to the webpage, followers on the Facebook page and Instagram account, and the number of likes and shares of individual posts. The webpage and social media can also be evaluated using qualitative methods, specifically measuring further engagement. This would include looking at comments on individual social media and blog posts.

ACPL will also rely on surveys as a major method of measuring the effectiveness of the campaign. The surveys will be given at the close of each program event. The responses will be recorded and evaluated over time to watch for trends and other helpful input. See Appendix D for a sample survey.
REFLECTION

The “A Night Out with the Library” marketing campaign (and program series) is fresh, exciting, and innovative at its core, which should increase its effectiveness as a campaign. First, the brand of the campaign stands out – it is bold, graphic (in the design sense), colorful, simple, fresh, modern, and approachable – and different from what people expect from a library. These are design and brand elements (including the “fresh” taglines) that will resonate with the target audience of people in their 20s and 30s. These are also elements that can describe a lot of the recent downtown development in Fort Wayne, including the brand of new businesses, apartment complexes, and restaurants. The “A Night Out with the Library” marketing campaign brand will fit in with the community that is growing around it.

The campaign’s entrenchment in the community is another major aspect that makes it stand out. The programs will be collaborations with local businesses, restaurants, and organizations, which will broaden the promotional and publicity outlets available to the library as well as the promotional power that comes from having many entities behind the campaign, not to mention the increased attention and word of mouth marketing alone that will come from the partnerships.

This collaborative aspect of the “A Night Out with the Library” marketing will extend to those attending the program events. The heavy emphasis on social media will encourage people to engage and share, even creating their own marketing material when they post photos from events and use the official hashtag. The marketing campaign and program series is also innovative in that it will show that the library is a part of the community, not just a building.
REFERENCES


A NIGHT OUT WITH THE LIBRARY

LIBRARY NIGHT AT THE PLANETARIUM

SPEND THE NIGHT WITH ACPL!

21 JULY 2017, 8:30PM

EDWIN CLARK SCHOUWEILER MEMORIAL PLANETARIUM
UNIVERSITY OF SAINT FRANCIS

MORE INFORMATION: ACPL.LIB.IN.US/NIGHTOUTWITHLIBRARY
A NIGHT OUT WITH THE LIBRARY

LIBRARY PUB TRIVIA NIGHT

SPEND THE NIGHT WITH ACPL!

23 JUNE 2017, 6:30PM
MANN’S PUB

MORE INFORMATION: ACPL.LIB.IN.US/NIGHTOUTWITHLIBRARY
A NIGHT OUT WITH THE LIBRARY

SPEND THE NIGHT WITH THE LIBRARY

SPEND THE NIGHT WITH THE LIBRARY!
A NIGHT OUT WITH THE LIBRARY: LET US KNOW WHAT YOU THINK!

1. Now that you’ve seen how fun we can be, do you plan on attending another A Night Out with the Library? Will you recommend future events to friends?

2. How did you hear about this event? (Facebook page/post; Poster/flyer; ACPL newsletter; ACPL website; other website; community calendar; newspaper, radio, or TV; from a friend; other)

3. Have you visited the A Night Out with the Library webpage? Do you follow us on Facebook? On Instagram?

4. What sorts of activities would you like to see us feature on a future Night Out with the Library? What other businesses and/or places would you like to see the library partner with?

5. Now that you know more about what the library has to offer, what service that the library offers are you most excited to try?

6. Have you used (either online or in person) the library in the past 12 months? In the last six months? Every month? What services/materials have you used?

7. What else would you like us to know? We welcome your comments!