

Library Marketing and Awareness Working Group

High Priority New Marketing Strategies	# of Dots
Develop a marketing plan with the following components: marketing goals, defined target audiences, and survey driven messages and marketing vehicles	11
Re-engage municipalities with programs which promote cities that support their branch libraries (like Read City USA)	9
Create "themes " based on specific audiences, and make it easy for them to share a unified message	7
Promote libraries as a valuable component of a world class cultural community	7
Increase amenities (like bookstores, coffee shops) to attract more visitors	9
High Priority Improvements to Current Marketing Strategies	
Expand membership, advocacy, marketing and fund raising activities with Friends of the Library	7
High Priority Strategies for Informing and Engaging the Public	
Explore cross-promotion opportunities with: Parks, Schools, Universities, the YMCA, other clubs, etc.	9
Additional New Marketing Strategies/Issues	
Explore cluster programming within pre-defined service areas	2
Create awareness of the value of libraries as a public good	2
What are other libraries with strong community support doing?	1

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Develop messages that are effective both for the audience and the Libraries' goal	0
Develop a quarterly newsletter supported with advertising revenue	4
Develop an incentive program that would award students extra credit for using our public libraries	3
Partner with companies for advertising on bookmarks	4
Market libraries as a first stop neighborhood resource for information and access to other County services	1
Create a marketing plan after reviewing County library poll results	1
Partner with hospitals' maternity departments to issue library cards and raise awareness of available programs	3
Rent space for events to raise revenue	4
Sell advertising space on the website	2
Host reading/educational events with celebrities to engage/attract younger residents and their parents	0
Use a multi-tier media approach for surveys	0
Tap into "maker" (information producers) community	6
Additional Improvements to Current Marketing Strategies	
Develop new mission and vision statements for Libraries	0
Utilize bookmobiles for advertising and community events	2
Increase outreach to schools and neighborhood centers	1
Enhance social media strategies for each branch	5
Increase participation for museum pass program	1
Develop a contemporary social media marketing plan	0
Revamp and improve the website	1

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Re-engage the private sector (like the early days of Miami-Dade County)	4
Strengthen relationships with schools, after school partners, community partners, and youth organizations	1
Use billboards, Facebook, and other media to explain/compare library tax with taxes for other services	3
Hire a Marketing Director	3
Create content that's shareable with electronic media	4
Recruit high profile, influential citizens to take ownership of libraries by sitting on the library advisory board and friends of the library	3
Conduct in-person surveys	1
Additional Strategies for Informing and Engaging the public	
Market special collections	0
Develop an electronic message board	1
Compare the value of other media (net flix, etc.) to the value of libraries	1
Develop family friendly events	5
Other Ideas	
The Library Advisory Board should report regularly to the BCC and post current information, issues etc. on the MDPLS website (<i>This idea will be shared with the Service Models Working Group</i>)	10
Slogan/Concept: The library is for everyone	1
For marketing purposes, standardize hours of operation across the system	1