

Scott County Public Library Communications Cursory Reivew

First impressions and observations of marketing materials-

- Great variety of programming. Appealing descriptions. I want to attend some of these events!
 - Suggestion: Keep branded throughout all materials with logo and “a timeless experience.”
 - Suggestion: Is there any interest in rebranding the logo and tag line? The building is beautiful. I understand interest in using that logo, however, it has little ‘life.’ I love the photos on the “Friends...” brochure- kids, seniors, etc. Also, I don’t know what “a timeless experience” means. And, it’s all brown.
 - I love the “Coffee with the Clerk” idea.
- Good mix of marketing/promotion with radio/print, newspaper, etc.
 - Suggestion: Always invite media when there are photo ops- kids, animals, costumes, etc. Think like a PR person.
- Great job targeting specific campaigns such as National Library Sign-Up.
 - Suggestion: Do an analysis of your target audiences. Families, seniors, kids, Hispanics, donors, all of the above? Who do you want to reach and why? Write them down and develop specific targeting plans and for each. This may also help you identify other places to push out information.
 - Do focus groups with key targets- ask them what they like best about the library and why.
 - Create a master marketing calendar.
 - Hold an open house for key target groups. Perhaps a “New Year’s Day” party to launch some new book section or new service.
 - Donors- ask businesses to sponsor events.
 - ALWAYS push out information to other outlets such as partnering organizations like the Kentucky Genealogical Society – schools, PTO’s, Kentucky Humanities Council, Humane Society, etc. Ask them to promote events in their media and social media. It’s more promotion for them!
- Website and social media- good use of photos on Facebook. Website is easy to navigate but crowded.
 - Consider an APP for mobile engagement.
- General- Do you host book clubs? Seems like a logical event to bring in target groups... ‘busy mom’s book club, ‘ladies who lunch’ book club (monthly luncheon), ‘history hounds’ book club, etc.