

CONSISTENT COMMUNICATION

# Coordinating Marketing Efforts Across Multiple Platforms



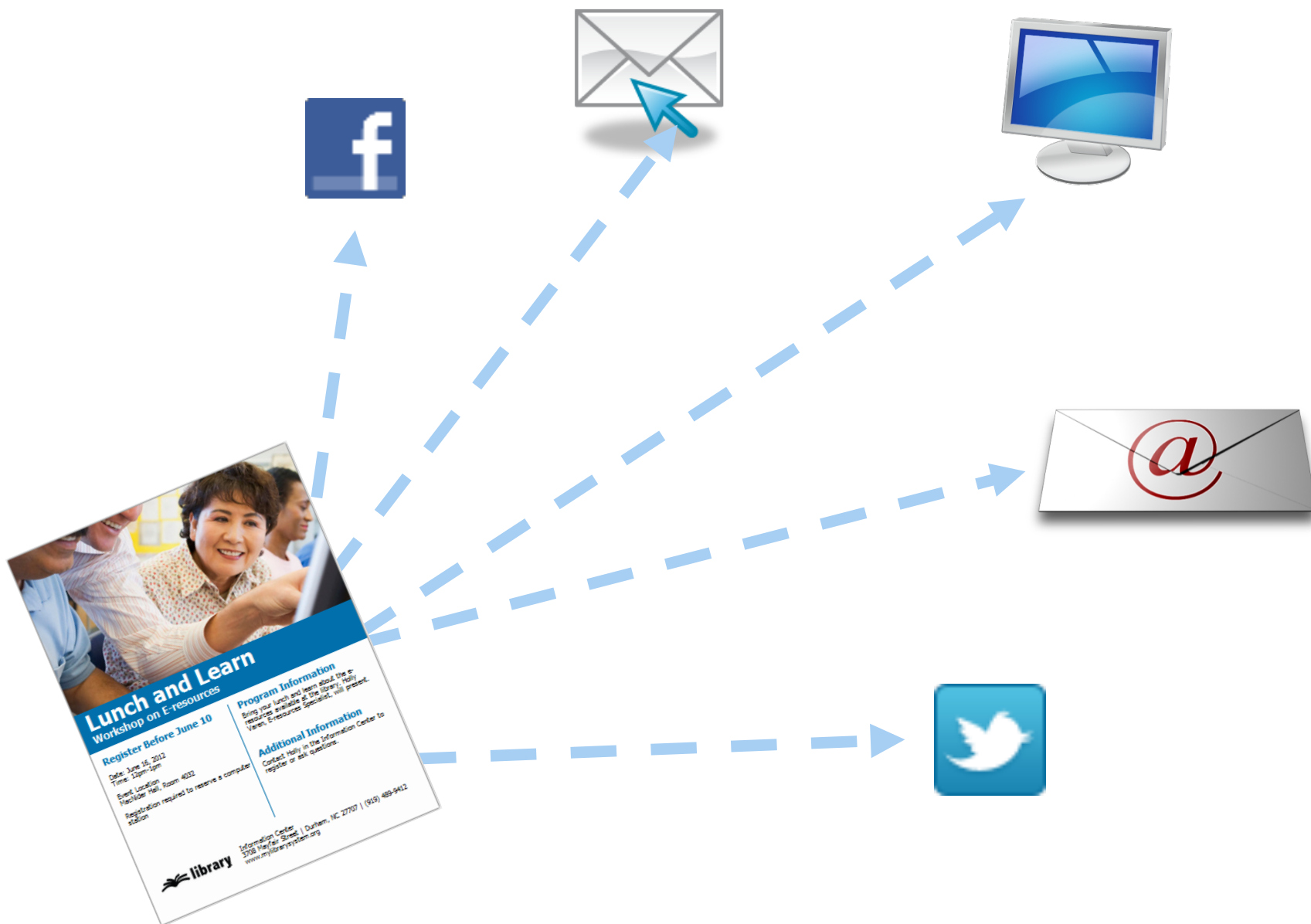
An Infopeople Webinar  
Tuesday, September 23, 2014

Presenter: Nancy Dowd

WHAT IS  
MULTICHANNEL MARKETING

DO YOU NEED THIS STRATEGY TO SUCCEED?











# MARKETING STRATEGY

## Marketing Process



- Research
- Identify Audience
- Conversations
- Set Objectives
- Development
- Create Plan
- Promote
- Measure
- Evaluate



# SIMPLIFIED

1. KNOW WHAT YOUR PEOPLE WANT AND NEED
2. CREATE PRODUCTS THAT HELP
3. PACKAGE, REPACKAGE, PROMOTE
4. DELIVER THROUGH THE CHANNELS THEY

ALIGN. ENGAGE. INFORM.









ALIGN. ENGAGE. INFORM.



**Tim Quinn** mentioned **Princeton Public Library** in his link.

June 5 near Princeton, NJ

I'm heading to Atlantic City this afternoon to pick up a statewide PR award given to **Princeton Public Library** for this film chronicling the library's response to Hurricane Irene. The film was a family affair: produced by me, shot and edited by **George Quinn**, narrated by **Mary Rose Chemris**, all in the space of a few hours when we were all the library and most of the town was without power. Wish they could join me to accept, but it's kind of a busy time on the school calendar.

<https://vimeo.com/28423877>



### **Plug In and Power Up Day at Princeton Public Library**

Hurricane Irene left thousands of Princeton, NJ, residents without power or Internet connection. In response, Princeton Public Library hosted Plug In

Like · Comment · Share

24 10 1

<https://vimeo.com/28423877>

ALIGN. ENGAGE. INFORM.

# THE CHANNELS

## Demographics of Major Social Networking Platforms

% of adult internet users

January 2014

	% of internet users who...	The service is especially appealing to...	
<b>Use Facebook</b>	71%	18-29-year-olds (84%) Women (76%)	Blacks (76%) HHI < \$50,000 (76%)
<b>Use LinkedIn</b>	22%	30-49-year-olds (27%) Men (24%)	College+ education (38%) HHI > \$75,000 (38%)
<b>Use Pinterest</b>	21%	18-29-year-olds (27%) Women (33%)	College+ education (25%) HHI > \$75,000 (27%)
<b>Use Twitter</b>	18%	18-29-year-olds (31%) No significant differences by gender, household income, education	Blacks (29%)
<b>Use Instagram</b>	17%	18-29-year-olds (37%) Women (20%)	Blacks (34%) and Hispanics (23%) Urban (22%) residents



# SOCIAL IMPACT

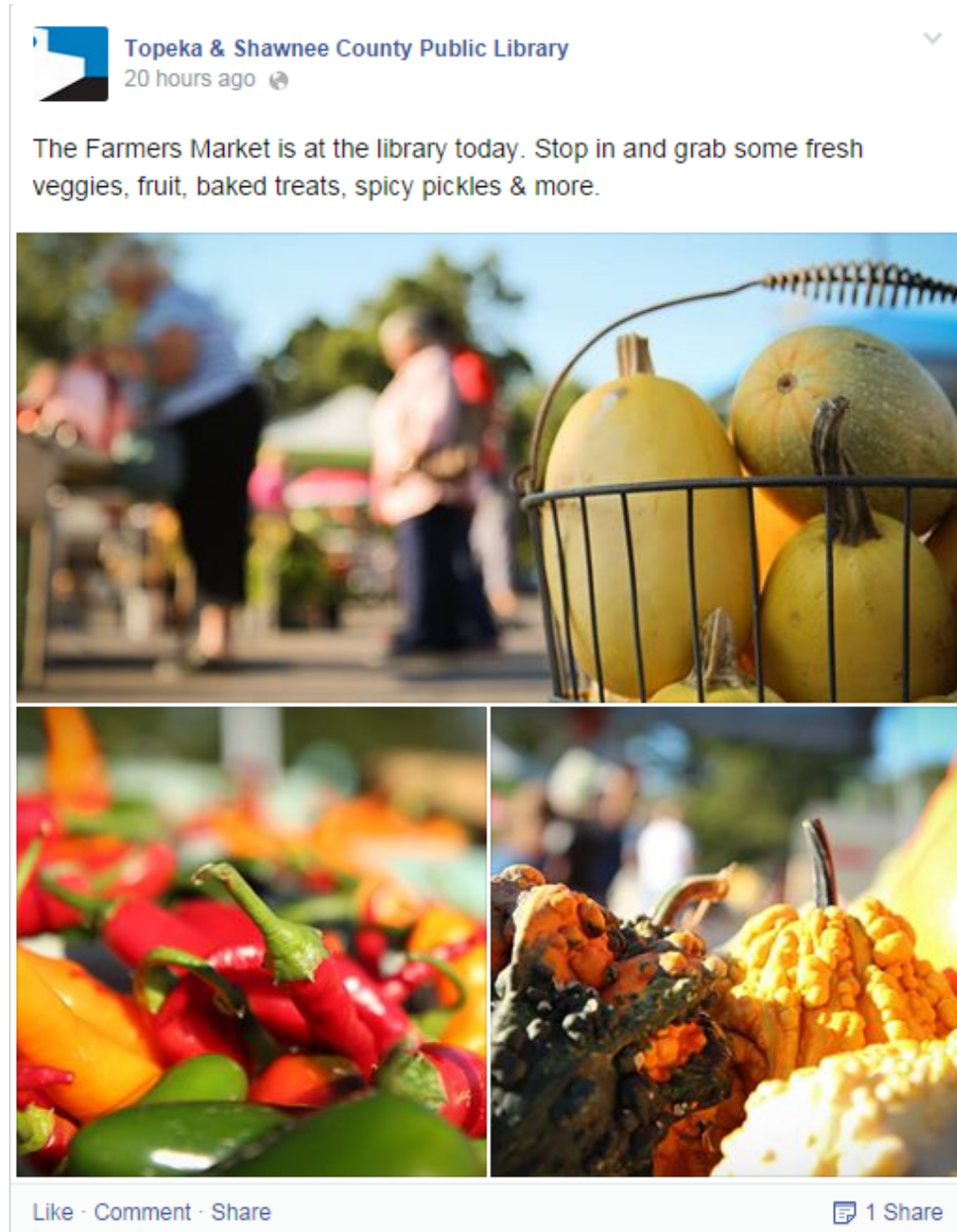
## Connect with People

- Helps keep up with social ties - family and friends
- Online social support
- Political engagement
- Revives dormant relationships
- Connect with people similar hobbies
- Read comments by celebrities, politicians and athletes

-Pew Institute

# facebook

- 19-29 yr. olds
- 10 minutes a day
- 40% more than once
- 69% income 75k+
- College grads
- 71% of online users



# WHAT WORKS?

- Images
- Fun
- Relevancy



# WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations

**Columbus Metropolitan Library**  
September 4

Nerd alert question - do you have your library card number memorized?  
#LibraryCardSignUp

Like · Comment · Share 21 Shares

477 people like this. Top Comments



**PJ Rogers** Absolutely! I also still have the card from when I was 8 or so years old. Hillarious attempt at cursive signature and all.  
Like · Reply · 6 · September 4 at 2:14pm

 Columbus Metropolitan Library replied · 3 Replies

**Rami Ungar** Yes. Why?  
Like · Reply · September 4 at 1:41pm

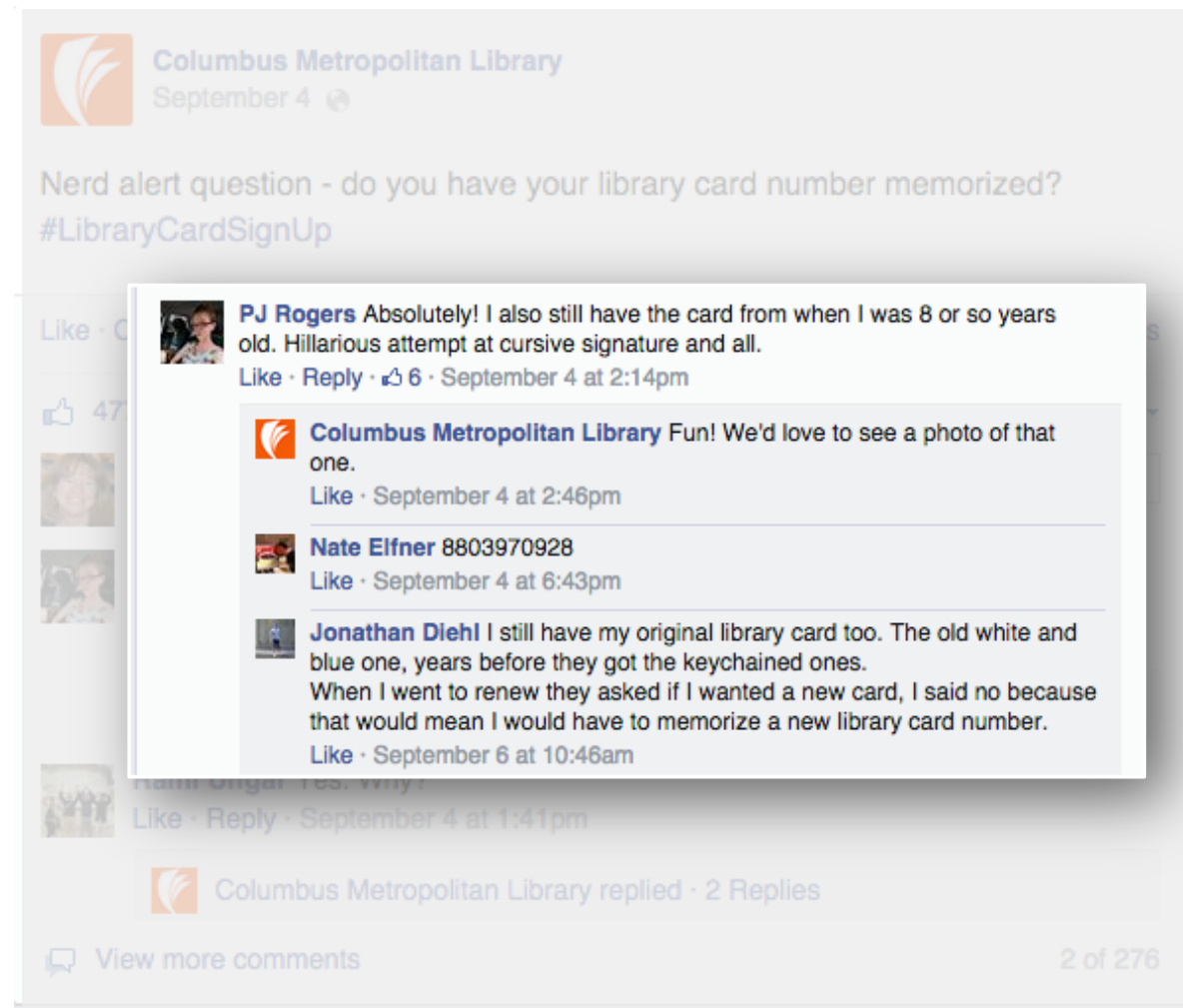
 Columbus Metropolitan Library replied · 2 Replies

View more comments 2 of 276



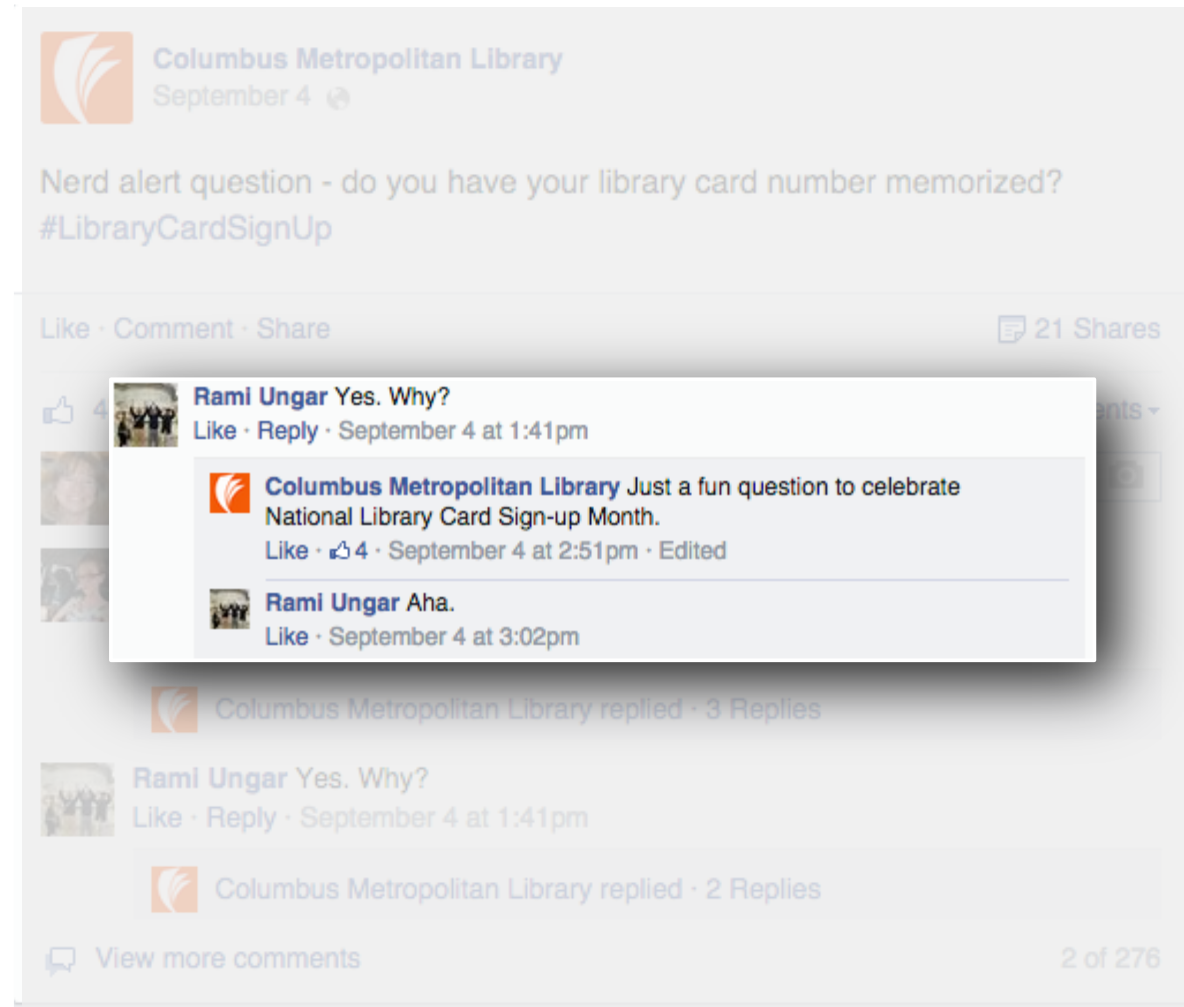
# WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations



# WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations
- Being there



NOT ALL  
POSTS ARE  
CREATED  
EQUAL.



Topeka & Shawnee County Public Library  
August 30

Tell us what you are watching this evening, but add 'Bacon' to the title, because everything is better with bacon.

**BACON**  
makes everything  
**BETTER**

Like · Comment · Share

7 people like this.

Top Comments ▾



Craighead County Jonesboro Public Library

June 8

"The Girl with the Bacon Tattoo?"

**Replace one word  
in a Book Title  
with the word  
"BACON"**

**Post results below...**

Like · Comment · Share

58 213 59 Shares



## Cuyahoga County Public Library

August 28

Hi Night Owls! whooo's ready to talk books?

Like · Comment · Share

12 people like this.

View previous comments



**Heather King Lenson** I love that Lois Lowry wrote The Giver before the dystopian genre became popular.

August 28 at 9:20pm · Like · 3



**Theresa Scheel Szalkowski** Also finished and highly recommend "Big Little Lies" by Liane Moriarty. Gossip, backstabbing and cliqueness among parents of kids in an Australian seaside elementary school lead to murder.  
[http://encore.cuyahoga.lib.oh.us/.../C\\_\\_Rb11117984\\_\\_SBig...](http://encore.cuyahoga.lib.oh.us/.../C__Rb11117984__SBig...)



**Encore – Big Little Lies / Liane Moriarty.**  
[encore.cuyahoga.lib.oh.us](http://encore.cuyahoga.lib.oh.us)

August 28 at 9:20pm · Like



**Heather King Lenson** Is Against the Tide a faith-based novel?

August 28 at 9:21pm · Like



**Carolyn Fagan** Best book I've read recently was A Man Called Ove by Fredrik Backman. Reminds me a bit of The Unlikely Pilgrimage of Harold Fry, but even better!

August 28 at 9:22pm · Like



**Laura Fanta** Then Came You by Jill Shalvis

August 28 at 9:24pm · Like · 1



**Christine Rezny** Read big girl small and thought it



**Troy Lindeman-Wyner** I am reading  
Very good so far!!



**Cuyahoga County** I said it rem

1 Share

52 of 81



- 18- 29 year olds
- 46% use daily - multiple
- 5 minutes a day
- 23% under 30K income

**JACKSONVILLE PUBLIC LIBRARY**

**Jax Public Library**  
@jaxlibrary  
JPL tweets on what's happening at the library and beyond. Have a question? Ask us here, call 904-630-BOOK or click here: [bit.ly/JP4SRV](http://bit.ly/JP4SRV)  
Jacksonville, Florida  
[jaxpubliclibrary.org](http://jaxpubliclibrary.org)  
Joined May 2009

78 Photos and videos

Don't miss any updates from **Jax Public Library**

Full name  
Email  
Password  
[Sign up for Twitter](#)

Worldwide Trends · [Change](#)  
[#KafamBozanŞey](#)

TWEETS 2,442 PHOTOS/VIDEOS 78 FOLLOWING 307 FOLLOWERS 5,172 [More](#) [Follow](#)

**Tweets** Tweets & replies

**Pinned Tweet**  
**Jax Public Library** @jaxlibrary · Sep 11  
September 11. That is all. [#NeverForget](#) [#TwinTowers](#) [#TBT](#) [#Shanksville](#) [#Pentagon](#) [ow.ly/i/6QsJf](http://ow.ly/i/6QsJf)


[View on web](#)

[Retweeted by Jax Public Library](#)  
**Jennifer Gornito** @jgornito · Sep 13  
Thank you @jaxlibrary for coming out to read to the kiddos! [@nefhealthystart #babybuggywalk instagram.com/p/s4-XHXwEE3/](https://www.instagram.com/p/s4-XHXwEE3/)

**Jax Public Library** @jaxlibrary · Sep 12  
What's in your child's wallet? Free workshop: Raising a Money-Smart Kid. Sept 17, Murray Hill. [ow.ly/AZgN0](http://ow.ly/AZgN0) [@unitedwaynefl](#) [@UF\\_IFAS](#)

# WHAT WORKS?

- Reason to click
- Short URLs
- Retweets  
*Leave 20 characters to add comments*
- "Favorites"

 **NY Public Library** @nypl · 38m  
Today the Academy of American Poets honors James Foley with the heartbreaking poem "In the Absence of Sparrows" [on.nypl.org/1pIJGmg](https://on.nypl.org/1pIJGmg)  
👤 9 ⭐ 6 ...

 **NY Public Library** @nypl · 2h  
On this day, "The Star-Spangled Banner" was written - but did you know it contained a typo? [on.nypl.org/1pXVprt](https://on.nypl.org/1pXVprt)  
👤 25 ⭐ 5 ...

 **NY Public Library** @nypl · 3h  
Previously unpublished chapters of Charlie and the Chocolate Factory have been discovered! [on.nypl.org/1pfd0e5](https://on.nypl.org/1pfd0e5)  
👤 30 ⭐ 21 ...



# WHAT WORKS?

- Images
- Fun
- Relevancy



NY Public Library @nypl · Sep 12

Need some dinnertime inspiration? Try Cooking Some of Literature's Most Famous Meals! [on.nypl.org/1qOb7up](https://on.nypl.org/1qOb7up)



23

★ 20



[View more photos and videos](#)





- 18- 29 year olds
- 46% use daily - multiple
- 5 minutes a day
- 23% under 30K income





- Mostly women
- 50% have children
- 15 minutes a day
- 100K income

### #ireadeverywhere



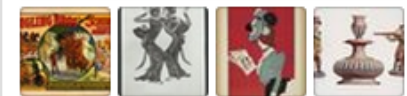
Follow

### What NYPL is Reading



Follow

### Picture of the Day



Follow

### My Library is...



Follow

### Little Lions



Follow

### NYPL ♥ U



Follow



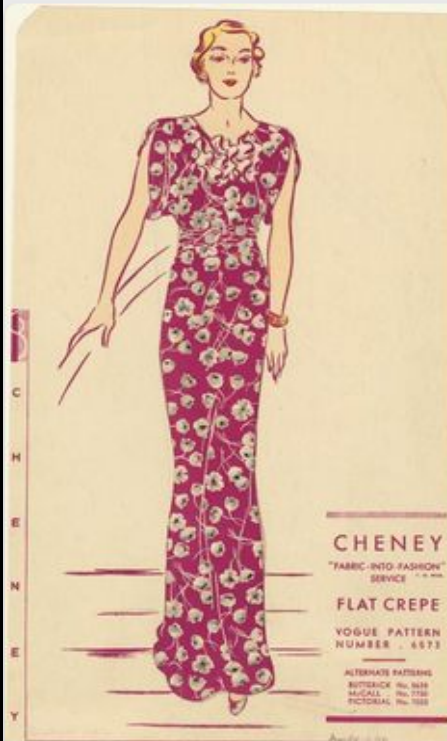
New York Public Library

Follow Board



75 Pins

13,259 Followers



Cheney Brothers dress pattern,  
1934. #fashion #style #dress  
#vogue

📌 19 ❤️ 5

Pinned from  
digitalgallery.nypl.org



1915 #fashion #style #vogue

📌 14 ❤️ 3

Pinned from  
digitalgallery.nypl.org



Felt hats #fashion #style #hats

📌 57 ❤️ 6

Pinned from  
digitalgallery.nypl.org



1915 royal corsetry #fashion  
#style #corsets #history



# 1906 Fashion

The San Francisco Earthquake & Fire of 1906 was a significant event in San Francisco that will never be forgotten. Whether you go to Lotta's Fountain in the early morning on April 18 or a party with a 1906 theme - here's some original fashion for inspiration. Selections include national and local fashion both before and after the disaster.



San Francisco Public Library

Unfollow Board



25 Pins

1,709 Followers



Men opening up a safe after the fire,  
1906 San Francisco Public Library

★ 7 ♥ 1

Pinned from  
sflib1.sfpl.org



Members of the Out Door Art  
League posing on Kearny Street,  
1906 San Francisco Public Library

★ 5 ♥ 1

Pinned from  
sflib1.sfpl.org



J. P. Bogardus reading a  
newspaper at a refugee camp after  
the 1906 earthquake and fire San



# Autism & Asperger's

If you know someone, or have a family member that has Autism or Asperger's Syndrome, these books may help.



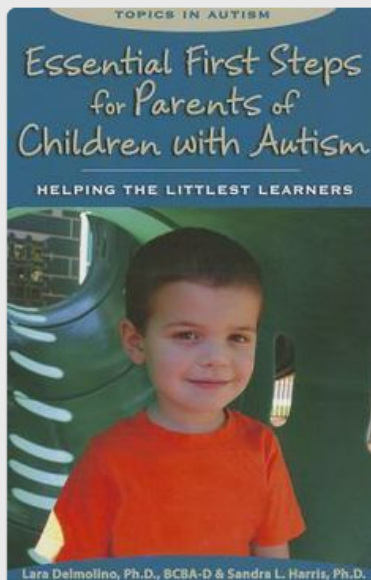
Somers Library

Follow Board



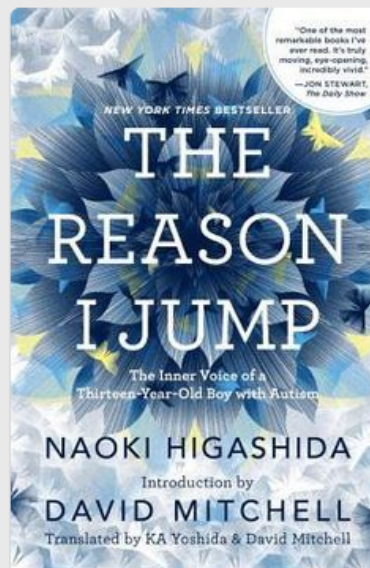
51 Pins

3,243 Followers



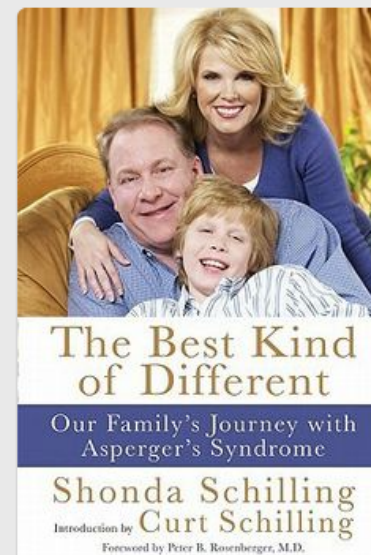
Essential First Steps for Parents of Children with Autism: Helping the Littlest Learners

📖 4 🌟 4



The Reason I Jump: The Inner Voice of a Thirteen-Year-Old Boy with Autism

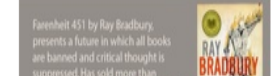
📖 4 🌟 1

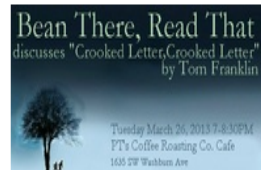


The Best Kind of Different: Our Family's Journey with Asperger's Syndrome

📖 15 🌟 2







"Bean There, Read That" is a book discussion program for those in their 20s and 30s (and anyone else who would like to join us!) who want to talk about amazing books and meet other fun, young intellectuals over food and delicious beverages.

 Topeka Library from tscpl.org

📌 Repin ♥ Like 💬 Comment



Edible Book Festival 2013. Join in the fun or just come view the creations. April 5 at the library.

2 repins

 Topeka Library from tscpl.org




13 Unique Ways to Display Your Books - Retreat by Random House Publishing @DownshiftingPOS [www.tscpl.org](http://www.tscpl.org)  
2 likes 7 repins

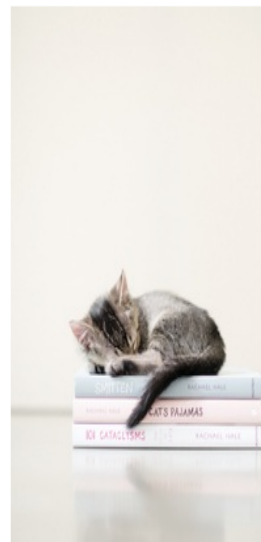
 Kathy Jennings from retreatbyrandomhouse.com



How Much Time Librarians Actually Read and How They Decide What To Read

2 likes 3 repins

 Erin Seeger from librariansonthefly.blogspot.fr



Cats and books. What could be better?!

4 likes 3 repins



Alice's Adventures in Wonderland by Lewis Carroll (1865). Discussion library on Monday, December 1:30-3:00 pm in the Marvin A. 101C.

1 repin


 Topeka Library from tscpl.org




LANGUAGE LEARNING VIA TSCPL.ORG  
FIND OUT WHAT THE HECK YOU JUST ORDERED.

Learn languages online using Mango.  
40 languages and 16 ESL.

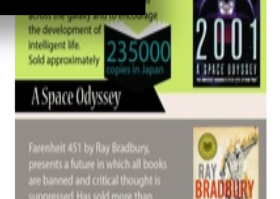
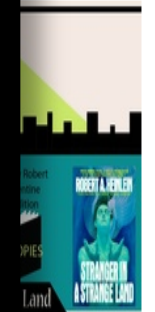
1 like 1 repin

 Topeka Library from tscpl.org



of 2012 /

from tscpl.org





# tumblr.

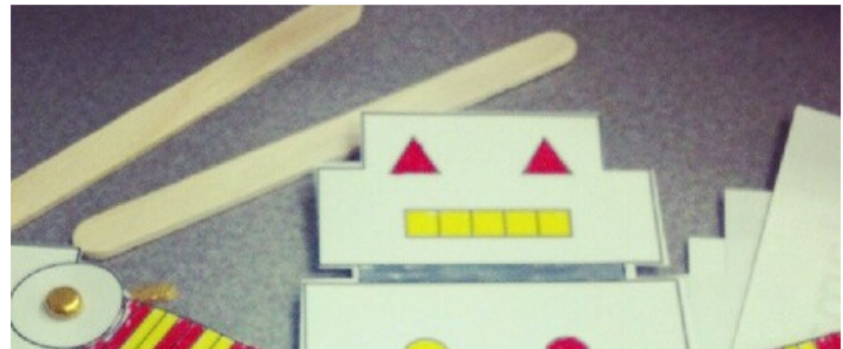
- 16- 24 year olds
- 33% have children
- 35K and less - college/YA
- 14 minutes a day
- Men and women
- Videos and Gifs work well

22ND MAY 2014 | 5 NOTES



that one time i had two beers and told a really personal story / librarian shoutout at the moth in chicago

20TH MAY 2014 | 2 NOTES





# Instagram

- GenX and Millennials
- Home of the "Selfie"
- 35K and less - college/YA
- 14 minutes a day
- All about me, me, me
- Teens say it's "most important SM"

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22ND MAY 2014 | 5 NOTES

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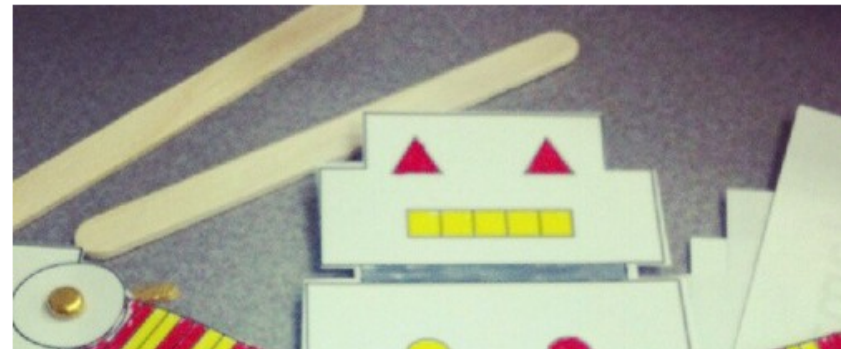


that one time i had two beers and told a really personal story / librarian shoutout at the moth in chicago

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20TH MAY 2014 | 2 NOTES

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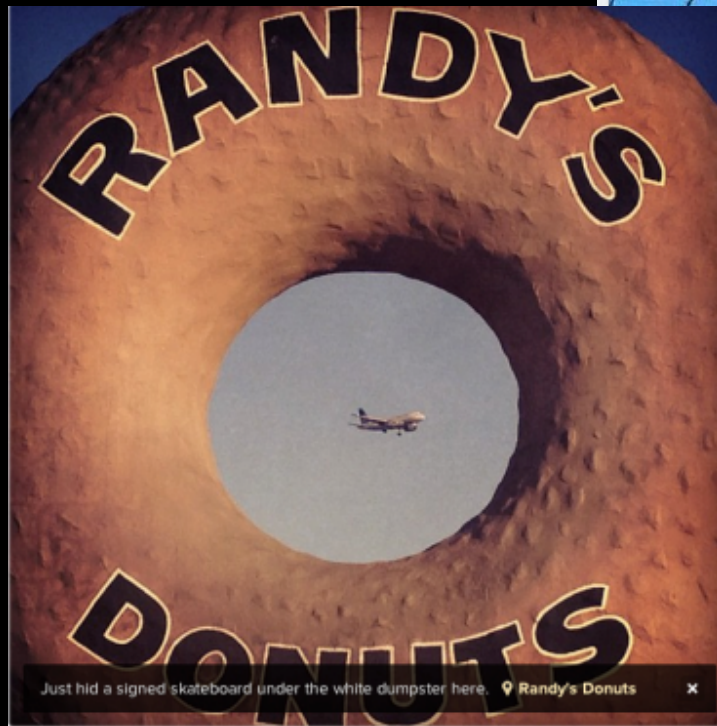
Become  
someone  
else



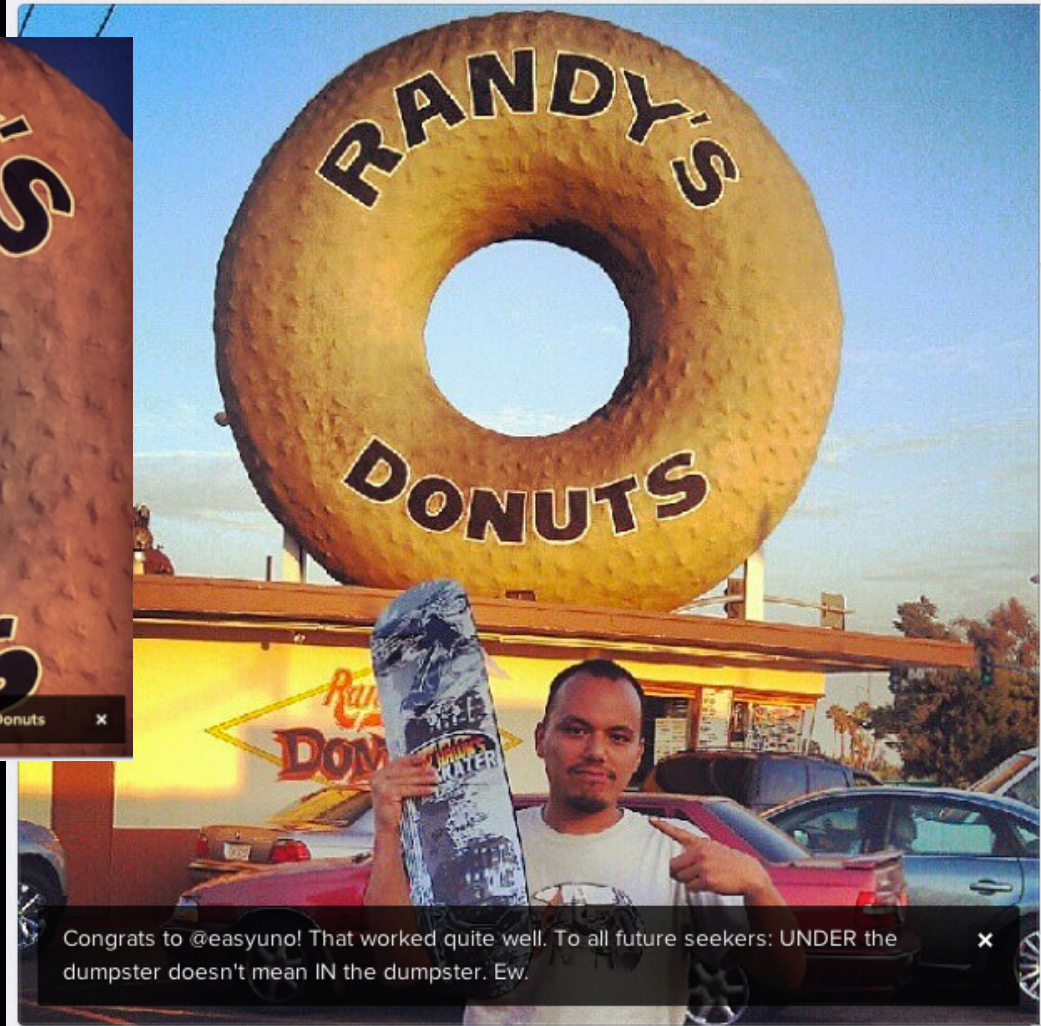




tonyhawk ▾



Just hid a signed skateboard under the white dumpster here. 📍 Randy's Donuts ✕



Congrats to @easyuno! That worked quite well. To all future seekers: UNDER the dumpster doesn't mean IN the dumpster. Ew. ✕



- 30- 49 year olds
- Career minded
- College Grads
- Income 75K +

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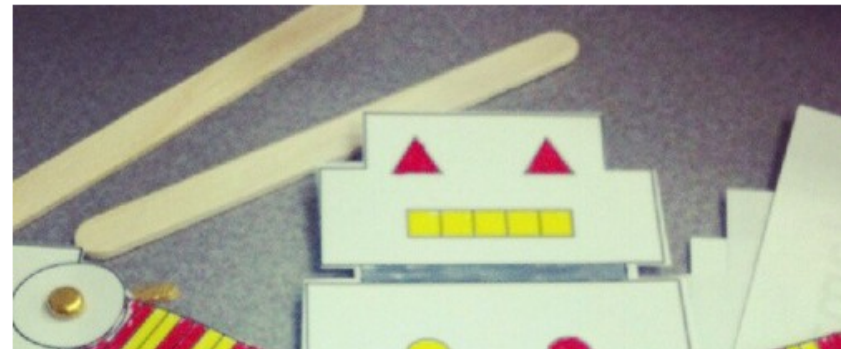
22ND MAY 2014 | 5 NOTES



that one time i had two beers and told a really personal story / librarian shoutout at the moth in chicago

---

20TH MAY 2014 | 2 NOTES









- Teens - early 20's
- Girls
- 60 Million users
- 400 Million made per day
- 12% shared with multiple recipients
- 5% selfies shared on SM come from Snapchat





- 40 Million users
- 18-20 year olds
- Shared through Twitter (1 in 5)
- Weekends are very popular
- Musicians love this platform - they get 3 of 5 most retweeted
- 16 minutes per month watching online commercials



- Video
- 1+ BILLION users
- 1 Billion views every day
- 100 hours of video uploaded per minute



**We  
read.**

**We  
listen.**

**We  
watch.**

**We  
game.**

**We  
share.**



# Email

## Summer Fun!

### I love Summer, do you?

This is the season when our beautiful library overflows with energy from the time we open our doors until we say goodnight. We will be hosting over 300 programs this summer and while the kids may think it's all play, in reality we are working hard to make sure your children keep learning. Of course, don't tell them!

I hope to see you sometime soon!  
Your director, Sally Smith



### Summer Reading

Don't miss this summer's great programming.

[View our calendar here.](#)

**Summer Reading Sign Up**



### Science Fun

Exploding volcanos, balloon rockets, underwater fireworks... Science IS fun.

**Tuesdays at 11 am**



### Kid Gardeners

Wish you knew more about gardening?

Eblast

## Summer Projects



### **The blender girl : super-easy, super-healthy snacks, desserts & drinks** by Tess Masters

A debut cookbook by the blogger behind healthyblender.com shares simple plant-based recipes that rely on natural flavor sweeteners and include a variety of dairy-, egg-, nut-, soy-free options. Original. 40,000 first printing.





# CONTENT CALENDAR VS COMMUNICATION BLUEPRINT

THE COMMUNICATION BLUEPRINT

AUDIENCES: \_\_\_\_\_,

PRINT	SOCIAL	EMAIL	MEDIA	WEB	Personal
PRE-PROMOTION					
POST PROMOTION					

# THE COMMUNICATION BLUEPRINT

AUDIENCES: UNIVERSITY PARENTS AND ELECTED OFFICIALS

PRINT	SOCIAL	EMAIL	MEDIA	WEB	Outreach
<i>PRE-PROMOTION</i>					
Bookmarks at circulation  Flyers at Partner Locations TJ Maxx, Gymboree, Baby Gap, preschools	Facebook Announcement  FB Fast Facts  FB-Post Photos  Links from Mommy bloggers	E-Blast Announce  Blast – Picture Link and next session EO Invite  EO Invite	Photo-Op  Media Advisory	Announcement  Calendar Posting	Check Out Centers  Book drops  Fitness Mobs
<i>POST PROMOTION</i>					
Send printed picture to EO  Survey at program	FB- Post Survey	Thank You to EO with links to photo and media  Include in Monthly Newsletter	Post Release captioned photo	Pictures  Include quotes	

PUTTING IT TOGETHER

SMALL SCALE



# EREADY?

Download free eBooks now!



[www.myRCPL.com](http://www.myRCPL.com)







## Richland County Public Library

Did we mention there is food? Stop by M Vista until 7 p.m. and download free eBooks and sample a delicious array of appetizers.



### Wall Photos

3,800 Impressions · 0.32% Feedback

Like · Comment · Share · May 23 at 5:56pm

9 people like this.



**Rachel M. J. Ray** What is M Vista?

May 23 at 6:13pm · Like · 1 person



**Richland County Public Library** A restuarant on Lady St. in Columbia, SC!

May 23 at 6:49pm · Like



**Melissa Creighton Thigpen** It was scrumptious. My husband was very happy with his take-out meal, too, since he couldn't come by with me.

May 24 at 9:50am · Like

Write a comment...

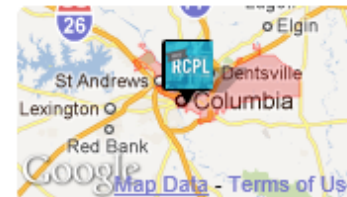


**@myRCPL**  
myRCPL

Hey [@columbiasc](#). Are u eReady?  
Download free eBooks at Cool Beans Monday from 10am-2pm.  
[#freedigitaldownloads](#)

28 Aug via [Mobile Web](#)

Favorite Retweet Reply

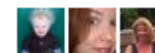


from Columbia

South Carolina, US

[View Tweets about this place](#)

Retweeted by [maymom0207](#) and 3 others



Mentioned in this Tweet

TOTAL PACKAGE





**Princeton Public Library** shared a link.

August 20 

Tickets are going fast for the Sept. 14 Community Room appearance by Molly Ringwald. The \$25 ticket price includes a copy of Molly's new work of fiction, "When It Happens to You." Order here:

<http://mollyatppl.eventbrite.com/>



**Molly Ringwald**

[mollyatppl.eventbrite.com](http://mollyatppl.eventbrite.com)

TICKETS GO ON SALE MONDAY AUGUST 20th, 2012 In Brief: The author and actress discusses and signs copies of her debut work of fiction, "When It Happens to You," which interweaves eight

Like · Comment · Share

 2





**Princeton Public Library** shared a link.

August 29



Memories of Molly. Meet her in the here and now on Sept. 14, when she discusses her new book. The \$25 ticket includes a copy of "When It Happens to You."

<http://www.youtube.com/watch?v=fvhTCUDHbv8>



#### **Molly Ringwald tribute - Pretty In Pink - Psychedelic Furs**

Molly Ringwald's tribute with the soundtrack of "Pretty In Pink" by Psychedelic Furs (1986). remembering the 80's best soundtrack? enjoy it! :)

Like · Comment · Share

1

4 people like this.



**Princeton Public Library** Want tickets? Click here:

<http://mollyatppl.eventbrite.com/>

August 29 at 8:47am · Like · 1

## Molly Ringwald tribute - Pretty In Pink - Psychedelic Furs

gnerationxx



Subscribe

4 videos ▾



Like



Share



274,291



Uploaded by [gnerationxx](#) on Jan 11, 2008

Molly Ringwald's tribute with the soundtrack of "Pretty In Pink" by Psychedelic Furs (1986). remembering the 80's best soundtrack? enjoy it! :)

458 likes, 14 dislikes



Artist: [The Psychedelic Furs](#)



Buy "Pretty In Pink" on:

[AmazonMP3](#)

Cast your vote and you'll be entered into a drawing for a free ticket to see Molly Ringwald and a copy of her book.

IS YOUR FAVORITE MOLLY



*Pretty in Pink*

*The Breakfast Club*

*Pretty in Pink*

Ringwald at Princeton Public Library: [mollyatppl.ev](http://mollyatppl.ev)

Like · Comment · Share

1

👍 Buffy Gunter Hamilton and 16 others like this.



**Hilary Trought Morris** Def. Pretty in Pink!

September 6 at 2:38pm · Like



**Aliah Davis McHenry** So hard to choose but it would have to be Pretty in Pink!

September 6 at 2:39pm · Like



**Linda Noel** The Breakfast Club!

September 6 at 2:43pm · Like

facebook



Search for people, places and things



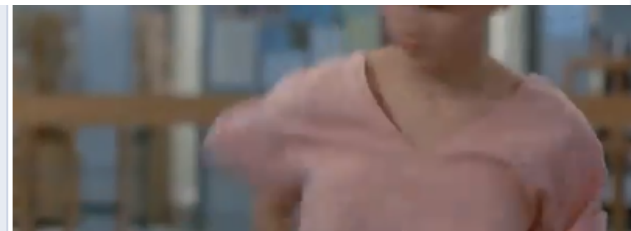
Princeton Public Library

Timeline ▾

Now ▾

With the Princeton Children's Book Festival wrapping up on Hinds Plaza, we're looking ahead to our next big event: the Friday, Sept. 14 appearance of Molly Ringwald. To get you in the mood, here is the dance scene from "The Breakfast Club," winner of our recent poll of favorite Molly movies.

<http://www.youtube.com/watch?v=gRMrMzw0t20>



Like · Comment · Share



**Princeton Public Library** To get tickets for Molly Ringwald's appearance, please visit <http://mollyatppl.eventbrite.com/>  
September 8 at 4:28pm · Like



**Princeton Public Library** Less than 25 tix remain for Friday evening with Molly. We will simulcast for those unable to get Tickets and Molly will sign copies of her book at the event.  
Monday at 11:01am · Like



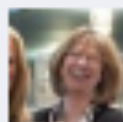
Write a comment...



**Princeton Public Library** To get tickets for Molly Ringwald's appearance, please visit <http://mollyatppl.eventbrite.com/>  
September 8 at 4:28pm · Like



**Princeton Public Library** Less than 25 tix remain for Friday evening with Molly. We will simulcast for those unable to get Tickets and Molly will sign copies of her book at the event.  
Monday at 11:01am · Like



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## Molly Ringwald to Speak at PPL

Register Now, Tickets are Going Fast!

**Friday, September 14**

Tickets are going fast for the Community Room appearance by Molly Ringwald.

The \$25 ticket price includes a copy of Molly's new work of fiction, "When it happens to you." Order here:  
<http://mollyatppl.eventbrite.com>



### In Brief

The author and actress will discuss and sign copies of her debut work of fiction, "When it Happens to You," which interweave eight stories of people.

Cross Promote



**libraryAware™**

**Molly Ringwald to Speak at PPL**


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\$25.00 per ticket


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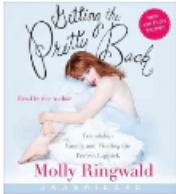



**Event Information**


The author and actress will discuss and sign copies of her debut work of fiction, *"When it Happens to You,"* which interweave eight stories of people.

**Love Molly? Check out these great books!**









*When it happens to you* *Getting the pretty back* *You couldn't ignore me if you tried* *Don't you forget about me*

Ringwald, Molly  
Call Number

Ringwald, Molly  
Call Number

Gora, Susannah  
Call Number

Clarke, Jaime  
Call Number

# RESOURCES

Targeted

## The Romance Novel

Articles Powered by the  
**Literary Reference Center**



Romance novels are among the most popular literary works. Read about the genre, and how it began.

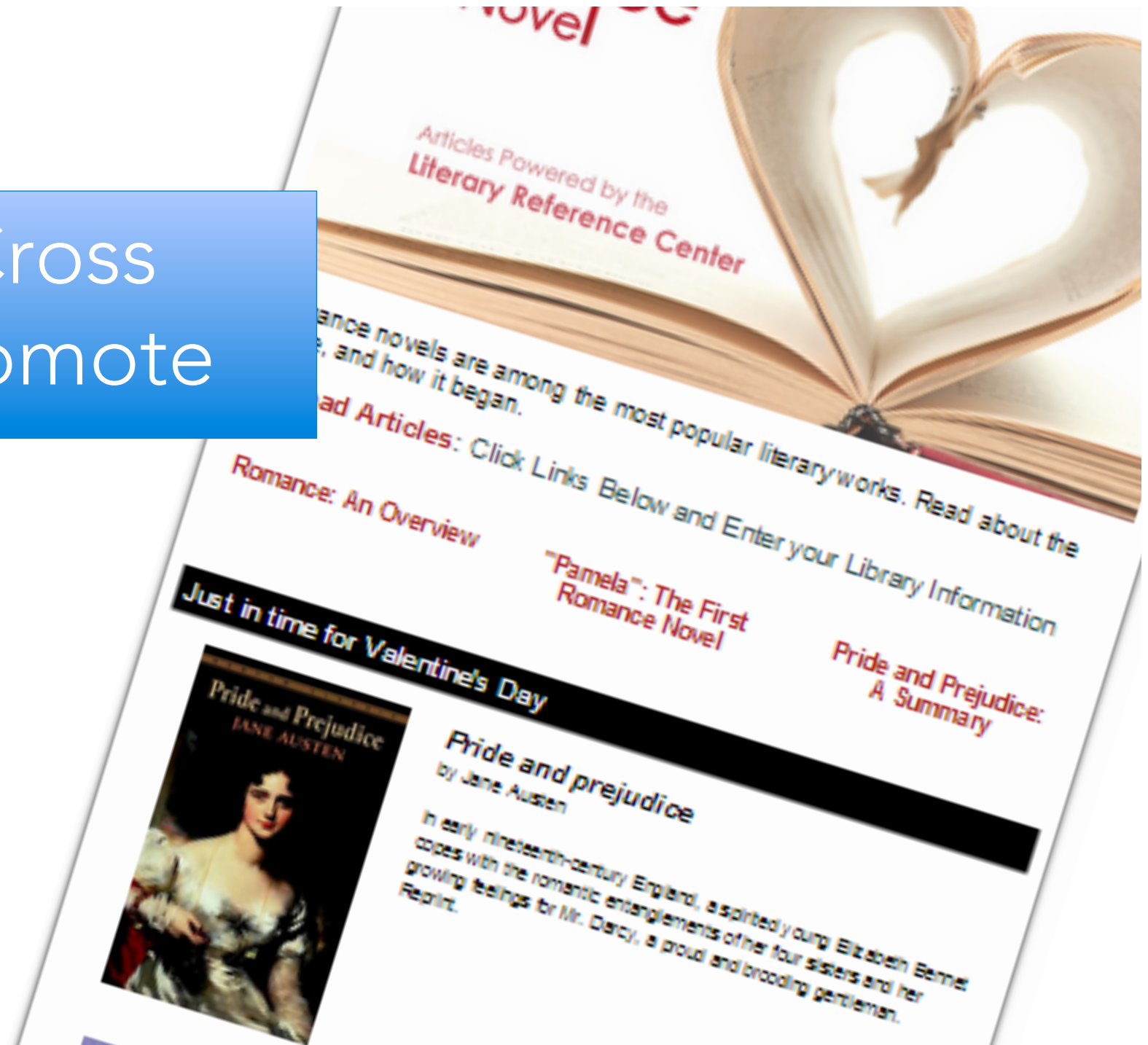
**To Read Articles:** Click Links Below and Enter your Library Information

**Romance: An Overview**

**"Pamela": The First  
Romance Novel**

**Pride and Prejudice:  
A Summary**

# Cross Promote





## Just in time for Valentine's Day



### *Pride and prejudice*

by Jane Austen

In early nineteenth-century England, a spirited young Elizabeth Bennet copes with the romantic entanglements of her four sisters and her growing feelings for Mr. Darcy, a proud and brooding gentleman. Reprint.



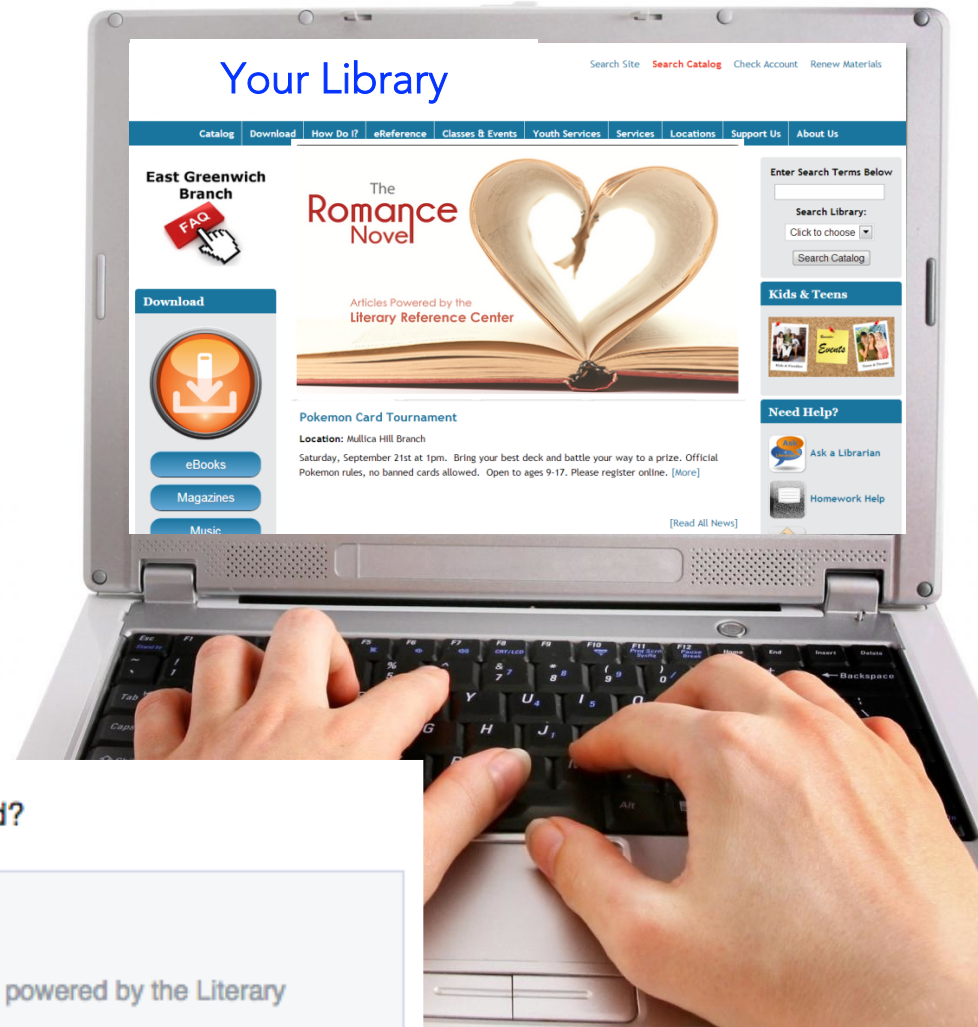
### *Notebook*

by Ryan Gosling

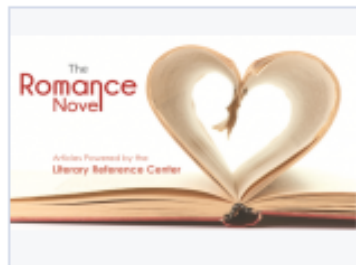
A boy from the wrong side of the tracks falls in love with a rich girl, and it seems no one approves of the relationship

Movie  
and Books

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Ever wonder how the Romance Genre got started?

	<p><b>The Romance Novel</b> 4la.co</p> <p>Great article on the genre powered by the Literary Reference Center</p>
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IF WE DON'T REACH THEM  
THEY WILL NEVER HEAR US.

THANK YOU.  
NANCY DOWD

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