

Marketing Plan

Whitman County Library

Mission:

- To be the community's #1 resource for information, recreation, and discovery

Roles:

- To be the heart of the community; an informational and social commons.
- Focus on popular materials that are timely, in high-demand and come in a variety of formats.
- Centers for lifelong learning, supporting programs and materials that enable our customers to learn and grow throughout their lifetimes.
- Access point to information and community referral.

Target or Niche markets:

- Preschool children: Ages 0-3 not in organized care
Ages 0-3 in daycare, preschool, organized settings
Ages 3-6 in daycare, preschool, organized settings
- K-12 children: Grades K-6 in school setting
Ages 6-12 in home-school setting
Grades 6-8 in school setting
Ages 12-14 in home-school setting
Latchkey children and after-school unsupervised
Grades 9-12 in school setting
Ages 15-18 in home-school setting
- Parents: New parents
Preschool parents
Grade school parents
Middle school parents
High school parents
Home school parents
- Adults 18-70: College students
Working adults
Non-working adults
- Seniors 70+: Mobile, self-sufficient
Special needs, assisted living, nursing home settings
- Other considerations: Library users
Non-library users
Male/Female
Convenience shoppers/non-traditional users
Homebound or rurally isolated resident
Target audience is widely spread, in 13 communities and rurally
Local business people

Programs and Services:

- Library service 24/7 via the website, 13 conveniently located branches, toll-free phone, 7 days per week in Colfax (Main) Branch
- Library materials in many formats including books, movies, audio books, compact discs, large-print, etc.
- Friendly staff offering highest quality customer service
- Items available by request, direct mailing if desired
- Special summer programs for all ages
- In-library children's programs, including babies, toddlers, school age, after school, and online
- Weekly service and occasional programming in Malden
- Outreach children's programs to preschools, child care facilities and schools
- Family programs
- Adult programs including computer programming
- Service to nursing homes, assisted living and retirement communities
- Parent resource center coordinator, materials, and programming
- Services and events for parents such as new baby packets, classes, Family Fair
- Website products and services such as on-line catalog and requesting, direct mailing, online databases, 24-hour librarian
- Cooperative projects or programs participating with schools, groups or agencies

Marketing and promotional strategies and activities:

1. WCL Marketing Coordinator oversees system-wide marketing plan. Submits monthly columns to newspapers, assist staff with all library promotions and news releases, posters, fliers, etc. Looks for opportunities to market the library at every level including statewide, regional and national. Seeks funding or opportunity for paid advertising whenever possible through the Library Friends, Foundation, grants and cooperative efforts. Responsible for staff training in marketing and promotion.
2. A newsletter will be mailed to every household in the WCL district highlighting programs, services, staff, Friends and Foundation.
3. At every opportunity, utilize the website as a marketing tool.
4. Each year, the library director will visit each of our 13 branch communities and Malden to attend city council meetings, community club presentations, visit with business leaders or other local efforts. At that time publicity will center on the visit, using the opportunity to promote library programs and services.
5. The Library Board of Trustees will hold its monthly meeting outside of the Main Branch (Colfax) a minimum of 4 times per year, which publicity accompanying the meeting location and local officials invited.
6. Library staff will visit each school district with the following programming. For secondary grades online research and library resources, and Bridges vocational training. For primary grades online research, Book Bear book-talks, TV-Free Challenge, and summer reading promotion.
7. Systemwide and local promotion of Summer Reading promotion, programming and incentives to all ages, baby through teen.

8. Regularly train staff, Board members, and Friends of the Library on successful promotion and marketing through in-house and outside training opportunities.
9. Branch managers required to promote their programs, services and locations in at least one press release per month contacting a variety of free sources including newspapers, newsletters, water bills, etc.
10. Whenever possible, WCL purchases advertising in each town's community calendar to list library phone numbers and other pertinent contact information.
11. Department heads encouraged to promote their programs and services via press releases, posters, fliers, invitations, and other means
12. All staff and locations encouraged to participate and help with community events, groups, Fairs, etc.
13. Encourage programs and speaking engagements that outline library products and services. These include book-talks, library presentations, and website and research programs to the community.
14. Collaborate with area schools for programs targeting teachers and students.
15. Compile lists of donors and circulate these wherever possible as related to the library, the Friends and the Foundation.
16. Assist with and utilize the Friends of WCL and WCL Foundation in all promotional opportunities.
17. Reader boards, Posters on public bulletin boards and take home fliers will be used for library promotion.
18. Send thank you notes whenever any item, service or money is donated in all WCL locations.
19. Actively participate in events at a state and national themes, marketing campaigns, and events. Relate information back to the local community through news releases, etc.
20. Advocate with politicians at all levels for the benefit of the library and our customers. Frequently invite politicians and dignitaries to the library to educate them about WCL. Utilize these events as promotional opportunities.
21. Always stress the library's hardworking and frugal operation. Focus upon the ongoing need for donations and financial support of programs and services
22. Regularly survey target audiences as a tool for assessing needs and customer satisfaction while educating the public about our programs and services.
23. Whenever possible, outreach efforts will take place in the Library van, with the logo serving as advertising.
24. Whenever possible, Whitman County Library's mascot, The Book Bear will be a part of promotional events, parades, school visits, etc.
25. Coddle our press and those who promote our events. Whenever possible express appreciation toward the importance of their library coverage and thank them regularly for the fine community service they perform.

Specific Marketing Goals:

1. Every student in the Whitman County Library District will possess a library card and use it regularly.

2. Attendance at library programs will rise each year.
3. Donations to the Whitman County Library, Friends of Whitman County Library, and WCL Foundation will increase each year.
4. WCL will increase library support and awareness for our library at all levels through our marketing strategies. Results will be measured through positive election results, contributions to the Library, Friends, Foundation, number of library cards issued and used, and library use statistics.
5. Whether a library user or not, every citizen within the Whitman County Rural Library District will love WCL, they will understand the services we provide and they will support the library financially.