



Marketing Plan

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Overall Vision for the North Castle Public Library

Establish our library as our community's preeminent educational and cultural hub.

Mission of the North Castle Public Library

Our mission is to serve as a full-service community resource center for the intellectual, cultural, business and recreational needs of the citizens of North Castle.

North Castle Public Library Value Proposition

The North Castle Public Library is:

- A community gathering place for exploring and debating different ideas and experiences in education and culture. The library creates a place for people to thrive and grow together through the exchange of ideas.

Examples of NCPL activities that support this exchange:

- ✓ Over 1,600 programs (almost all FREE) each year, focusing on infancy through seniors, on a wide range of subjects including early childhood literacy, STEAM (Science Technology, Engineering, Arts and Mathematics), art and film, book clubs, technology education/support, environmental instruction, and support of hobbies and activities like yoga, knitting, Mah Jongg and Bridge.
- ✓ A wide range of theatrical performances and opportunities including multiple community theater groups and professional equity actor production companies ("Broadway in North Castle").

- A valuable source of educational and cultural materials (both physical and electronic), made available through the expertise of people trained in managing information, and where investments are made to provide resources to our entire community for FREE. In a fast-paced world where people are pressed for time, the library provides fast paths to high quality information.

Examples of NCPL activities that speed access to this information:

- ✓ Curated collections of materials (books, films, etc.) that have been selected by experts in their fields like the Jacob Burns Film Center which has selected its favorite films/DVDs and a group of our fabulous local chefs who have selected their favorite cookbooks...all for FREE.
- ✓ FREE access to research materials/instruction in the fields of literature (Artemis, Novelist), health (Grey House Online Databases), travel (Global Road Warrior), language training (Rosetta Stone), e-newspapers and e-magazines and much more.

- A quiet office/study space – the “third place” – separate from home or work/school, where one can study, work, and collaborate in a productive manner. People often need that extra place with a supportive team to back them up.

Examples of NCPL activities that support these work spaces:

- ✓ Hours of operation have been extended 33% in the last two years.
- ✓ Conference rooms available for reservation for FREE.
- ✓ FREE Wi-Fi available throughout the library.
- ✓ FREE public personal computers available for use.
- ✓ Copying and faxing services available for a small charge.
- ✓ Librarian support for research and technology needs.

Brand/Name: North Castle Public Library / NCPL

Tagline: Everything You Need!

Marketing Plan Goals and Objectives

Over the past several years, NCPL has executed on a strategic plan that has greatly improved the library's physical plant, product offerings, programs/activities, and ongoing services. While circulation and program attendance has increased, the greater community is still often unaware of the library's offerings and improvements. As such, ***the library needs to establish a marketing plan to educate and inform the North Castle population and better promote its value proposition and brand to the greater community*** in an effort to increase attendance, usage and circulation among existing users, convert non-users into new users, and to improve the educational, cultural, recreational and business lives of all North Castle residents.

Steps to achieving these goals require increasing the library's exposure by:

- Assessing the community's library needs and wants (users and non-users)
- Developing a multi-channel marketing and communication program to disseminate general information about library improvements, benefits, services and offerings
- Developing a plan to promote specific events, activities, and new product/service offerings
- Developing a branding program to improve the NCPL brand and stay "top of mind" with community residents

NCPL Planned Marketing Actions

Assessing the community's library needs and wants (users and non-users)

- Develop and implement a reliable survey mechanism for users and non-users
 - Contract with Survey Monkey (or similar service) to allow for ongoing information gathering
 - Obtain a town-wide email address file to communicate with both users and non-users
 - Develop and implement a comprehensive survey with multiple attempts to maximize response
 - Develop a plan and schedule for ongoing, simple communication with patrons and attendees
 - Design and implement an in-library survey mechanism to capture patron information
- Capture data and perform analysis
- Evolve to a more interactive website
- Create an advisory group of users and non-users to increase involvement, gather input on needed change and encourage word-of-mouth dissemination of information

Developing a multi-channel marketing and communication program to disseminate general information about library improvements, benefits, services and offerings

Digital Marketing

- Expand and improve email marketing of library products, services and events
 - Develop methods to capture more opt-in email names
 - Develop methods to consistently capture data on patrons and attendees (likes/dislikes, programs attended)
 - Expand and better target our email lists
 - Improve our email blast campaigns and processes
 - Improve positioning and copy to create more interest and excitement
- Expand use of social networking capabilities (Facebook, Twitter, Pinterest, etc.)
 - Encourage "Likes" and "Followers"
 - Create "alliances" and promote through opinion leaders (Armonk Moms, community leaders, businesses)
 - "Like" or "Friend" influencers
- Expand use of mobile app to increase communication with community
- Create alliances/share links with other relevant websites
- Invest in texting software to allow for instant contact with and messaging to patrons
- Leverage broad-based library services messaging (Westchester-wide and WLS led)

Non-digital Marketing

- Introduce a series of "big bang" events/partner with other big North Castle events (i.e., open houses, new service/product launches, Easter Egg Hunt)
- Continue existing and create new relationships with all local print and digital publications to regularly promote services and events (Armonk, North White Plains, Westchester)
- Expand use of signage and promotional literature (in library, on library property, town property, local businesses) to promote and cross-promote all events
- Create an NCPL advisory group of users and non-users to solicit ideas and increase awareness/word-of-mouth
- Create alliances and promote through town businesses and institutions (e.g., Town Board liaison announcements at board meetings, PTSA, Pre-School Association)

Developing a plan to promote specific events, activities, and new product/service offerings

- Use targeted email to improve response and attendance
- Create excitement around specific events or offerings
- Utilize social networking to promote and remind
- Signage and literature

Developing a branding program to improve the NCPL brand and stay "top of mind" with community residents

- Connect logo to all activities, signage, literature, press releases, and online postings
- Expand signage and presence throughout Armonk and North White Plains
- Gather and promote patron testimonials describing benefits/value received