Marketing Trends & Innovations for Libraries

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- Columbus Metropolitan Library

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- Marketing & Communications Director
- Mid-Continent Public Library
Marketing Trends & Innovations for Libraries

Alison Circle: trends and innovations
Marketing Trends & Innovations for Libraries

1. Big Data
2. Broadcast and Narrowcast
3. Mobile
4. Social Media
What is big data?
Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: sensors used to gather climate information, posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few. IBM

This data is big data.
Big Data For Libraries

- Cardholder data
- Usage patterns
- Web analytics
- Social media analytics
- Attendance data
- Customer input data
- On line resources data
Social Media analytics

- **Total Likes**: 27,077 (0.44% increase)
- **Friends of Fans**: 3,479,823 (-32.85% decrease)
- **People Talking About This**: 489 (3.16% increase)
- **Weekly Total Reach**: 19,319 (31.04% increase)

All dates and times are in Pacific Time. The chart shows the trend from January 28 to February 18.
Big Data For Libraries

Web analytics

January 2013

Traffic Overview

- 315,958 people visited this site
- Visits: 646,811
- Unique Visitors: 315,958
- Pageviews: 1,128,507
- Pages / Visit: 1.74
- Avg. Visit Duration: 00:02:56
- Bounce Rate: 65.38%
- % New Visits: 37.12%

- 62.87% Returning Visitor
- 37.13% New Visitor

<table>
<thead>
<tr>
<th>Path</th>
<th>Visits 2013</th>
<th>Visits 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>526,895</td>
<td>778,012</td>
</tr>
<tr>
<td>/ebooks</td>
<td>23,882</td>
<td>66,202</td>
</tr>
<tr>
<td>/locations</td>
<td>15,118</td>
<td>34,648</td>
</tr>
<tr>
<td>/about/careers</td>
<td>7,643</td>
<td>16,164</td>
</tr>
<tr>
<td>/research</td>
<td>5,581</td>
<td>17,876</td>
</tr>
<tr>
<td>/reads</td>
<td>4,617</td>
<td>16,120</td>
</tr>
<tr>
<td>/contact</td>
<td>4,562</td>
<td>13,277</td>
</tr>
</tbody>
</table>
Usage Patterns
Circulation

Total Circulation

- January 2013: 300
- February 2013: 350
- March 2013: 400
- April 2013: 325
- May 2013: 375
- June 2013: 550
- July 2013: 575
- August 2013: 500
- September 2013: 300
- October 2013: 275
- November 2013: 300
- December 2013: 250

2012:
- January: 300
- February: 350
- March: 400
- April: 325
- May: 375
- June: 550
- July: 575
- August: 500
- September: 300
- October: 275
- November: 300
- December: 250
Big Data For Libraries

Customer Mapping

Computer reservations for one branch
KPI Dashboard
“Measure. Then act.”

Intuit

Libraries “Count. And report.”
Sets goals; Drives strategy

<table>
<thead>
<tr>
<th>Juvenile Books</th>
<th>2012</th>
<th>2013</th>
<th>2015</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.4 million circ</td>
<td>4.7 million circ (+6%)</td>
<td>5.2 million circ (+10%)</td>
<td>6.2 million circ (+20%)</td>
</tr>
<tr>
<td></td>
<td>552,600 circ</td>
<td>750,000 circ</td>
<td>1.5 million circ</td>
<td>3-5 million circ</td>
</tr>
<tr>
<td>eBooks</td>
<td>5 million circ</td>
<td>5.3 million circ (+4%)</td>
<td>5.6 million circ (+7%)</td>
<td>6.5 million circ (+15%)</td>
</tr>
<tr>
<td>DVDs/CDs</td>
<td>3 million circ</td>
<td>2.9 million circ</td>
<td>2.1 million circ</td>
<td>1.1 million circ</td>
</tr>
<tr>
<td>Reference (print)</td>
<td>Main Library: 144,000 volumes Branches: 13,000 volumes</td>
<td>Main Library: 140,000 volumes Branches: 10,000 volumes</td>
<td>Main: 100,000 volumes New Main Library New Partnerships Branches: 5,000 volumes</td>
<td>Main = Special collections only AB = Reference items only available in print</td>
</tr>
<tr>
<td>Budget</td>
<td>$7.3 million</td>
<td>$7.4 million</td>
<td>$7.5 million</td>
<td>$8.5 million</td>
</tr>
<tr>
<td>User Visits</td>
<td>7.36 million</td>
<td>7.58 million (+3%)</td>
<td>7.96 million (+5%)</td>
<td>8.36 million (+5%)</td>
</tr>
</tbody>
</table>

New ILS will provide better data and drive more usage with customer-driven features.
Broadcast vs Narrowcast

Core Messages

Use in ‘broadcast’ AND ‘narrowcast’ communications

Segment Messages

Segment Messages

Segment Messages

Only use in ‘narrowcast’ communications
Broadcast vs Narrowcast

READY FOR KINDERGARTEN

This Month's Activity:

ABC's

It's never too early to get your child ready for kindergarten! Knowing the ABCs is an important skill children need before starting school. Learning should be fun so here are some ways to teach your child while you play.

ABC Tips:

Help your child understand that letters make up words:

- Pick out items and say what letter they start with - bottle, baby and boy start with "B." Work your way through the alphabet at a pace that works for you and your child.
- Ask your four or five year old what's their favorite letter. Why is it their favorite? What can they find in the house that starts with that letter?

Next Month: Numbers

READY FOR SCHOOL

Need help?
algebra.help

Stack on that algebra problem? Tell your child about this site for extra help.

Back to School

School is back in session and that means homework, so check out these great ideas for homework help.

Homework Help Centers

All 21 branches have Homework Help Centers where students can get FREE help with their homework after school.

Our Centers have what students need to succeed in school:

- Friendly staff and volunteers to help
- Computers and printers
- School supplies
- Welcoming spaces to study and learn
Develop an integrated campaign that is personal and global.
Time spent on mobile apps and websites up 63%
43% of users use smartphones to access social media
16% use a tablet
Get Busy! Mobile content #1 priority

- 89% of US consumers age 15+ own a cell phone
- 66% use smart-phones to check their email at least once a day
- 59% use smart-phones to browse the internet daily
- 50% use Facebook on their smart-phones daily
- This includes new immigrants and at-risk
**Texting**: not just notifications; Read to Read tips

**Apps**: not just catalog; Ready to Read; Readers Advisory

**Geo-locating**
Income level doesn’t mean exclusion from mobile....in fact, might be best way to reach low income and at-risk users.
Mobile Strategy

FREQUENCY OF SOCIAL ACTIVITIES
Percent of social media users participating at least once a month

- 70% Hear others’ experiences
- 65% Learn more about brands/products/services
- 53% Compliment brands
- 50% Express concerns/complaints about brands/services
- 47% Share money incentives

Most social media users are listening to other people’s experiences.
Hello everyone! This is Robin (a.k.a. Robin Reads) are you ready to chat about all things books? We dodged the huge blizzard that just hit the East Coast but made me think, great time to read!!! What would you read if you were snowed in? I would tackle the new one by George R. R. Martin. Please "like" this status to follow along and join in the chat by posting a comment.
Marketing Trends & Innovations for Libraries

Jim Staley: Marketing Case Study
Using Marketing Trends in Your Efforts

1. Big Data
2. Broadcast vs Narrowcast
3. Mobile
4. Social Media
Big Data at MCPL

Social Media analytics

<table>
<thead>
<tr>
<th>Total Likes</th>
<th>Friends of Fans</th>
<th>People Talking About This</th>
<th>Weekly Total Reach</th>
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</thead>
<tbody>
<tr>
<td>5,219</td>
<td>783,525</td>
<td>1,440</td>
<td>11,266</td>
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</table>
Big Data at MCPL

Web analytics

What are people looking for when they visit mymcpl.org?
Big Data at MCPL

Search Terms

What didn’t they find?

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searches</th>
<th>Results Pageviews / Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>12,013</td>
<td>1.34</td>
</tr>
<tr>
<td>overdrive</td>
<td>2,697</td>
<td>1.24</td>
</tr>
<tr>
<td>ebooks</td>
<td>2,448</td>
<td>1.22</td>
</tr>
<tr>
<td>mango</td>
<td>2,363</td>
<td>1.20</td>
</tr>
<tr>
<td>google</td>
<td>1,826</td>
<td>1.51</td>
</tr>
<tr>
<td>series</td>
<td>1,292</td>
<td>1.15</td>
</tr>
<tr>
<td>hunger games</td>
<td>1,237</td>
<td>1.29</td>
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<tr>
<td>bookfix</td>
<td>1,231</td>
<td>1.16</td>
</tr>
<tr>
<td>jobs</td>
<td>1,054</td>
<td>1.34</td>
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<tr>
<td>consumer reports</td>
<td>939</td>
<td>1.14</td>
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</table>
Big Data at MCPL

Create your own
Slider clicks measured by Bit.ly links.

<table>
<thead>
<tr>
<th>Homepage Slider</th>
<th>Date Up</th>
<th># of Days up</th>
<th>Avg. Clicks Per day</th>
<th>Position</th>
<th>Age</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBooks</td>
<td>12/13/12</td>
<td>25</td>
<td>35.28</td>
<td>1</td>
<td></td>
<td>Theme</td>
</tr>
<tr>
<td>Freegal</td>
<td>12/13/12</td>
<td>15</td>
<td>46.9</td>
<td>3</td>
<td>A</td>
<td>Theme</td>
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<tr>
<td>Teens at the Library</td>
<td>12/14/12</td>
<td>14</td>
<td>10</td>
<td>2</td>
<td>T</td>
<td>Club</td>
</tr>
<tr>
<td>Film Series - Chiaroscuro</td>
<td>12/21/12</td>
<td>27</td>
<td>17.1</td>
<td>4</td>
<td>A</td>
<td>Film</td>
</tr>
<tr>
<td>Computer Series</td>
<td>12/28/12</td>
<td>27</td>
<td>22.7</td>
<td>2</td>
<td>A</td>
<td>Skill</td>
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<tr>
<td>Digging out of Debt</td>
<td>12/28/12</td>
<td>12</td>
<td>10.25</td>
<td>3</td>
<td>A</td>
<td>Public Service</td>
</tr>
<tr>
<td>Turtle, Snakes, Oh My</td>
<td>01/07/13</td>
<td>9</td>
<td>33.4</td>
<td>1</td>
<td>F</td>
<td>Family</td>
</tr>
<tr>
<td>Understanding the Symbolic M</td>
<td>01/09/13</td>
<td>7</td>
<td>9.6</td>
<td>3</td>
<td>A</td>
<td>Public Service</td>
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<tr>
<td>Fiber Artist Showcase</td>
<td>01/16/13</td>
<td>12</td>
<td>11.1</td>
<td>3</td>
<td>A</td>
<td>Art</td>
</tr>
<tr>
<td>Lego Class</td>
<td>01/16/13</td>
<td>26</td>
<td>50.8</td>
<td>1</td>
<td>F</td>
<td>Family</td>
</tr>
<tr>
<td>Ginger Fried Rice</td>
<td>01/17/13</td>
<td>13</td>
<td>32.1</td>
<td>4</td>
<td>A</td>
<td>Learning</td>
</tr>
<tr>
<td>Ancestry Day</td>
<td>01/24/13</td>
<td>14</td>
<td>17.4</td>
<td>2</td>
<td>A</td>
<td>Genealogy</td>
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<tr>
<td>Backyard bees and chickens</td>
<td>01/28/13</td>
<td>18</td>
<td>16.3</td>
<td>3</td>
<td>F</td>
<td>Learning</td>
</tr>
</tbody>
</table>
Big Data at MCPL

Circulation in a Digital World

But...
Big Data at MCPL

Circulation in a Digital World

Circulation Increase
2011 to 2012 = 1.6%

Digital Circulation Increase
2011 to 2012 = 186%
Big Data at MCPL

Customer Mapping

Cardholder maps for two nearby branches.
Big Data at MCPL

Customer Mapping

Use the info to refine mapping for new mover postcards.
Broadcast vs. Narrowcast in Branding

In 2012, MCPL embarked on a new branding effort.
Broadcast vs. Narrowcast in Branding

Broadcast:

Access Your World
Broadcast vs. Narrowcast in Branding

Broadcast:
- Access Your World

Narrowcast:
- Access Opportunity
- Access Community
- Access Insight
- Access Fun
Broadcast vs. Narrowcast in Branding

Ben – Free Music
Broadcast vs. Narrowcast in Branding

Narrowcasts work on their own, but roll up to fit coherently with overall brand.
MCPL’s Mobile Strategy

February Mobile Web Visits 2011 - 2013

- 2013: 44,466
- 2012: 26,419
- 2011: 9,888
MCPL’s Mobile Strategy

- Check Account: 65%
- Browse Catalog: 53%
- Self Check: 17%
- BookLook: 14%
- Locate a Branch: 13%
- Research Apps: 12%
- Overdrive: 10%
- Events: 6%
MCPL’s Mobile Strategy

Design the Experience

App users use iPhone more than iPad.

Mobile site users use iPad more than iPhone.
MCPL’s Mobile Strategy

Design the Experience

Be sure to check your email newsletter.

41% of all email is opened on mobile.
MCPL’s Mobile Strategy

QR Codes... Yes or No?
MCPL’s Mobile Strategy

QR Codes... Yes or No?

YES

NO
Maximizing Social Media
Maximizing Social Media

Stop making it about you. It’s about them. But who is them?
Maximizing Social Media

You just never know...
Questions?