

Topic	Benefits	Cost Impact	Implementation	
			Barriers	Aids
Marketing Plan Rationale: The Marketing Plan is the road map that defines the target audiences and clear goals for all communication.	A marketing plan allows for consistent, persistent and effective communications that result in increased awareness and support for the library and it's specific programs and initiatives.	An effective marketing plan will generate broad support for the library system. (Return on Investment)	Must be preceded by data. Must precede any program or initiative implementation. Qualified marketing professionals must lead the process.	<ul style="list-style-type: none"> • Hire Marketing Pros • Define target audience • Define goals • Do research These activities will create a positive momentum for market plan.
Themes for specific audiences. Rationale: Different audiences need different specific messaging . For instance; the general public may want to know what the library has to offer. Elected officials want to know why they should fund the library.	Message resonates with target audience. Consistent, efficient communication. Less waste in message distribution.	The cost of developing themes is offset by the increased effectiveness of marketing expenditures. (return on investment)	Test all themes with target audiences. (could foster resistance) Define targets: <ul style="list-style-type: none"> • Elected officials. • Influential citizens. • General public. 	Developing multiple themes for each target audience will foster growing support. Build creatively around themes that test best. Potential target audiences. <ul style="list-style-type: none"> • General public • Influencers • Elected officials • Library consumers
Expand Advocacy with Friends.	Forum for increased membership and revenue. Volunteers to support programs. Increases community involvement and raises awareness. Spreads word about benefit of libraries.	Cost neutral with some cost avoidance thru use of volunteers and external support for programs.	Extra cost to friends of the library. Tax increase.	Recommendation aligns with core mission of friends as an implementation partner.
Cross Promotion Opportunities:	Increase in customer base. Access to other subject matter experts.	Reduction of costs for: <ul style="list-style-type: none"> • Advertising 	Accessibility for other groups, ie. Operation hours and days, locations,	Vision/goals/ protocols are compatible.

	<p>Sharing of resources and best practices. In social media, cross promoting increases network visibility. Exposure to a variety of programs. Sharing/building databases and contacts.</p>	<ul style="list-style-type: none"> • Materials • Staffing <p>Co-sponsoring events lowers expenses.</p>	<p>transportation.</p> <p>Initiatives that do not have a clearly spelled out communication plan.</p>	<p>Creation of community advisory board for all involved.</p>
Increase Amenities.	<p>Acquire additional revenue. Increase Library Traffic. Increase services.</p> <ul style="list-style-type: none"> • Office supplies • Coffee/snacks 	<p>Start-up costs pays for itself in the long term.</p>	<p>Potential damage to materials, floors, equipment.</p>	<p>Enhances ambiance and atmosphere.</p>
Libraries as component of World class community.	<p>Create awareness of value of libraries Market the value of the library:</p> <ul style="list-style-type: none"> • Services • Materials • Programs <p>Get the library funded as needed.</p>	<p>Budget for marketing firm will require upfront costs.</p>	<p>Community buy-in. Money.</p>	<p>Community support for library system.</p>
Re-engage municipalities.	<p>Better connected to neighborhoods. Support of elected officials and the electorate. Would encourage municipalities not participating in county system to consider joining system.</p>	<p>Benefits outweigh cost.</p>	<p>Constrained resources in municipalities.</p>	<p>Collaborative discussions among elected officials of counties and municipalities. Explore additional municipal representation seats on Library Advisory Board.</p>