



Feb. 2023

LAB Marketing Report



**PREPARED BY
AMY BAHAR**

Message From Marketing

The McKinney Public Library System offers robust programs, special events, and services. Marketing aims to address the issues of brand inconsistency and campaign evaluation. Simply put, we need to run lengthier campaigns to evaluate their effectiveness and use consistent messaging and branding.

Special events are growing, and this is an excellent opportunity to leverage this popularity to promote our programming and services throughout the year. We are in the process of creating a sponsorship packet to garner monetary support for these large-scale events.

We are updating our outreach materials to help with local efforts to continue to market MPLS as a cornerstone of the community that provides top-notch programs and services to everyone.



**2023 is the year
for brand
consistency
and promoting
our program
guide.**

2023 Campaigns

Using the Marketing Plan, we aim to run three consistent campaigns quarterly and employ the same marketing channels (website, newsletter, Facebook, and print) to promote these. We have KPIs established to increase traffic to our website, convert that traffic to program registration, and increase our Facebook followers, engagement, and newsletter subscribers.



01. My Library

This campaign aims to raise awareness of the accessibility of library services, highlighting digital services like eBooks, audiobooks, LinkedIn Learning, streaming, and programs. My Library. Anytime. Anywhere is a general awareness campaign that will run all year long, quarterly. We will use Olive to promote our Summer and Fall program guide with trackable QR codes.



02. Aspen LiDA

This campaign aims to raise awareness of the Aspen LiDA app, primarily as members' digital library cards. Targeted "welcome" emails, QR code bookmarks and rack cards at computer terminals, Facebook posts, and the newsletter are ways to promote and track this campaign.



03. Leverage Popular Programs

To uniformly promote all programs and services, we aim to leverage popular programs such as Robotics, Chess, and special events to encourage programs of similar interest.

Marketing Channels

These are our current, trackable marketing channels. Print is not included, which consists of our program guide and any collateral with a QR code to track conversions. These pieces are currently being created and will be analyzed in Q3 and Q4.

Channel

Website

- Increased traffic to Programs page
- Increased traffic to Library Card page
- 46,661 pageviews in Jan.

Channel

Newsletter

- Open Rate 48%
- Click rate 2-4%
- 6,494 subscribers

Channel

Facebook

- Impressions up 33% in Jan.
- Post link clicks increased
- 3.7K Page Followers

Metabase now has a Marketing dashboard with website, newsletter and Facebook metrics. These are delivered to Spencer, monthly.

Next Steps

The Marketing Plan will ensure that the Marketing Coordinator, Programming Team, Special Events, and Systems Team operate under the same timelines and goals.



01. My Library/Aspen LiDA

Bookmarks with Aspen LiDA app QR code have been created and are ready to place in all hold items. Utilize Olive to promote library accessibility and program guide for Summer.



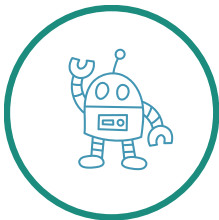
02. Leverage Popular Programs

4x6 card will be created to place in all STEAM kits promoting STEAM programs. Book clubs will send targeted emails to members who check out certain genres in hopes to convert these members to book club participants.



03. Special Events & Outreach

There is a big need to unify our branding and messaging with sponsor opportunities and outreach. Updated printed collateral is being created but staff needs to adhere to brand and message consistency.



03. Increase Social Media Use

We will increase our posting frequency to 2-6 posts/week and include links to our website and newsletter to track all activity. Next, will be a public promotion to name the robots.