

OVERVIEW AND LONG TERM STRATEGY

MARKETING THE LIBRARY SERVICE

1. WHY MARKET THE SERVICE?

- To raise the profile of libraries with customers, potential customers, and people who can influence our future eg. councillors
- To place libraries at the heart of our communities
- To attract customers who do not currently use our services
- To encourage specific target groups particularly 14-35 year olds and socially excluded groups.

2. HOW CAN WE ACHIEVE THIS?

- By creating a recognisable brand (within the limits set by RBK)
- By ensuring all staff promote a friendly, helpful image
- By looking critically at our current buildings to see how we can make them more user friendly e.g. zoning areas to specific groups.
- By having a library presence at local events eg. May Merrie, Green Fair
- By targeting large organisations eg. RBK staff to encourage them to use us
- Developing a long term strategy on how best to use the resources we have i.e. money, time, staff.
- Updating and modernising our libraries.
- Introducing coffee 'shop' areas either by having small cafes or vending machine areas.
- Creating links with leisure providers.
- Leaflet specific to branch (with relevant information).

3. PRIORITISING OUR EFFORTS AND RESOURCES

- Work from the inside out – ie. look critically at our libraries and their images
- Create our brand – a logo/slogan, sashes or t-shirts, leaflets etc.
- Work with other appropriate staff especially our Reader Development Librarian who has vast experience of promoting the service and may well have tried similar things to our suggestions eg. targetting commuters – ask her why certain initiatives were successful and why some weren't
- Collect an 'Outreach Pack' together so we are ready to take advantage of any offers to go to events etc. such as the Hook fete – having such a pack would give us a good basis of things to take that we can then just tailor to the particular event. Items to include leaflets, photos of each library (easy enough to print off and laminate), brief history of each branch, balloons and giveaways etc.
- Learn from other places and events – eg. why do some stalls at events attract loads of customers while others don't

- Do we need to consider the need for special equipment eg. new display boards, a dedicated cheap laptop etc.
- A nice Powerpoint presentation with commentary on us and our services – again, we could take it to local events
- Devise a list of possible sponsors for such things as prizes, a supply of giveaways such as carrier bags, pens etc. – all branded with our logo

4. GROUPS OR PLACES TO TARGET

- Guildhall staff
- Teachers
- Job Centre users
- People with a disability
- Immigrants and asylum seekers
- University/college students
- Teens
- Young mums and dads
- Bentalls Centre
- Adam Walk
- John Lewis foyer
- Garden centres
- Riverbank
- Rotunda
- Commuters

5. MEDIUMS TO USE

- Email - create emails for use in - approaching potential new users
- advertizing forthcoming activities
- Local radio – use to talk about the service.Suggest a regular slot to talk about new books
- Local papers – a regular (monthly?) column to showcase new books and authors as well as our regular submissions of activities and events
- Online presentation – a slick professional one showcasing where we are and what we do. With the best possible voice doing the commentary
- Our own web site – should be far more interactive with our customers.Should include lists/reviews of new items, ‘Best of’ lists etc.