

Marketing Trends & Innovations for Libraries

Alison Circle

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- Columbus Metropolitan Library

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- Mid-Continent Public Library

Marketing Trends & Innovations for Libraries

Alison Circle: trends and innovations

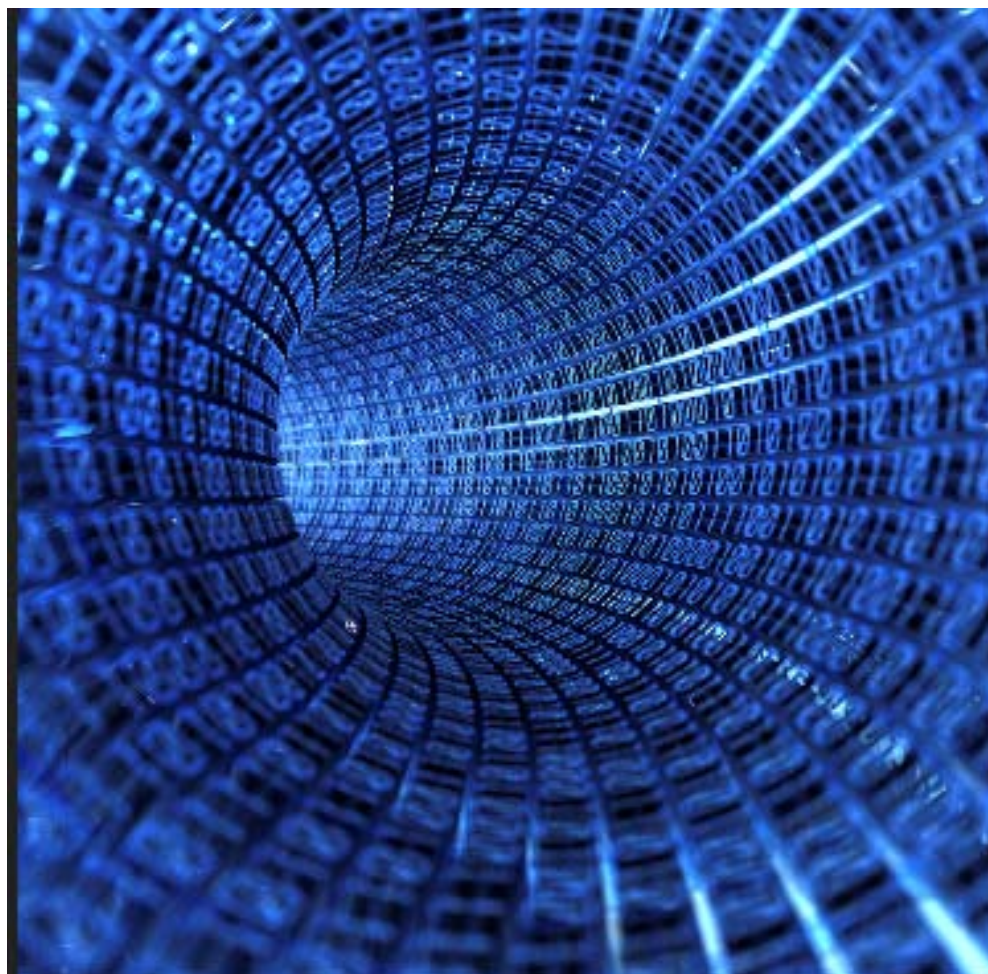
Marketing Trends & Innovations for Libraries

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.**



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

Social Media analytics

Overview Likes Reach Talking About This Check-Ins

All dates and times are in Pacific Time

Export Data



Total Likes²

27,077

↑ 0.44%

Friends of Fans²

3,479,823

↓ -32.85%

People Talking About This²

489

↑ 3.16%

Weekly Total Reach²

19,319

↑ 31.04%

Posts²

People Talking About This²

Weekly Total Reach²

1 1 1



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%



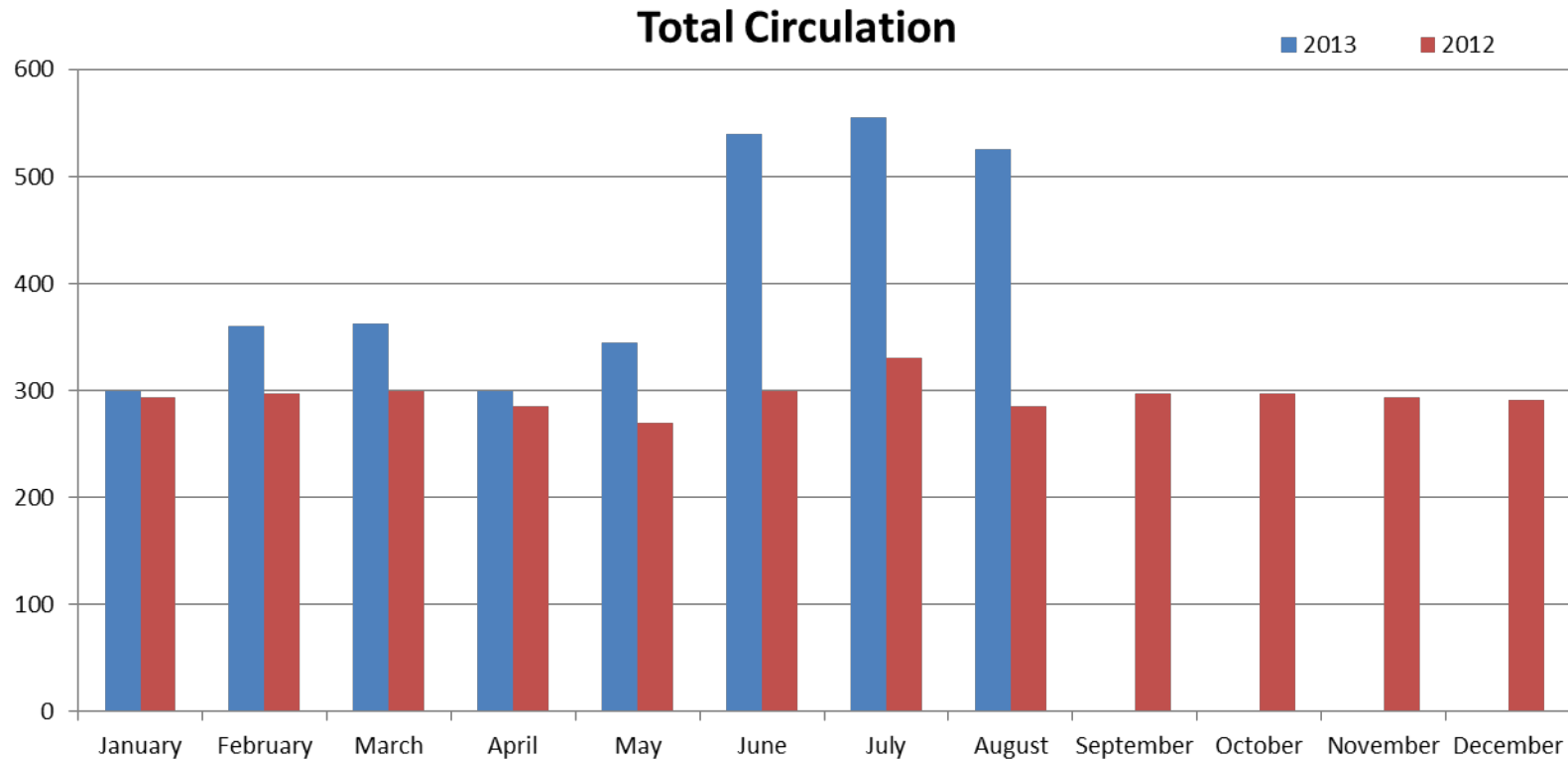
- 62.87% Returning Visitor
406,634 Visits
- 37.13% New Visitor
240,177 Visits

<input type="checkbox"/>	1. /	526,895	778,012
<input type="checkbox"/>	2. /ebooks	23,882	66,202
<input type="checkbox"/>	3. /locations	15,118	34,648
<input type="checkbox"/>	4. /about/careers	7,643	16,164
<input type="checkbox"/>	5. /research	5,581	17,876
<input type="checkbox"/>	6. /reads	4,617	16,120
<input type="checkbox"/>	7. /contact	4,562	13,277

Usage Patterns

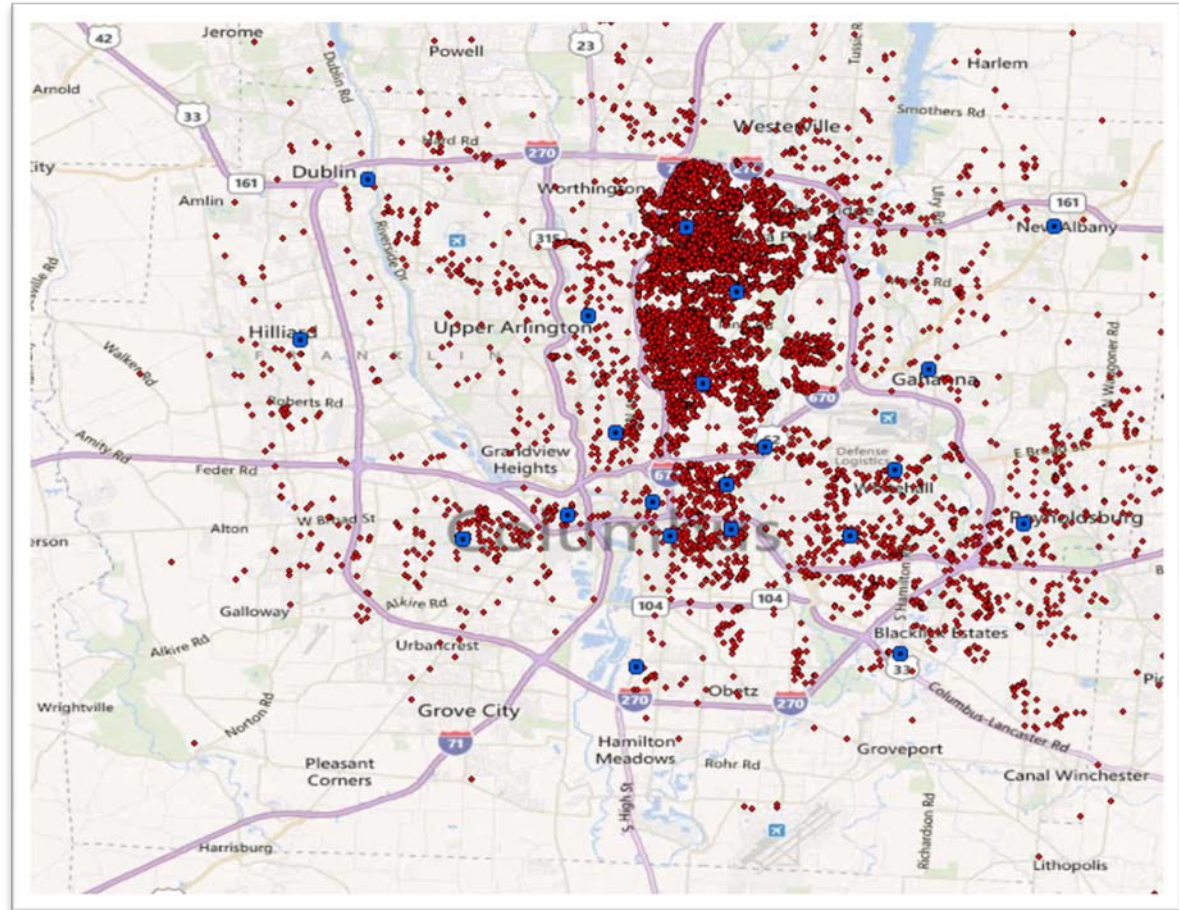


Circulation

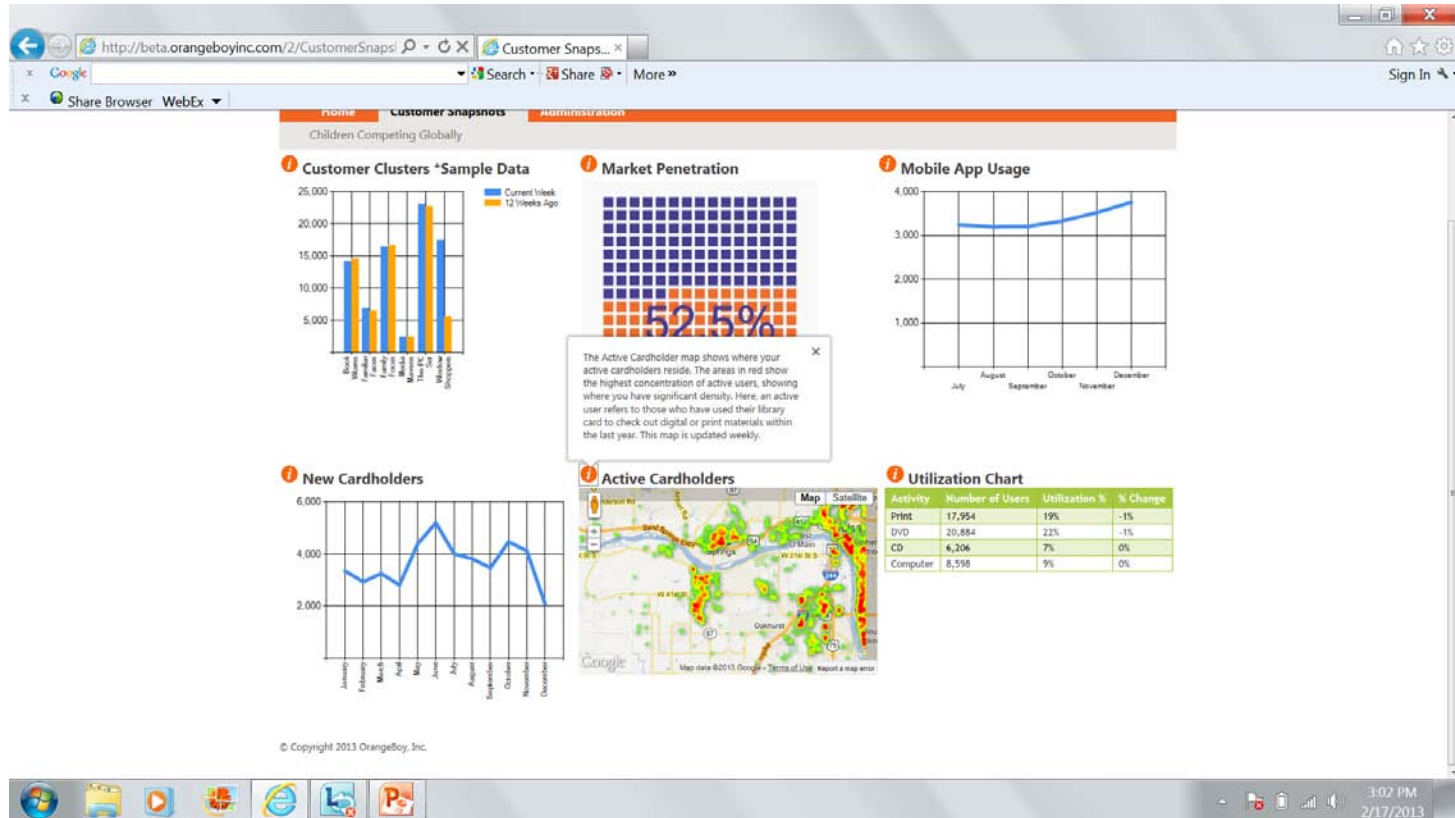


Customer Mapping

Computer reservations for
one branch



KPI Dashboard



“Measure. Then act.”

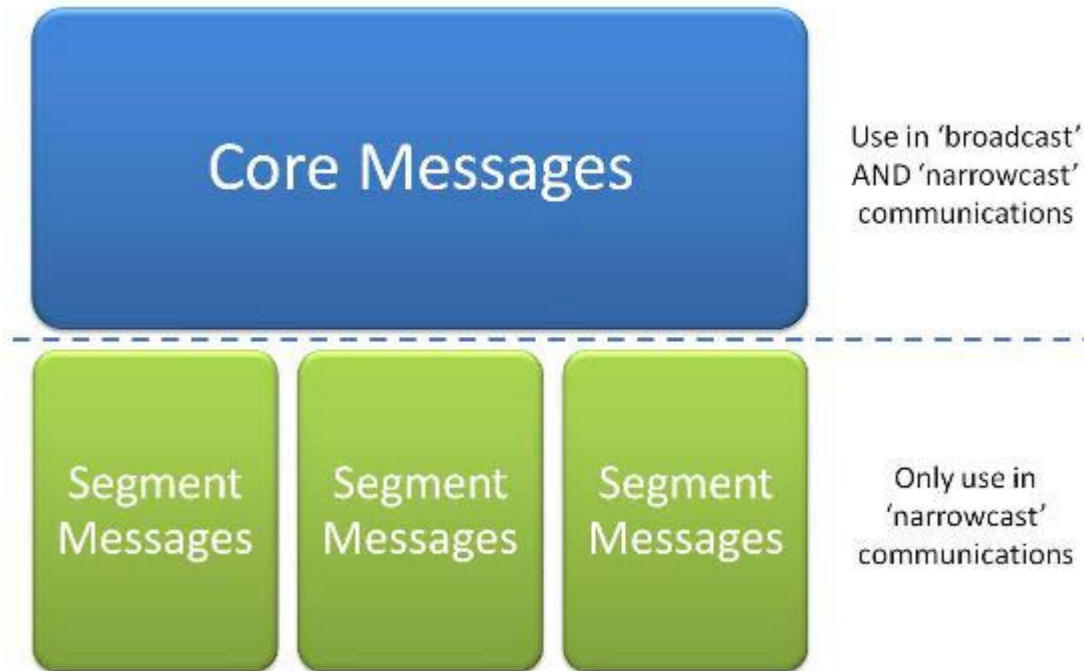
Intuit

Libraries **“Count. And report.”**


Sets goals; Drives strategy

COLUMBUS METROPOLITAN LIBRARY				
Collection Strategy				
	2012	2013	2015	2020
▶ Juvenile Books	4.4 million circ	4.7 million circ (+6%) <ul style="list-style-type: none"> • 3rd Grade Reading Guarantee • Kindergarten Readiness • Book Surge • Readers Advisory • Friendly Faces • Loan Period Changes 	5.2 million circ (+10%) <ul style="list-style-type: none"> • Common Core • New Buildings • New Staffing Model 	6.2 million circ (+20%)
▶ eBooks	552,600 circ	750,000 circ	1.5 million circ	3-5 million circ
▶ Adult Books	5 million circ	5.3 million circ (+4%) <ul style="list-style-type: none"> • Customer-centric Selection • Readers Advisory • Loan Period Changes • Mystery Shopper 	5.6 million circ (+7%) <ul style="list-style-type: none"> • Customer-centric Selection • New Buildings • New Staffing Model 	6.5 million circ (+15%)
▶ DVD CD	3 million circ	2.9 million circ	2.1 million circ	1.1 million circ
	1.2 million circ	900,000 Streaming options increase	500,000 Streaming options increase	0
▶ Reference (print)	Main Library: 144,000 volumes Branches: 13,000 volumes	Main Library: 140,000 volumes Branches: 10,000 volumes	Main: 100,000 volumes <ul style="list-style-type: none"> • New Main Library • New Partnerships Branches: 5,000 volumes	Main = Special collections only All = Reference items only available in print
▶ Budget	\$7.3 million	\$7.4 million	\$7.5 million	\$8.5 million
▶ User Visits	7.36 million	7.58 million (+3%)	7.96 million (+5%)	8.36 million (+5%)


New ILS will provide better data and drive more usage with customer-driven features







READY FOR KINDERGARTEN



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




ABC




783





This Month's Activity:



For your toddler or preschooler try the [Alphabet Monster Game](#) from Little Family Fun. It's a great way for your children to learn upper and lowercase letters.




Also, try [TumbleBooks](#) and find children's eBooks, read-alongs, games and puzzles.



READY FOR SCHOOL



Need help?

algebra.help

Stuck 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



Is your child taking college entrance tests like the ACT/SAT? They can use [ePrep](#) to take practice tests for the SAT, ACT, PSAT, SSAT and PLAN. It's FREE - all they need is a library card.








**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.



Social Media for Libraries



Columbus Metropolitan Library
February 12

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.

Like · Comment · Share

40 people like this.

View previous comments 2 of 70

Staczy Piszczor I loved the Gone Girl ending. It was just as crazy as the whole story was.
February 12 at 9:13pm via mobile · Like · 1

Kim Startup Tim Dorsey! Warm thoughts.
Yesterday at 11:08am · Like

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

Total Likes? 5,219 ↑3.92% Friends of Fans? 783,525 ↓-31.19% **People Talking About This? 1,440 ↑84.14%** Weekly Total Reach? 11,266 ↓-3.96%

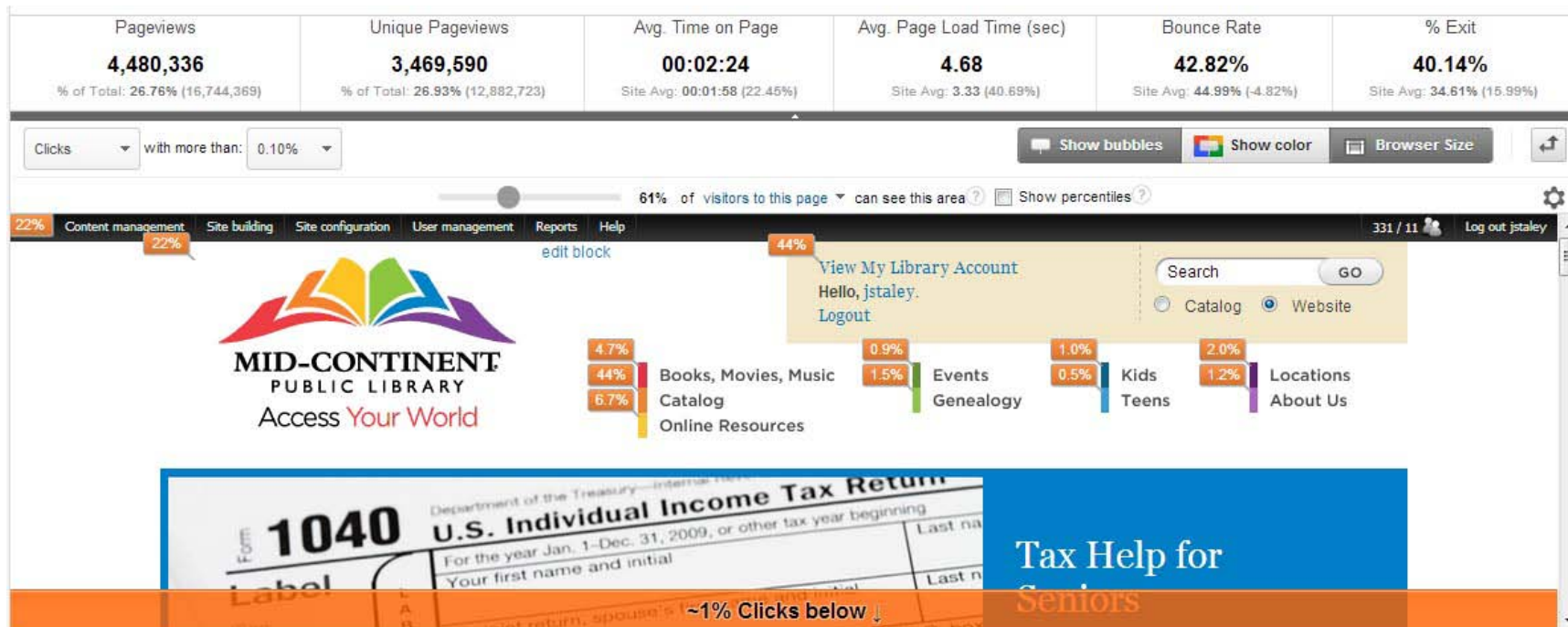


Page Posts (Updated 4 minutes ago)

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?

Search Term	Total Unique Searches	Results Pageviews / Search
1. Search	12,013	1.34
2. overdrive	2,697	1.24
3. ebooks	2,448	1.22
4. mango	2,363	1.20
5. google	1,826	1.51
6. series	1,292	1.15
7. hunger games	1,237	1.29
8. bookflix	1,231	1.16
9. jobs	1,054	1.34
10. consumer reports	939	1.14

Big Data at MCPL

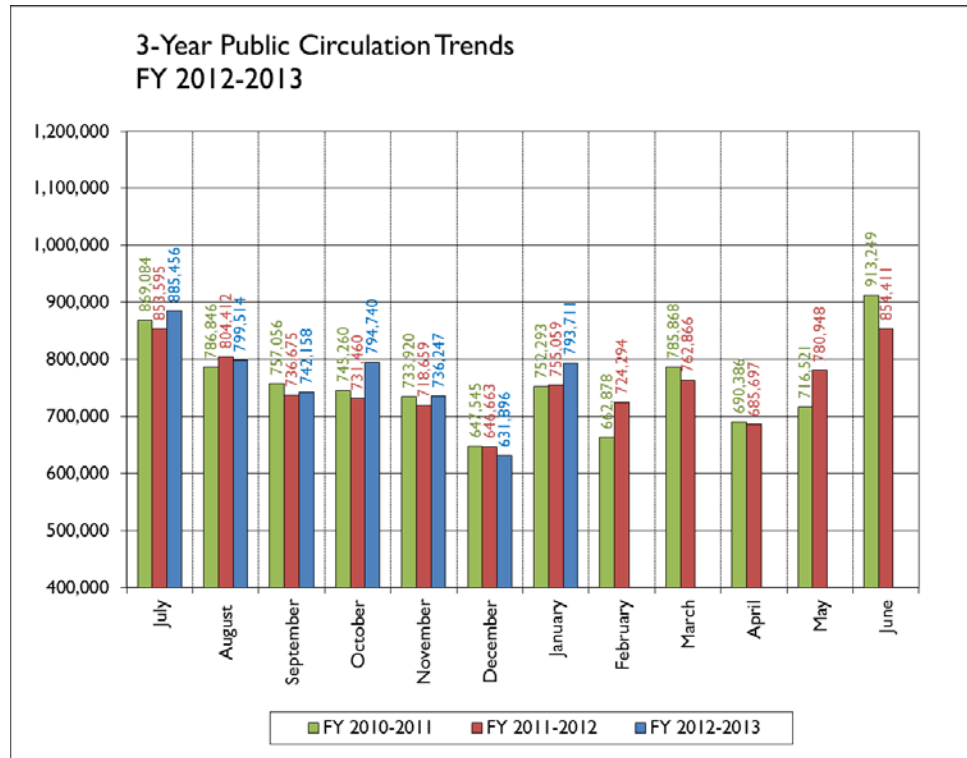
Create your own

Slider clicks measured by Bit.ly links.

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

Big Data at MCPL

Circulation in a Digital World



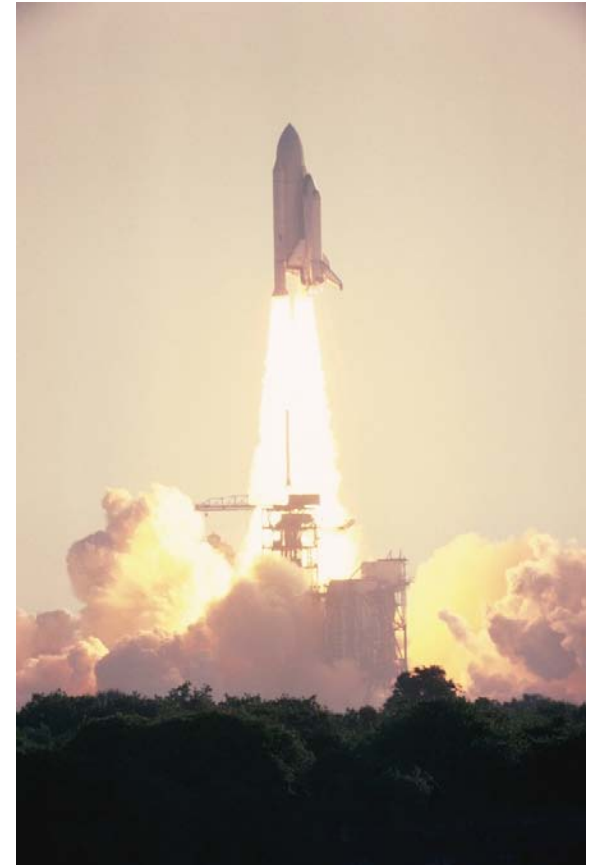
But...

Big Data at MCPL

Circulation in a Digital World

Circulation Increase
2011 to 2012 = 1.6%

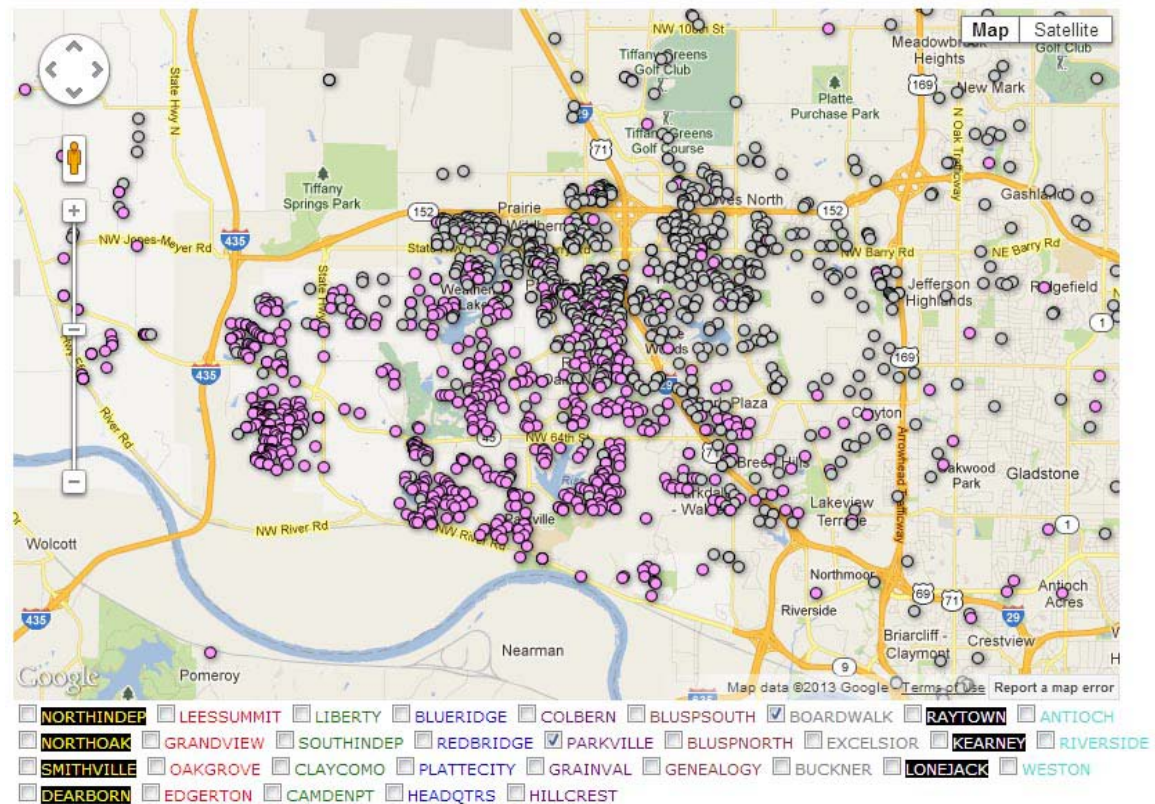
Digital Circulation Increase
2011 to 2012 = 186%



Big Data at MCPL

Customer Mapping

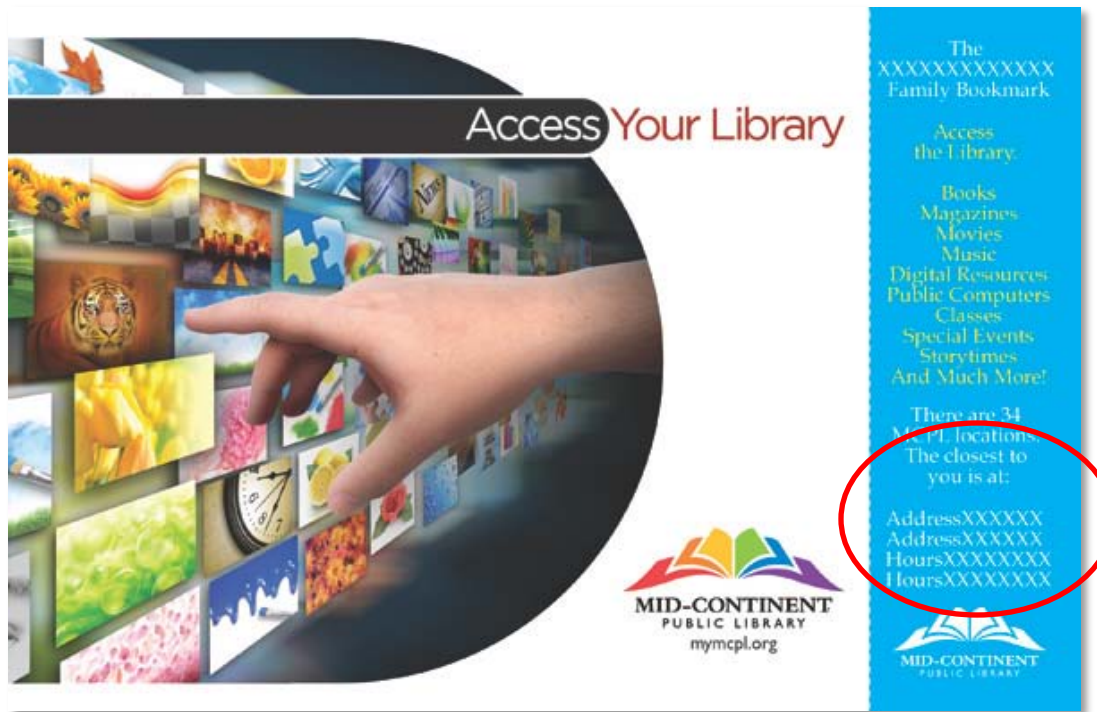
Cardholder maps for two nearby branches.



Big Data at MCPL

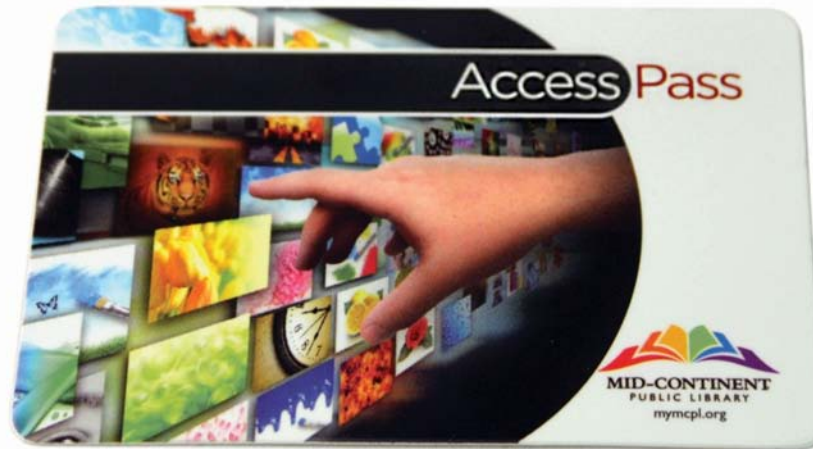
Customer Mapping

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](#)

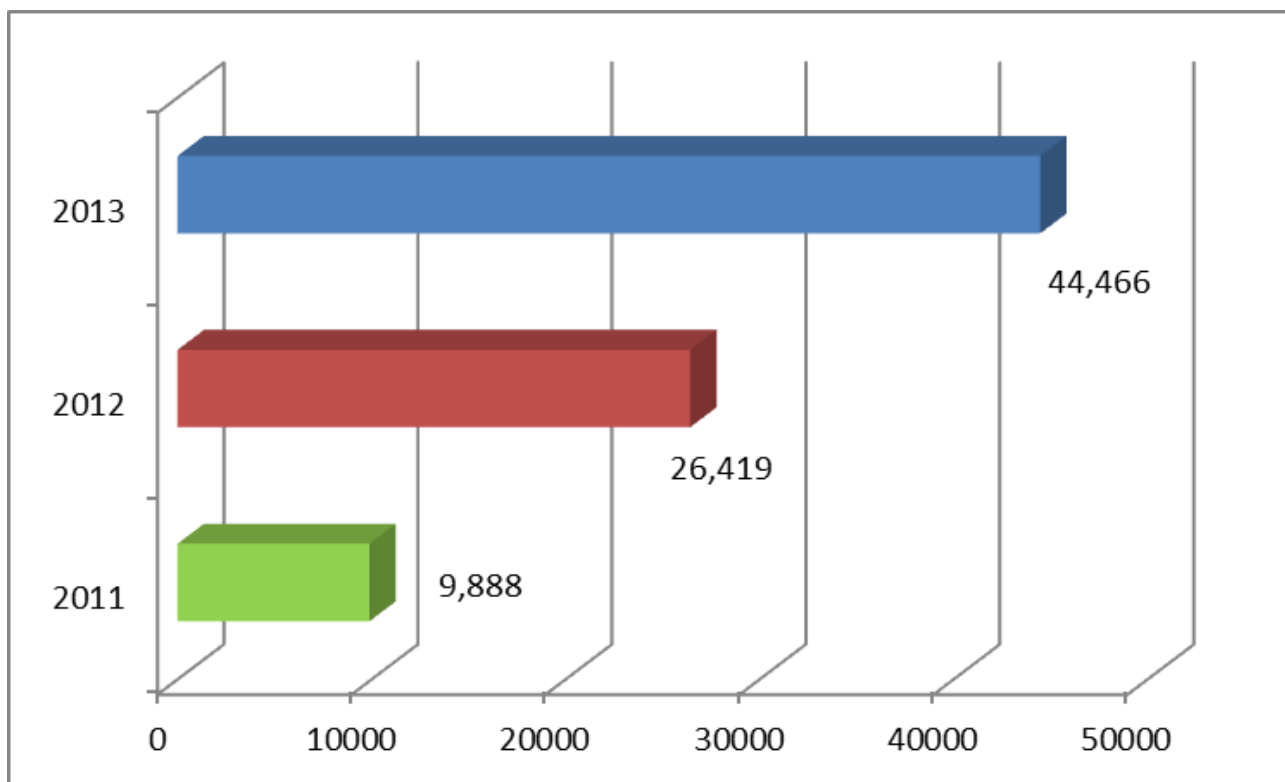
Broadcast vs. Narrowcast in Branding

 <p>Access Insight Get homework help online at: mymcpl.org</p> <p>Access it now with your mobile device. </p> <p>Need a place to study? Visit any of our 34 locations for tons of reference books and free Internet. </p>	 <p>Access eBooks Checkout eBooks online at: mymcpl.org</p> <p>Access it now with your mobile device. </p> <p>Like turning pages? Visit any of our 34 locations to get your books the old-fashioned way. </p>	 <p>Access Opportunity Find job search resources at: mymcpl.org</p> <p>Access it now with your mobile device. </p> <p>Need Internet access or a fax machine? Visit any of our 34 locations. </p>	 <p>Access Music Download songs for free at: mymcpl.org</p> <p>Access it now with your mobile device. </p> <p>Visit any of our 34 locations to browse our growing collection of music CDs. </p>	 <p>Access Your Potential Take free online courses at: mymcpl.org</p> <p>Access it now with your mobile device. </p> <p>Need a place to study? Visit any of our 34 locations for access to reliable answers and free Internet. </p>
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Narrowcasts work on their own, but roll up to fit coherently with overall brand.

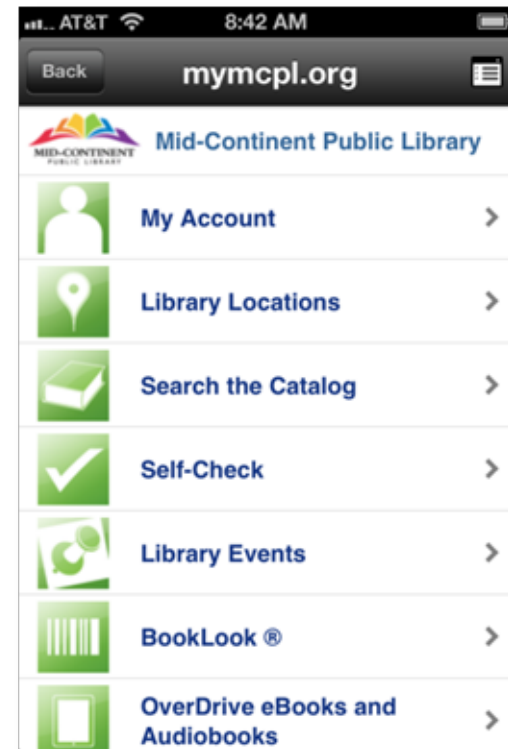
MCPL's Mobile Strategy

February Mobile Web Visits 2011 - 2013



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?



A



B

MCPL's Mobile Strategy

QR Codes... Yes or No?

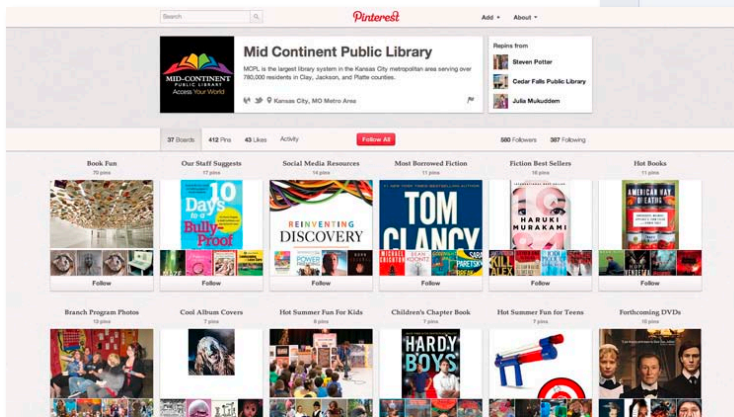
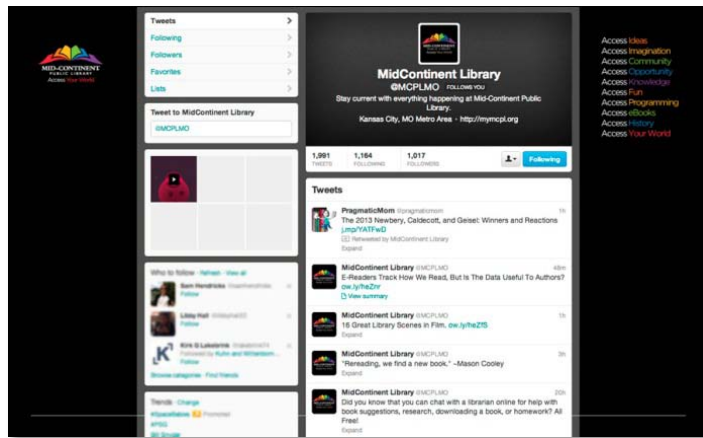


YES



NO

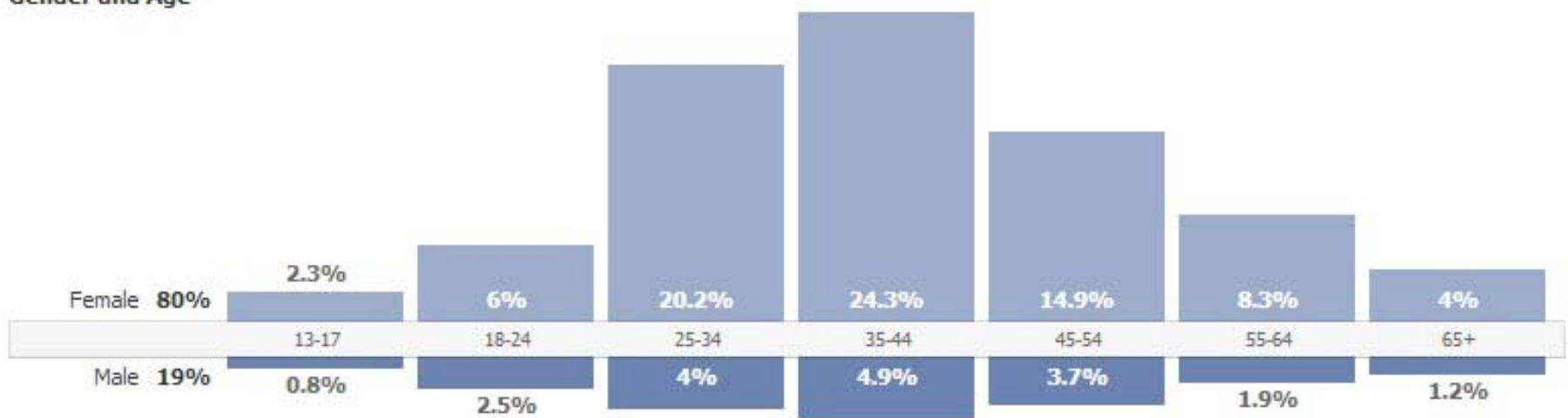
Maximizing Social Media



Maximizing Social Media

Stop making it about you. It's about them.
But who is them?

Gender and Age ?



Mid-Continent Public Library
February 6

What's your favorite coming-of-age story?

Like · Comment · Share

6 people like this.

View 25 more comments

Heather Figley My own. Lol
February 6 at 8:36pm via mobile · Like

Valérie Marchildon The Anne of Green Gables series hands down!
February 7 at 10:09am via mobile · Unlike · 1

Write a comment...

1,709 people saw this post

Mid-Continent Public Library
Tuesday



I read past my bedtime.

Like · Comment · Share

152 people like this.

View 4 more comments

Beverly West Still do!
Tuesday at 8:07pm · Like

Gene West Sounds like my wife !!
Yesterday at 8:56am · Like

Write a comment...

5,930 people saw this post

Mid-Continent Public Library
February 14

What's the best part of having a MCPL Library card?

Like · Comment · Share

11 people like this.

Adrienne DeWeese I like that I can check out a month's worth of reading material all at once — and it's free!
February 14 at 11:40am · Unlike · 2

Kelly Thomas Michael... You mother must be so proud.
February 14 at 11:44am via mobile · Like · 3

Evan M. Parris I like that I've memorized my MCPL number.
February 14 at 11:46am · Like · 3

Mary Dobbins I think Michael need a dictionary so he can lern better words to use.
February 14 at 11:47am · Like

Mary Dobbins and I like that I can explore the universe without leaving my neighborhood.
February 14 at 11:48am · Like

Christy Keen We love the electronic access that is FREE with an MCPL Library card. No matter what my kids find interesting RIGHT THIS MINUTE, MOM! lol I can reserve a book for them or find it as an ebook on Overdrive

Mid-Continent Public Library
February 13

What's the best book to take to happy hour?

Like · Comment · Share

2 people like this.

View 3 more comments

Marjorie Bradshaw I was just going to say "Love is a Dog From Hell" -- great conversation starter!
February 13 at 4:00pm · Like

Andie Paloutzian The rum diary
February 13 at 6:40pm via mobile · Like

Write a comment...

1,493 people saw this post

Mid-Continent Public Library shared a link.
January 22

Could this work in the US?



McDonald's Replaces Happy Meal Toys With Books - PSFK
www.psfk.com

U.K. restaurants will start putting children's reading material into their signature kids menu to promote literacy

Like · Comment · Share

103 likes · 17 comments · 15 shares

1,465 people saw this post

Maximizing Social Media

You just never know...



Mid-Continent Public Library

Hit "like" if you're old enough to remember using one of these...

Like · Comment · Share · September 12, 2012



Like Comment



Mid-Continent Public Library

Hit "like" if you're old enough to remember using one of these...


Like · Comment · Share · September 12, 2012

Album: Timeline Photos

Shared with:  Public

 128,258 people like this.

 2,503 shares

 View previous comments 50 of 4,570



Maureen Reenie Hockett The Sharon library had this filing system!

September 22, 2012 at 2:40pm · Like



Mary Anne Gonzales one of my first job was at the public library updating this type of file. Wow that was over 40 years ago!!! Wow I'm old!!!

September 22, 2012 at 2:41pm · Like



Diane Brazen Actually wish they were still around.

September 22, 2012 at 2:42pm · Like

Open Photo Viewer

Download

Report/Remove Tag

Questions?

