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**Marketing the Library**

Key Learning Points

**Marketing the Library:** Key learning toolkit

This guidance has been created as part of the ‘Marketing the Library’ led by Libraries Connected.

The Marketing the Library project saw the creation and delivery of two marketing campaigns designed to generate renewed interest in libraries and to encourage greater footfall.

In addition three webinars were delivered covering the following topics:

* Campaign planning
* Creativity and ideas generation
* Campaign performance and measuring success

The three webinars can be viewed on the Libraries Connected YouTube channel here:

Marketing the Library: **Campaign Planning**

<https://youtu.be/xqs5aQMLvUA>

Marketing the Library: **Producing Creative Campaigns**

<https://youtu.be/O2GkdNntKrc>

Marketing the Library: **Measuring Campaign Performance**

<https://youtu.be/dOuzeMvRcNQ>

**Key learning points**

The key learning points are a summary of the webinars and the experience of working alongside library services during this project. Each of these topics is vast and the idea here is to give some top tips and guidance on each subject area.

**Campaign Planning**

**Why planning matters**

* Planning makes campaigns more effective, successful and impactful
* A good plan makes best use of your time and energy
* Planning allows you to learn from success or failure



**Start with a good brief**

Great campaigns need the foundation of a good brief for you, your team or your agency to work to.

A good brief asks and answers a set of key questions. Here’s a starting point:

**The big questions**

Why are we doing this?  
Why are we doing this now?

What difference will it make to our service?

How will we know if it works?

What specifically are we promoting?

**The practical questions**

What brand are we using?  
What is the approval process?  
What actions are we asking our audience to make?

What is the timeline or phases of activity?

What budget do we have to work with?

You’ll find a briefing template to download here.

**Marketing propositions**

For every campaign think about what you are offering your audience and why they should come to you for the service. This is often referred to as a marketing proposition.

A good way to find yours is to run a simple exercise which looks at the following:

**Your magnetism**

Why are people attracted to your service?

**Your barriers**

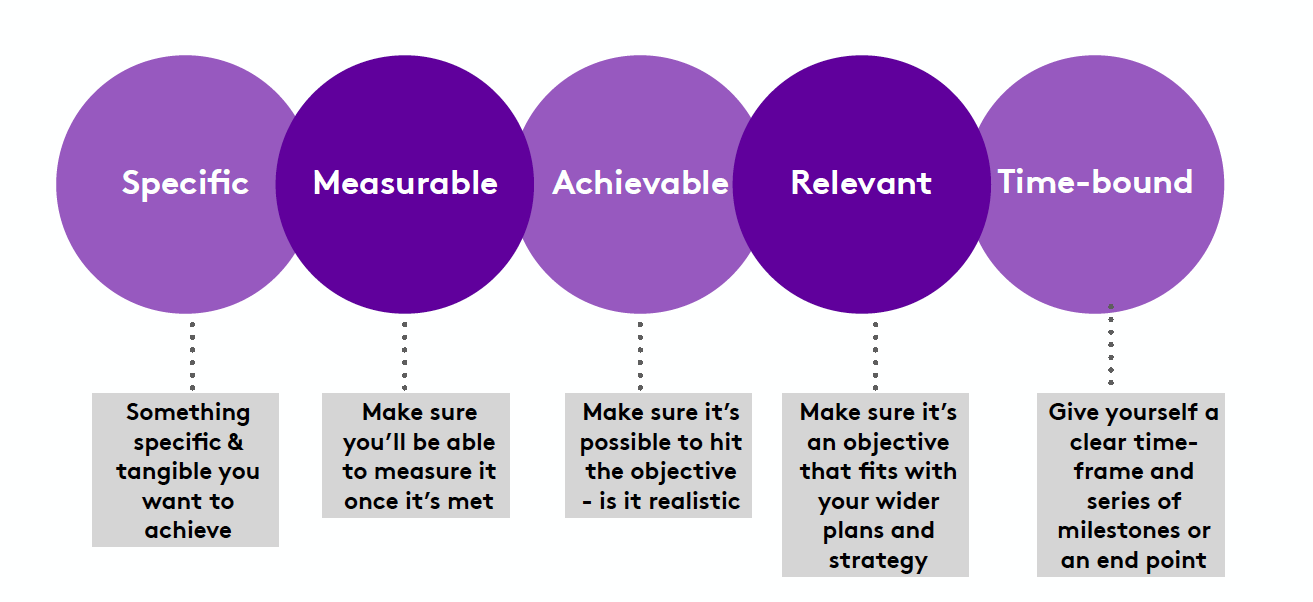
What’s stopping people using or enjoying your service?

Ultimately you need to be able to define an offer that others can’t provide that has an obvious and tangible benefit for your audience.

**Campaign objectives**

Objectives help you stay focussed, give you clarity and help you measure the success of a campaign.

Just keep your objectives SMART and you can’t go far wrong.

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**Audience segmentation**

Targeting is all about getting your message through to the right audience in the right way, to make the most of your budget and efforts and help you realise your objectives.

Audience segmentation is your way of identifying and understanding who your target audience is, so you can really focus in on them. Good segmentation and targeting results in more success and a higher return on investment. Segmentation and targeting means you can connect your message to your audience with greater clarity and impact.

Top tip: You probably know more about your audience that you realise. Use the data you have and build an audience profile for your campaign.

You can look at audiences in many difference ways including:

**Demographics:** age / occupation / gender / socio-economic

**Geographical:** postcode / city / language / area /country

**Attitudinal:** lifestyle / hobbies / interests / likes

**Behavioural:** membership status / attendance record / frequency of visit

**Top Tip:**

Audience Spectrum segments the whole UK population by their attitudes towards culture, and by what they like to see and do. There are 10 different Audience Spectrum profiles that you can use to understand who lives in your local area, what your current audiences are like, and what you could do to build new ones.

**It’s a free resource available here:**

[www.theaudienceagency.org/audience-spectrum](http://www.theaudienceagency.org/audience-spectrum)

**Developing your message**

Getting the message right means your audience is more likely to take the action you want them to take.

Top tips on messaging:

* Keep it audience focused
* Less is usually more
* Keep it focussed on the benefits to your audience
* Avoid jargon
* Keep the tone on brand
* Test messaging before launching if you can

Refer to the messaging **template**: Think / Feel / Do

**Choosing your communications channels**

With so many marketing and communications channels to choose from it can be hard to know where to start.

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The best approach is to create a long list of all the options and then to select your channel by considering the following criteria, to help your selection. You can score each channel against this criteria if that helps.

* Is the channel used by your target audience?
* Can the channels be tracked and measured in terms of success?
* Which channel is most likely to enable you to meet your objectives?
* Have any of the channels delivered good results for you in previous campaigns?

It can also help to think about the purpose of the channel you are using. Some channels are ideal for storytelling, others are great for providing information and some are more appropriate for encouraging direct responses, such as sign-ups or shares.

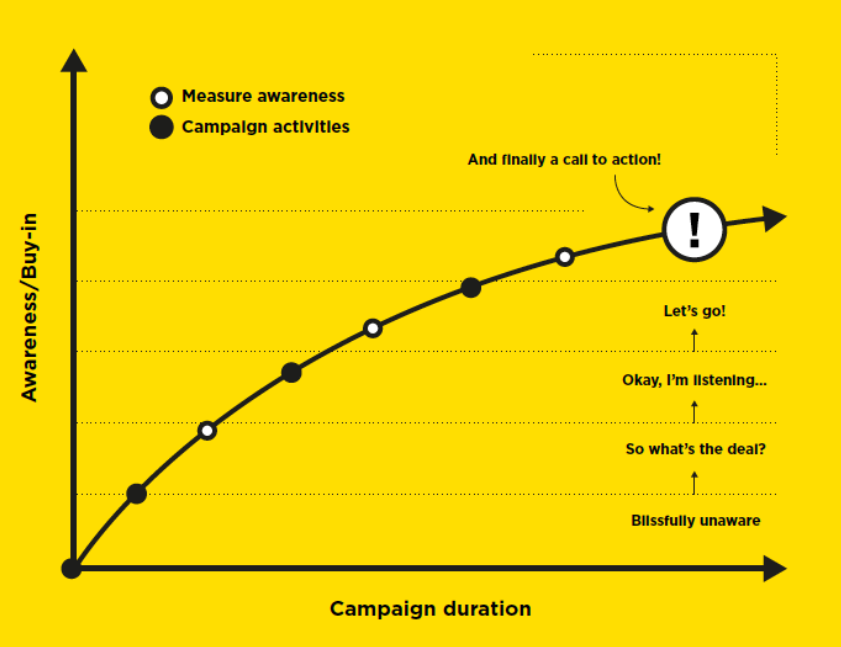
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**Keeping the campaign momentum**

**When you are planning your campaign, think beyond the launch and** explore how you can keep up the momentum. This might mean defining a series of phases of activity that introduces new content or ideas to your audience.

Remember to…

* Hold back some new content or ideas to share later in the campaign
* Build in some pause and review points to see what’s working
* Create a visual plan or diagram to map out the shape of your campaign

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**Setting a call to action**

A good campaign has a clear call to action or several different calls to action. A ‘call to action’ is a way for your audience to engage with or respond positively to the campaign. Getting the ‘call to action’ right is a critical part of a successful campaign.

**A few top tips…**

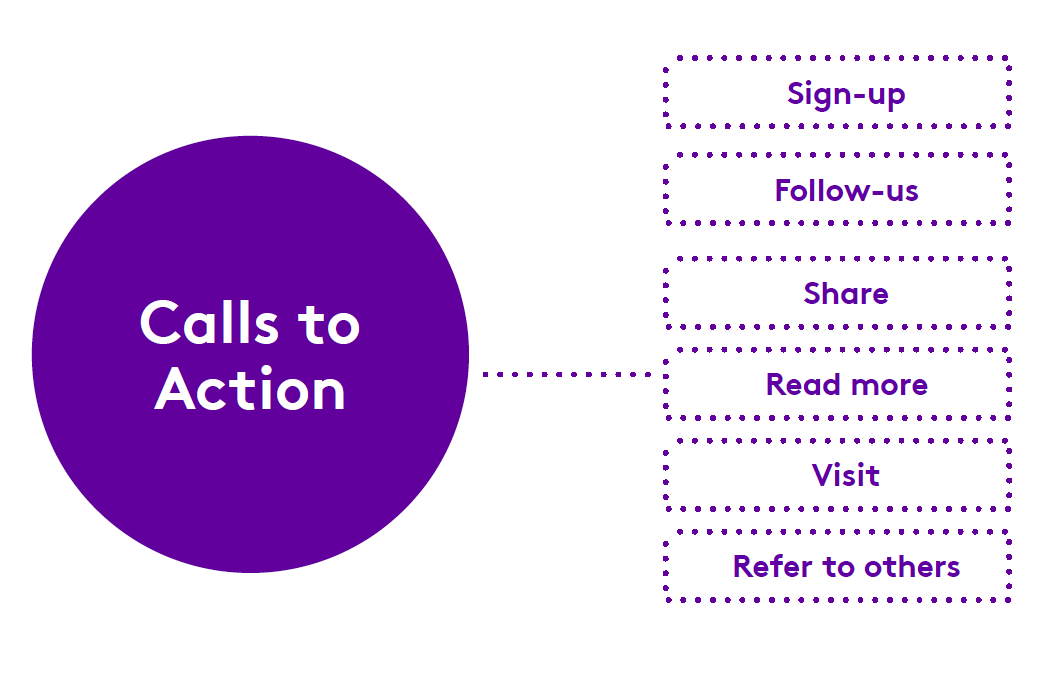
– People don’t take action just because you’ve asked them to.

Information alone is rarely enough, make it easy for your audience to engage and give them a reason to respond that benefits them (not just you!)

– The bigger the ask, the less likely it is that your audience will respond in one go.

– Can you create smaller steps of engagement and create a relationship with your audience that can build over time?

**Examples of calls to action**

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**Remember:**

* Planning is worth doing and keeps everyone on track
* Audience targeting makes all the difference
* Test your message and campaign ideas on your audience if you can
* Plan your campaign in phases
* Get the call to action right and make it easy for your audience to engage with you

**COMING UP WITH CREATIVE IDEAS FOR YOUR CAMPAIGN**

Coming up with ideas for a new campaign can seem daunting. There is often a temptation to go for the obvious, safe or tried and tested routes, rather than trying something new.

The following advice and guidance is designed to enable and encourage everyone to be more creative with their campaign concepts. New approaches are more likely to stand out and get noticed by your audiences. Getting noticed is the first step in delivering a successful campaign.

**3 key truths to start us off…**

1. Everyone is creative and can contribute amazing ideas

2. Your best idea is probably the next one you’ll have. That idea you need to try that little bit harder to come up with

3. Great ideas are developed in collaboration. It’s not about ‘your’ ideas, it’s a collaborative process

Here’s a simple but effective methodology for developing new campaign ideas.

**Step 1: Start by Learning from others**

Look at other sources of inspiration to get the ideas flowing. Spend just 1 hour looking for projects from around the world with the same or similar objectives as yours.

Here’s a great starting point for sources of inspiration

[www.creativeboom.com/resources/70-of-the-best-blogs-for-creative-inspiration/](http://www.creativeboom.com/resources/70-of-the-best-blogs-for-creative-inspiration/)

**Step 2: Run a Creative Lab**

Creative Lab is a methodology, devised by Creative Concern, for coming up with lots of ideas in response to a campaign brief in a short space of time. The idea is to make the process more collaborative, more fun and ultimately to deliver greater success for your campaigns.

Creative Lab exercises usually last 1.5 hours, you’ll need rest after that amount of creative energy! There are a few guidelines to follow, as outlined below:

1. Get the right people together in the same room or virtual space. Choose people who are invested in the project or people you trust to bring positive participation. They don’t all need to be marketing or communications professionals – in fact it can be better if they’re not!

2. Work quickly throughout, don’t cling to or over finesse one idea (that comes later)

3. Capture all ideas, however weird and wonderful

4. Don’t be constrained by brand or budget straight away, think and explore freely

**Brief basher**

To start the Creative Lab, you’ll need to reduce the brief right down, to cover the - who, what, why, where, when – of the brief into one single paragraph. Then we’d recommend reducing this down still further into a single sentence that encapsulates your brand brief. Use this during the Creative Lab.

Why do this?

It can seem counterintuitive to shrink a brief down to just a few lines, especially when you’ve spent so long creating a brilliant, comprehensive brief in the earlier stages of the project! But we also advocate doing this because:

* It’s a real challenge – it can get everyone’s brains working at the beginning of a process
* It encourages people to look for the absolute essence of what you’re trying to achieve with a campaign – this can form the ‘anchor’ around which everything is built
* It helps to make sure everyone is on the same page, and focused on the same goal. Often when there is a long and comprehensive brief, people can focus on one part and that can lead to confusion or creative tension. Boiling down a brief to its very essence means those conversations are had right at the start, and any tensions are (hopefully!) worked out

**Think, Feel, Do**

Now take your brief and write down one line for each of these questions:

* What do you want people to Think about through this campaign?
* What do you want people to Feel?
* What do you want people to Do?

**Get the ideas going**

Now get some initial ideas down just as an idea which could be a copy line, an idea of a visual treatment, a content idea or an advertising concept. Aim for three per participant. Now push yourself to double the number of ideas! Work quickly this is a 20 minute creative sprint.

**Challenge yourself**

So now you’ve had some initial thoughts and the creative juices are flowing, push yourself to think in new directions – here’s a few approaches to help.



**Creative Prompts**

We have developed a series of creative prompts that are designed to support you in your ideas workshops. They can be used for both face to face meetings and virtual/online workshop. Try out the prompts to stimulate new thinking by using the link below.

[www.creativeconcern.com/creative-lab](http://www.creativeconcern.com/creative-lab)

**The winning formula**

Once you have your long list of potential ideas, take a break, grab a biscuit, and then it’s time to shortlist.

As a group discuss and choose a minimum of three and a maximum of five ideas to take forward to the next stage of creative development.

At this point, we’d recommend looking back at your original brief to check the ideas still deliver on your original brief.

**Ideas to take forward**

Now you have a selection of ideas to progress. This might mean developing some copylines, content or looking at the creative design. At this stage keep the ideas rough, don’t spend too line on refinement. Just spend enough time to express the idea clearly.

**Testing time**

With your shortlist of ideas, we’d recommend testing the rough concepts/ideas on your target audience. If this isn’t possible, then share with colleagues for fresh eyes and an honest assessment.

**Refine and polish**

After the testing, however formal or informal you will then be able to select the winning idea to take forward and refine.

Above all, it’s important to embrace and enjoy the creative process!

**CAMPAIGN PERFORMANCE AND MEASURING SUCCESS**

Measuring campaign performance is always important and is much easier to do if you make a good plan at the outset. Here’s some useful guidance to help things go smoothly.

**Measuring performance: why it matters**

– It helps ensure you are spending any campaign budget wisely

– Helps you to build a case for support and further investment

– Measuring what works increases the chance of future campaign success

– Measuring success allows you to learn from success or failure

**Defining what matters to your organisation**

When you are measuring campaign success it’s important to consider what’s important to your organisation so you can set the right campaign objectives. Here’s a few things to consider to help work out what’s important in terms of objectives.

* Your business plan
* Your mission, vision & values
* Your communications or marketing plan

**Setting your own campaign goals**

Where do you start if you need to set you own campaign goals?

1. Start with what you do know

2. Do you have any previous campaigns, marketing drives to base your goal setting on?

3. Do any of your partners in the sector have anything they can share with you?

4. How well does this audience respond to your normal activity, say website, email marketing, events attendance?

**What can and can’t you measure**

**Some common goals that are hard to measure!**

In particular**,** goals that are all about changes in awareness and perception amongst a particular audience can be a challenge to measure. Although it is possible to measure this, it can be an expensive process and can need to be done over a lengthy period of time.

**Common and easily measurable campaign goals**

* Number of sign-up for newsletter (% increase)
* Number of followers on social platform (% increase)
* Number of unique website visitors
* Average engagement rate on social platform
* Number of new members
* Number or value of donations
* Number of downloads
* Number of new email enquiries

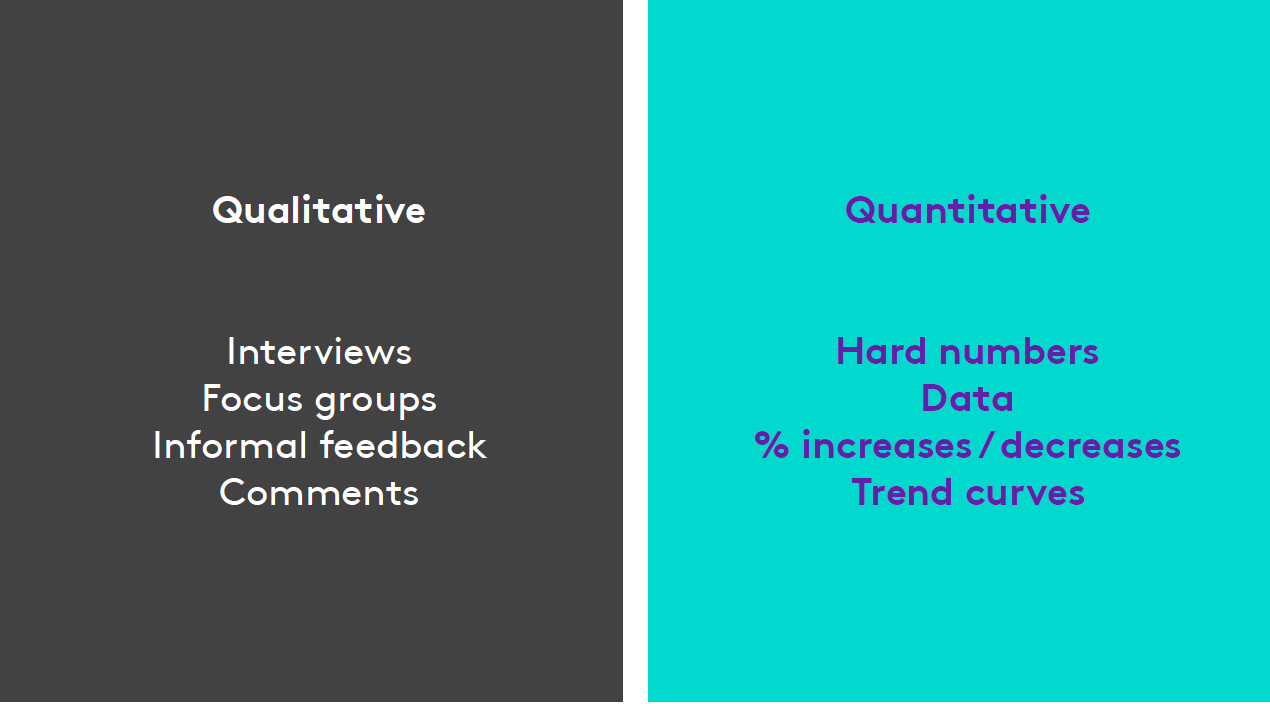
**Top Tip on Setting Goals**

1. Choose a small number of measurable for your campaign. Ideally one lead measure and one or two secondary measures

2. Estimate your performance based on the knowledge you have and use this to track your results

**Qualitative and quantitative insight**

A combination of using qualitative and quantitative data or insights is ideal to gain a more rounded picture of your campaign performance.

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**What free tools can help you measure the success of your campaign**

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| **Tool** | **Purpose** |
| **Google Analytics** | Ideal for understanding website traffic, online audiences, popularity of pages and user journeys through your website |
| **Google Data Studio**  https://support.google.com/datastudio/ | Data Studio is a free tool that turns your data into informative, easy to  read, easy to share, and fully customisable dashboards and reports. |
| **Social media analytics** | The main platforms – Instagram, Facebook, Twitter, Youtube, TikTok all have in-built, in App or ‘Creator Studio’ web accessed analytics to help you plan |

**Common Campaign Pitfalls**

Not all campaigns will work and there can be many reasons why. Here are a few common pitfalls that can contribute to a campaign underperforming. Being aware of these common pitfalls can help you plan for success.

**Asking too much of your audience:**

This could be that you are asking for too big a commitment too soon and your audience isn’t ready or needs to be reassured or warmed up to your offer.

**Too many steps to go through:**

The mechanics of how your audience engages with you needs to be simple and straightforward. If there are too many steps to go through for a sign-up process, for example, you will lose people at each step.

**Ignoring your own data:**

It is often the case, that we ignore our own data or evidence. There is no point spending the time to review your own evidence/insight if you then ignore it, during your campaign planning.

**Using the wrong marketing channel:**

A very common pitfall is trying to reach a new audience using a marketing channel that your target audience demographic rarely uses! Just be sure to check out the ‘age profile’ of any channel you are using to make sure you can reach your audience with the channel you have chosen to use. You might need to re-think your approach to align the channels with the audience.

**Measuring Campaign Performance: Top Tips**

1.Set up the campaign with measuring performance in mind

2. Set your campaign objectives and marketing goals from the outset

3. Measure and listen to both qualitative and quantitative feedback/data

4. Act on what the results tell you

**Templates to support your campaign planning**

The following templates can be used to support your campaign planning and creation.

* Campaign planning template
* Evaluation template
* Video/animation briefing template
* Agency briefing template

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