

# 2019-2021

## Marketing and Communications Plan

### Introduction

Jack Russell Memorial Library's (JRML) mission statement is Community, Learning and Knowledge. The Library's 2018-2023 Strategic Plan outlines five Strategic Initiatives deemed vital to fulfilling our mission: Access, Facility and Spaces, Partnerships, Marketing and Communications, and Staffing. A marketing and communications plan is an important component to the Library's Strategic Plan, as it serves to make our promotional efforts more efficient by:

1. Identifying our marketing objectives and audience.
2. Outlining out current marketing strategies.
3. Serving as a blueprint for future marketing and promotion endeavors.

### Audience

The City of Hartford is located in Western Washington County. As of January 1, 2018, the estimated population of Hartford is 15,377. In 2017, the Library had 10,357 resident cardholders and 6,921 non-resident cardholders. The JRML is a member of the Monarch Library System which serves 33 public libraries in Dodge, Ozaukee, Sheboygan and Washington Counties.

In promoting library services, the JRML will target both internal and external audiences. Concentration on particular audiences will vary depending upon the marketing initiative, the message and the avenue of communication.

Internal Audience	External Audience
JRML Staff	Community Members, both library users and non-users
JRML Board of Trustees	Community organizations and groups
Monarch Library System	Local businesses
Other Public Libraries	Local Non-profit organizations
	Schools
	Government Officials
	Local Media



## Strategic Goals

Marketing and promotions are necessary for the success and longevity of the JRML. Reaching out to the community ensures the continuing relevance of libraries in the age of information and informs the public of the value of libraries.

The primary goals of JRML's Marketing and Communications Plan are

- To increase awareness of all the library doe and improve communications with the community.
- To promote the value and services of the JRML to the community.
- To advocate for and create positive associations regarding the public library as an institution.
- To cultivate positive relationships with community members and organizations.

## Promotional Strategies

The promotional strategies outlined below encompass current strategies, as well as those the JRML will explore further in the future. Additional avenues of communications and promotion may be pursued beyond those listed here, as applicable.

<b>Format</b>	<b>Intended Audience</b>	<b>Strategies</b>
Promotional Materials	Internal and external	Distribute flyers, posters, bookmarks and more to patrons, community organizations and businesses
Quarterly event calendar	Internal and external	Publish a quarterly event calendar to promote Library and Friends of Library sponsored events
Library website	Internal and external	Maintain a website containing relevant information about Library programs, services, as well as other information about the Library
Social Media	Internal and external	Post content and engage users on Facebook, Instagram and Google
Video	External	Create a promotional video, upload it to YouTube and promote across social media platforms.
Newsflash emails	External	Distribute information through a subscription email list
Community Events	External	Participate in local community events
Presentations	External	Send out presentation invitations and give informal presentations to local organizations, etc.
Media: news submissions	External	Submit press releases and other upcoming news items to local print and digital newspapers, blogs, magazines and other local media
School Newsletters	External	Submit content for newsletters published by HUHS and HFJT1
Business and organization communications	External	Submit content to Chamber for use in their annual directory and newsletters

## Evaluation

Evaluation of our promotion and communication efforts will be instrumental in determining what is working and what will be improved. While it is difficult to reach and effect some marketing endeavors, below are evaluation methods we can apply for certain communication avenues.

Type of Promotion	Evaluation Method
All Types of Materials (printed and electronic)	Survey samples of the community to determine how and where they receive information about library programs and services.
Printed Flyers and Brochures	Track Number of copies printed for distribution
Library Website	Track website analytics, including clicks and number of visitors. Collect feedback from the public through a survey
Social Media	Track engagement and reactions to posted content along with the number of followers to our social media accounts.
Newsflash Emails	Track number of subscribers.
Community Events	Tally the number of people engaging with the Library's table or booth. Tally the number of promotional materials given out. Track the number of people attending presentations and note responses and feedback from participants



Approved by the JRML Board of Trustees November 14, 2018.