

## Advocacy and Marketing Brainstorm Ideas

### Summary of ideas

A Google Ad Grant and maybe a Facebook Ad (with a couple of quick preparation steps to the Facebook page) could be a good place to start, then building some outreach kits specifically for local businesses (once they reopen) and schools.

### General marketing effort ideas and potential community communications partners ideas:

- Non-digital: local news / print media with messages about why they would want to add digital materials to their reading list
- Google Ad Grants for nonprofits up to \$10,000 / mo for ads
- Car dealers - promoting this since there are no cd players (flyer or something that could direct them to the library for more info / help getting started)
- Places where people might use it - gym, etc. - card + app
- Nursing homes and audio or large print ereaders
- Radio stations: PSA for local stations
- Statewide news outlets: an event is a good hook, using virtual library cards, etc. digital content from home during Safer at Home
- Facebook ad: would drive people to our Facebook page, maybe that's ok? We could change the banner / page to be clear that WPLC is your library's collection
- Partnering with schools: template for systems to reach out to school districts about digital cards w/ very clear call to action (one page handout to students, digital item for newsletter / classroom announcements)
- ADRC (Aging and Disability Resource Center), UW Extension, Workforce Development, School Districts, Parks and Rec, waiting rooms (laundry, etc.),

### UPDATE – October 2020

The Social Media Committee feels that they could create most of the suggested materials including copy for radio / public TV spots / podcast ads, but not creating audio or visuals for those.

Budget would be limited to:

- Project management for guiding this work, including grant writing, copy and design QA, etc.  
Estimates:
  - Grant writing: \$500
  - Increased time guiding and participating in the creation of promo materials: \$1800 (Approx. three additional hours per month for six months)
- Cost of contracting with a system to provide printing and shipping of materials. The committee felt that libraries will not take advantage of materials they have to print themselves; getting the

materials in the hands of the intended audiences is much more likely to happen if libraries do not need to pay for printing or shipping. Cost is currently unknown.

- There would be a bit of project management with this - drawing up an MOU and creating and managing an order form, etc.

There were two points that might be useful for the Board to discuss and provide clarity for the committee:

- The committee had concerns about promoting the digital library when the average wait time is still so high and the wait time for popular materials is even higher. They not only worried that it would reflect poorly on the digital library but also on the local libraries.
- There is a bit of uncertainty about how promotional materials are branded. Some members of the committee felt that if the local library's name and/or logo is not present, people will not feel they have access to the resource. (It was noted that this could be alleviated with language like "If you have a card from a WI public library, you can check out books from Wisconsin's Digital Library.") Also, library logos and names come in all shapes and lengths (from a design perspective), and creating templates that work for all of them would be a challenge. The question is: Should materials produced by this group be co-branded by the local library or branded only as Wisconsin's Digital Library?