

Lunch & Learn Seminar Series...

PRINT PLUS

...a journey

Libraries



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Welcome...

to a look at how you can utilize a wide variety of media tools to help communicate your organization's message and interact with the targeted audience.

Our Goal today is to not only show you examples of different media formats, but to also share how they can be integrated to work with each other, and then to present real life ideas on how you can include them within your own marketing plan!

Let's get started on the journey...



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Here are some interesting facts and trends within the evolution of marketing...

- **With the growing use of tablets and smart phones, marketers need to reach and engage users on whatever device they choose.**
 - 89% of leading media buyers believe that reaching the same user across different devices is important to engage users migrating from device to device throughout their day.
 - 76% want cross-device usage for targeting so they can reach and connect with people whenever and wherever will yield the best result.
 - 75% feel that cross-device campaigns across PC, tablet and smartphones deliver better results than single device campaigns.

Study conducted by Advertiser Perceptions for ValueClick Media and Greystripe



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- **Multichannel marketing mix depends on who your audience is and varies from generation to generation. Get to know your patrons.**
 - 54% of Boomers/seniors (45 and older) watch online video compared with 65% of the general population
 - 29% use smart phones regularly compared to 48% of the general population
 - 19% regularly use a tablet compared to 25% of the general population

Source: Reaching Today's Boomers and Seniors Online, Ipsos & Google, 2013



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- **Current statistics on the prevalence of video on the internet:**
 - More than 50% of the internet content is video
 - 4 billion hours of video are viewed on YouTube very month
 - 350 million are shared on Twitter every year
 - Video is perhaps the number one search engine driver for websites



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And Specific to Libraries...

In November of 2012, *Library Journal* surveyed directors, managers and other library professionals from 471 public libraries to gain insight about how they market themselves, the effectiveness of those marketing initiatives and the resulting engagement within their communities.

- The usual marketing channels included the library website, printed materials, local newspaper and social media. The least often employed are computer screens in the library, e-newsletters and blogs.



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77% of the respondents agree that library marketing increases overall awareness of the library.

But, the results indicate a disconnect between what librarians believe should be happening and what is actually happening...

- Fewer than 20% of all libraries reported having a marketing plan in place
- Only 11% of those were current and up-to-date.
- Another 16% are in the process of creating one.
- 52% admit that they could use a marketing plan.



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How are patrons connecting to their libraries?

Pew Research Center's Internet & American Life Project conducted a national survey in Oct-Nov. 2012

- 13% of those 16 and older have accessed library services by **mobile device**
- 39% of those 16 and older have gone to a **library website** at one time or another
- Of them, 64% have visited a website in the previous 12 months



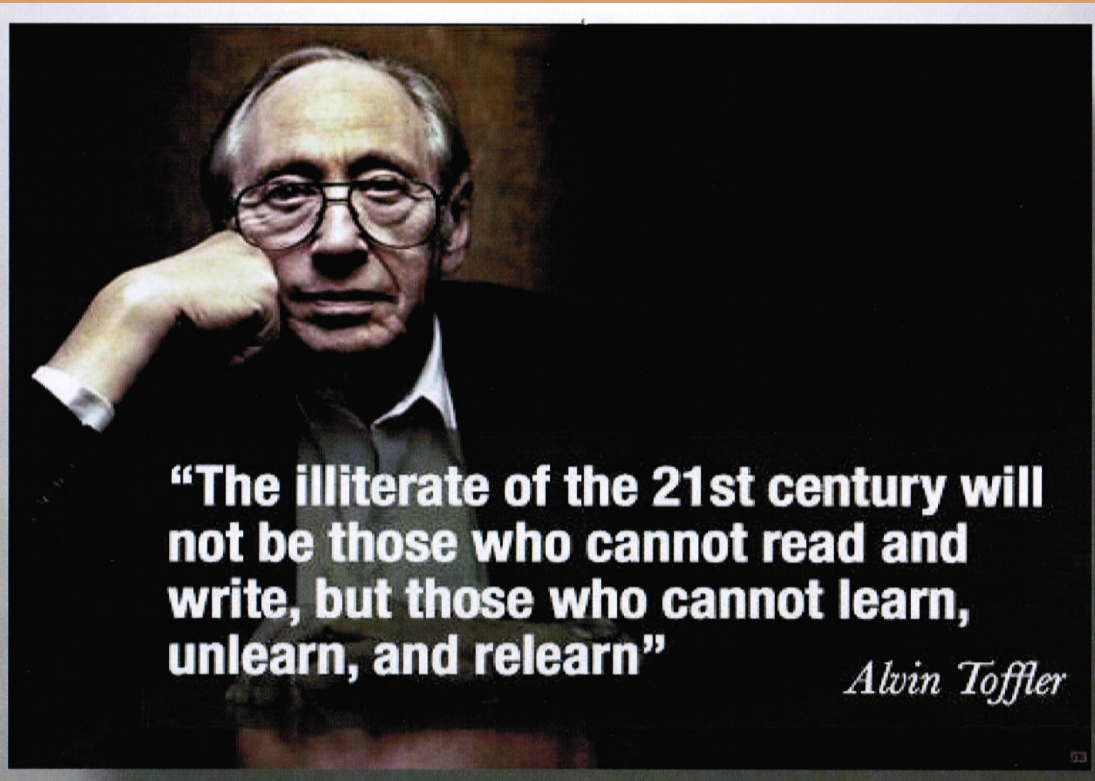
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What does all of this suggest?

- **That times are changing!**
- **If you continue to market your organization the same way you always have, you may end up with the same results – OR more likely, the results may start to slip away!**
- **We all need to relearn how we do things, because...**



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Concept of Integrated Marketing plan with Multiple Touches...





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Print Plus ...a journey

Let's look at the print and digital version to see the integrated media as utilized...

- A Tactile, creative print piece
- Highly personalized
- QR Codes with links to landing pages and downloads
- Digital e-publications – with audio, video and links
- Augmented Reality – interaction that can be updated with new content
- Social Media applications, engagement
- Online Surveys
- <http://www.clgraphics.com/printplusepub/>



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Real Life Ideas for the Library Market...

- Create a flyer or postcard to promote a very special event. Make them available in popular restaurants/shops/schools/train stations in your community. Include a link to a special landing page to register online. Add a QR code with a link to a video of the presenter giving a personal invitation.
- Include a banner ad within your website to announce and promote your special events. Include a link to a landing page for registration.



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Real Life Ideas for the Library Market...

- Put up posters in places around the community to educate new users. Include a QR code with a link to a video of a devoted patron extolling the reasons to visit the library. The poster artwork and messaging can be segmented to different demographics.
- Consider every surface area in your library as a place to promote your library events or services: bookshelf ends, screensavers and desktop wallpaper.



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Real Life Ideas for the Library Market...

- Utilize print or online surveys to engage the community and learn what is important to them. This is a great way to also share all of the services your library offers, including the new media formats or use of online services available at the library. Include this survey within your printed newsletter and also promote participation through your social media sites.
- Develop a series of video testimonials from patrons that can be included on your website and through a YouTube channel. Include a promotional item give-away to any patron that agrees to participate.



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Real Life Ideas for the Library Market...

- Create a social media campaign to have patrons share the books that they have read.
- Develop an e-publication that explains the services or shows how to utilize a specific program. Create an e-publication version of your newsletter that includes audio or video features.
- Develop a highly creative marketing campaign with print, online and social media – something that the **whole** community will be made aware of. Get people talking about you! Apply for a grant to help fund the program and enlist schools and businesses and the City/Village to also participate.



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Time to Brainstorm!

- **Let's kick around the ideas listed and see what you think may have a good application for you, or not...**

1.

2.

Additional thoughts...

1. What might hold you back from doing any of the media options we talked about?
2. If there was one thing you would want to start right now, what would it be?



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Thanks for coming!

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