



CREATIVE SERVICES **MARKETING PLAN**



2023

GOALS

Collect impact stories and photos.

- Share images on Flickr for staff usage.

- Create a catalog of impact stories, positive comments, and feedback from patrons using our services.

- Professional Endorsement Campaign

Create 3 – 5 overview videos of TRL.

New marketing locations; bill boards, supermarkets, and Hulu.

DISTRICT-WIDE CAMPAIGNS

Library Giving Day April 2023 #LibraryGivingDay

General Library Services January – December
EAH, New Website (Catalog, app, Newsletter), Anywhere Library, MyTRL, Outreach Kits, Welcome Flyers, Presentation Kits

Library Card Sign Up Month September 2023

MAJOR CREATIVE SERVICES PROJECTS

EDI 2023 Celebrations (Website and Supporting graphics)

Mobile Services Wraps

Website

Need Drone Photo of Each Location, Update Location Pages Content

Capital Mall Promotions (2 Floor clings, Posters and Rack Cards)
Fall event for back to school

Compile Mountain View Progress in pictures and videos

Billboard Advertising on I5 and Hwy 8

Continue to share Kanopy, Libby, Creative Bug, LinkedIn Learning, and other Media Kits/images to staff

Help Desk Tickets

Order SLP supplies and marketing products

Reports

Canva maintenance

Media Kit Web page for partners

Swag Items

Patron and Staff Newsletters

Photography Collection (Gather photos of local communities)

APRIL 4 2023

Library Giving Day

TRL.org/Donate

Check List prior to Giving Day:

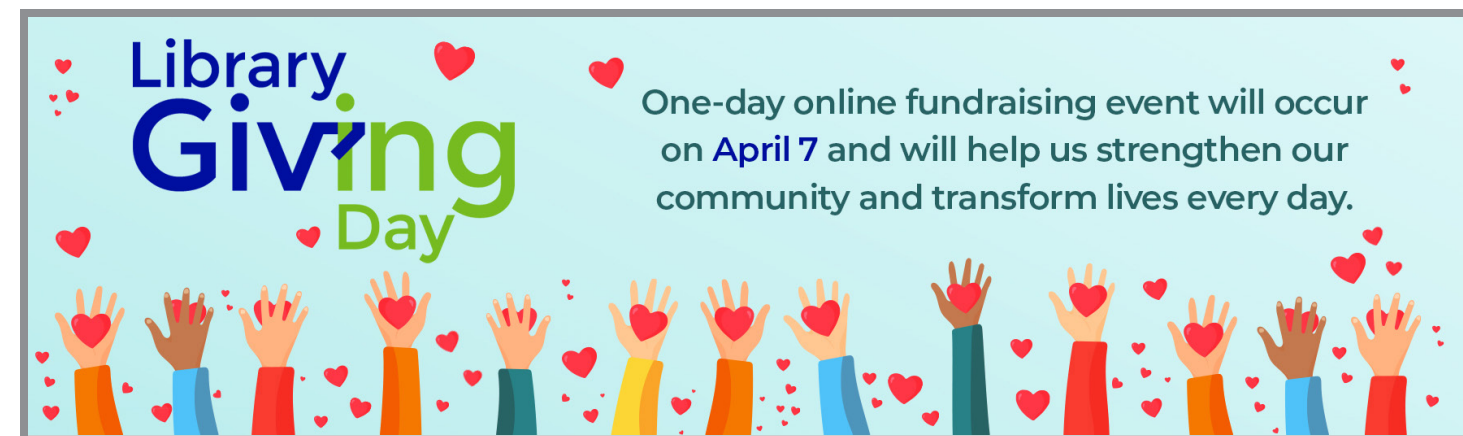
- ☐ Ability to receive online gifts and direct donations
- ☐ Social media accounts support
- ☐ Ability to send mass emails
- ☐ A list of email recipients (donors, supporters, partners, patrons, etc.)
- ☐ Board members who are informed and supportive of this campaign
- ☐ Support from and collaboration with library leadership team

January Tasks

1. Begin building email contacts list. (board, leadership, major donors and partners)
2. Request from Front line staff, 200–300-word testimonial from their experience how the library impacted a specific patron or ask a regular patron how the library has impacted them. Need approx. 8 testimonials. Will use these in emails or social media posts.

February Tasks

1. Finalize Giving Day campaign plan.
2. Begin designing and preparing digital messages for the following channels:
 - Email
 - Website homepage banner and donation forms/letter
 - Social media posts (“boost” Facebook post \$250)
 - Radio Ads \$1500
 - Hulu Ads \$750
 - Campaign package includes: Posters, social media, mp4 (count down to the day)
 - Stickers \$1000 (Sticker Mule Die Cut Custom)
 - Press Release
 - Add event to Event Calendar
 - Create a social media badge to share with your supporters online
 - Included in the March Newsletter
 - Add Art to Canva
 - Thank you Card for social media and Board for Large donations



2021 Web Banner

March Tasks

Internal promotions begin:

1. Alert library staff about this special effort, why it is so important and how they can participate.
2. Print and display Library Giving Day posters in your library locations with a goal of having everything displayed 30 days in advance.
3. Distribute campaign

Public-facing promotions begin:

1. Email messages begin
2. Press release(s) distributed
3. “Save the Date” social media, posters and digital messaging deployed

Day of Library Giving Day – APRIL 4

Extra communications sent on this day to build excitement and create urgency.

Multiple emails deployed this day to encourage gifts (typically early morning, late afternoon, and early evening)

Multiple social media posts shared this day

Extra promotion within each library on this day

Consider a celebration in your library or community

After Library Giving Day and Beyond

1. Communicate results and thank your supporters via email, social media, etc.
2. Send thank-you communications to all donors via email, phone call, etc. Personalize these thank-you efforts as much as possible.

Library Services

Launch new mini campaigns (if possible as impact stories) during 2023 to highlight Library services to promote outside branches using Newsletters, Press Release, Radio Ads, On hold Messages, TikTok, Bill Board Ads, and YouTube Video Ads:

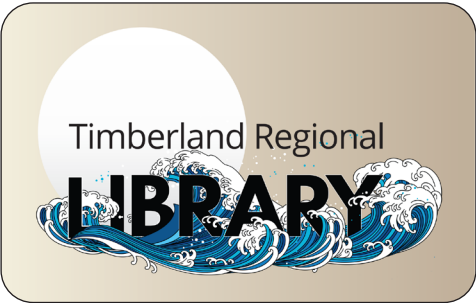
Number of branches, website, cover 7000 sq miles, new locations, refreshes	
On Hold Messages	
Social Media Boost	
YouTube	
Radio Ads	
West Olympia and Hawks Prairie (No holds/Ready to check out popular titles)	
Radio Ads (Target online)	
Sunday Hours	
Newsletter	
Social Media Boost	
Press Release	
Impact Stories of Services	
Veterans Cafe, Sensory Families, Books for Kids by Kids, EAH, Sunday Hours, Library Workers Appreciation, Teens	
Collect: Stories, Images, Videos	
Social Media Boost	
Impact Articles	
EAH	
On Hold Message	
YouTube Ad	
Website	
Social Media Boost	
Impact Articles	

Mobile Services
Wraps
Web Banner
Webpage
Radio Ads
Social Media Boost
Media Kit
Celebrations during 2023
Web Banner
Webpage
Social Media
Snap Chat Filters
Employment (Work at TRL)
Social Media
TikTok
Linkedin
On Hold Messages
Web Banner
Library Workers Appreciation (April 2023)



Library Card Sign Up Month

September 2023



Library Card Sign Up Month:

- ☐ Art Contest for two age groups; Kids K-5 grade and 6-12 grade. Winner for each age group per county, for 10 new cards.
- ☐ Matching Stickers will be available
- ☐ Van Wrap and other projects with additional card designs
- ☐ Partner with Capital Mall to host a Saturday event table in June with art supplies in an area of the mall

May

1. Write Press Release
2. Create guidelines and rules of event.
3. Packet for Library, Outreach to promote. Include social media, movies, print ready files

June Tasks

1. Launch contest June 1– 30.
2. Website, press release, share with partners

July Tasks

1. Pick a winner of library card design
2. Begin designing and preparing digital messages for the following:
 - Web Banner
 - Social media posts (“boost” social media \$350 for September)
 - Radio Ads \$1500
 - Hulu Ads \$1000 (30 seconds)
 - Campaign package includes; Posters, social media, mp4
 - Press Release
 - Create a social media badge, Snap Chat, Gifs to share
 - Included in the August and September Newsletter
 - Order New Library Cards and Stickers by July 20

August Tasks

Complete all July Tasks by August 15.
Plan on how to announce 10 winners. Photo opp and background stories.

Internal promotions begin:

1. Alert library staff about this special effort, why it is so important and how they can participate.
2. Print and display Library Sign Up Month posters in the library branches with a goal of having everything displayed 30 days in advance.
3. Finish and Distribute campaign.
4. Update On Hold messages with new library card month audio file.

September

1. Launch Campaign
2. Track number of new library cards issued.

P R O M O T I O N

JANUARY

Patron Newsletter
New Resources Promos Shared
New Backgrounds
Advertising at Capitol Mall
2023 Library Closure Packet
On Hold Messages
Staff Newsletter

MARCH

Patron Newsletter
TRL District Celebrations
On Hold Messages
General Library Radio Promotion
General Library Video Promotion
Plan Library Card Contest
Staff eNewsletter – Qtr 1

MAY

Patron Newsletter
TRL District Celebrations
On Hold Messages
SLP Promotions
SLP Radio Promotion
Launch Library Card Contest to Staff

FEBRUARY

Patron Newsletter
Black History Month
Annual Report & Commissioner Reports
New Hours OL, WO, HA, LA
Plan Library Card Contest

APRIL

Patron Newsletter
New Location Pages Context
Library Giving Day Campaign
Library Workers Appreciation
TRL District Celebrations
Plan Library Card Contest

JUNE

Patron Newsletter
Summer Library Program
TRL District Celebrations
StoryTrails Promotion
Backpacks & Discover Pass Promotion
Staff eNewsletter – Qtr 2
Launch Library Card Contest

C A L E N D A R

JULY

Patron Newsletter
On Hold Messages
General Library Promotions
TRL District Celebrations
General Library Radio Promotion

SEPTEMBER

Patron Newsletter
Library Card Sign Up Month Campaign
Staff eNewsletter – Qtr 3
TRL District Celebrations
General Library Promotion

NOVEMBER

Patron Newsletter
On Hold Messages
TRL District Celebrations
General Library Radio Promotion

AUGUST

Patron Newsletter
TRL District Celebrations
Update Location Pages Content
Marketing Review & Highlights Report

OCTOBER

Patron Newsletter
TRL District Celebrations
General Library Promotion

DECEMBER

Patron Newsletter
TRL District Celebrations
Staff eNewsletter – Qtr 4
On Hold Messages

P R O D U C T I O N

JANUARY

- Patron Newsletter
- LM Presentation Packet
- Annual Report
- Social Media
- Location Photos
- Black History Month
- Library Giving Day

MARCH

- Patron Newsletter
- On Hold Script & Audio Files
- SLP
- Library Giving Day
- Library Workers Appreciation
- Celebrations Promo
- Staff eNewsletter – Qtr 1

MAY

- Patron Newsletter
- Backpack & Discover Pass Promotion
- StoryTrails Promotion
- SLP Promotions & Website
- Celebrations Promo
- Launch Library Card Contest

FEBRUARY

- Patron Newsletter
- Celebrations Promo
- SLP
- Library Giving Day & Appreciation
- Capital Mall Pieces
- Update Location Page Content
- Check on New Mountain View Location

APRIL

- Patron Newsletter
- SLP
- Create Radio Audio Files for SLP
- On Hold Script & Audio Files
- Drone Video of Locations
- Celebrations Promo
- Check on New Mountain View Location

JUNE

- Patron Newsletter
- On Hold Script & Audio Files
- Create Radio Audio Files
- Check on New Mountain View Location
- Take photos of local art

C A L E N D A R

JULY

- Patron Newsletter
- Library Card Sign Up Promotions
- Marketing Review & Highlights Report
- Check on New Mountain View Location
- Print Library Cards & Stickers

SEPTEMBER

- Patron Newsletter
- Staff eNewsletter – Qtr 3
- Celebrations Promo
- Check on New Mountain View Location

NOVEMBER

- Patron Newsletter
- On Hold Messages
- Wrap Up Stats Year End
- Check on New Mountain View Location

AUGUST

- Patron Newsletter
- Library Card Sign Up Promotions
- Celebrations Promo
- Create Audio File for General Library
- Announce Library Card Winners

OCTOBER

- Patron Newsletter
- Voting/Ballot Locations
- On Hold Script & Audio Files
- Create Radio Audio Files
- Celebrations Promo

DECEMBER

- Patron Newsletter
- Staff eNewsletter – Qtr 4
- Closed 2024 Digital Files Packet
- Create Radio Audio Files



Timberland Regional
LIBRARY