



*Ideas, Information, Community*

# **Marketing Plan**

Adopted by the Muskego Public Library Board of Trustees  
August 14, 2014

## Executive Summary

Changing times require the Muskego Public Library market its services and resources effectively to bring attention to our library, the services we offer, thereby demonstrating the Library's value to the community, our stakeholders, and the public.

The Muskego Public Library Marketing Plan is intended to strengthen our Library's image, increase use by our residents, drive traffic to our website and to demonstrate return on investment. The marketing plan will help the Library develop and execute strategies designed to communicate our mission and demonstrate the vital role we play within the community.

As part of our Ideas, Information, Community mission statement, the Muskego Public Library's strategic marketing goal is to "Know and Serve Thy Customer." The Library's 2012-2014 Long Range Plan's strategic objectives in this area are:

- Build customer segments in order to understand the needs of frequent customers as well as those that attend infrequently.
- Build and maintain a customer satisfaction index.
- Increase use of marketing and communication methods.
- Explore methods to be more convenient and accessible.

The strategic marketing activities identified as a priority include:

- Fully utilize the Library's website so the public can see what the Library offers.
- Promote Library services and programs via social media.
- Conduct outreach to specific populations such as seniors, businesses, and new residents.
- Collaborate with community organizations.
- Conduct shared marketing with other City departments.
- Enhance staff proactivity in the area of marketing the Library's programs and services.
- Increase awareness of services.
- Employ the use of graphic standards for flyers and advertising.
- Collaborate with schools to promote our services and programs.

These strategic activities will guide the Marketing Plan to meet our patrons' needs and internal objective while demonstrating Muskego Public Library's commitment to the community it serves. Targeted marketing of specific services and resources through awareness campaigns and participation in community outreach events will help raise the public's knowledge of Library services, programs and materials available to them.

## **Introduction**

The Muskego Public Library Marketing Plan is a guide to increase the Library's visibility and create greater and varied interest in using the Library. The plan provides a consistent means of ongoing communication between the Library, staff and the community. To accomplish this, the strategic activities are grouped into four categories:

### *Muskego Public Library Website*

- Fully utilize the Library's website so the public can see what the Library offers.

### *Muskego Public Library Outreach*

- Conduct outreach to specific populations such as seniors, businesses, and new residents.
- Increase awareness of services.

### *Collaboration opportunities*

- Collaborate with community organizations.
- Conduct shared marketing with other City departments.
- Collaborate with schools to promote our services and programs.

### *Marketing of Library programs and services*

- Enhance staff proactivity in the area of marketing the Library's programs and services.
- Increase awareness of services.
- Employ the use of graphic standards for flyers and advertising.
- Promote Library services and programs via social media

## **Muskego Public Library Website**

As part of the City of Muskego, the Muskego Public Library complies with City website standards to enhance patrons' access to Library services and improve ADA compliance. The Muskego Public Library will continue to link to the County's shared online catalog and database resource page.

Programming is a core service of the Muskego Public Library. The Library will continue to maintain a calendar of events on its website so patrons can locate programs of interest.

The Muskego Public Library will perform a content inventory of the Library's website at least annually to ensure the website retains only the most current and accurate information about the Library's programs and services.

The Muskego Public Library will utilize web analytics to measure the effectiveness of the website.

## **Muskego Public Library Outreach**

The Muskego Public Library will reach beyond the Library's walls in order to promote its services and programs to the community, including current and new residents. To do that successfully, the Library must identify its target audiences.

One source of information is current census data. The Library will use the current census data to identify target audiences using the following characteristics: age, income, life stage, etc. When crafting the key message for a particular campaign, the Library will determine the benefits to the target audience. The campaign's emphasis will focus on what the target audience will gain by using the service or program. An effective marketing campaign or activity will use the following evaluation criteria:

- Clear and measurable goals
- Define and track key performance indicators
- Evaluate pre- and post-campaign results
- Calculate the marketing return on investment

A marketing campaign is an investment in time, staff resources, and money. Measuring the return on investment is important in order to decide whether to retain, stop, or update the specific marketing effort.

## **Collaboration Opportunities**

The Muskego Public Library will collaborate with the Muskego Norway School District and other schools located within the City of Muskego to promote our services and programs, communicating our role in early literacy and school curriculum. The Library will work with the schools to explore mutually beneficial opportunities.

The Library will work with the Muskego Area Chamber of Commerce to explore mutually beneficial opportunities to increase awareness of the Library's programs and services to the business community.

The Library will work with other City Departments and community organizations to promote the Library's programs and services in the community.

## **Marketing of Library programs and services**

Muskego Public Library services such as events, programming, collection, and access to information are the tangible goods creating value and providing benefit to our community. The entire Library staff shares in the marketing of services to our patrons in a variety of ways.

The Library will apply graphic standards in the creation of flyers, posters, and other publicity material. The purpose of graphic standards is to standardize all documents created by the Library, maintain a consistent high quality product, reinforce the Library's visibility and strengthen its identity in the community.

For each marketing campaign or event, Library staff will determine the means of promotion best suited to the service, product, or program being promoted or is most suitable for the target audience. Library staff will use information from patron surveys to determine what drives our users and what they consider important. The marketing promotions will tie into the needs, preferences, and decision-making practices of our users. The Library will also:

- Provide a mechanism for staff to give input and feedback.
- Use a variety of media and technology to reach traditional users and non-traditional users.
- Demonstrate to the public the relevance of the Library in their everyday lives and, as a result, increase use.
- Ensure the Library has a positive presence in the professional and news media.
- Promote the use of established graphic standards so all promotional materials have a professional, standardized look identifiable with the Library.
- Provide the materials and strategies to help all Library staff actively promote services and programs to the community.
- Ensure all Library staff delivers consistent marketing messages.
- Ensure all Library staff is knowledgeable about the Library's services and resources and communicates this knowledge to customers.

The Muskego Public Library will use the following strategies and tactics to reach current and new customers:

- Social Media
- Library website
- Articles in local/community newspapers and newsletters (print and online)
- City newsletters and publications
- Flyers and Publications
- Promotional Campaigns
- Community Partnerships
- Participation in Outreach Opportunities
- Signage

Implementing the marketing plan will allow the Library to reach new audiences, increase its brand with current and new customers and help the Library develop and execute strategies that communicate its mission and demonstrate the vital role it plays within the community.