



Starkville-Oktibbeha County Public Library System

Marketing Plan

Our Objective

Our objective is to delight and attract patrons and donors in the Starkville-Oktibbeha County area with the promise of equitable access to diverse cultural and educational experiences.

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Business Summary

Our Library

Starkville-Oktibbeha County Public Library System serves Starkville, Maben, Sturgis, and all of Oktibbeha County. It is established in accordance with section 39-3-8 of the Mississippi Code as a joint city-county public library system.

Library Mission Statement

The Starkville-Oktibbeha County Public Library System connects and enriches lives in our community by providing equitable access to diverse cultural and educational experiences. We celebrate imagination, promote creativity, connect people, and encourage lifelong learning.

Library Vision Statement

A connected, creative, and engaged community coming together for growth and enrichment.

Core Values

Accountability –We are accountable to our patrons, library peers, and community.

Future Focused –We respond appropriately to emerging practices and technology in library and information science and anticipate changes in our community and environments.

Honesty, Trust, Integrity, and Respect –In our actions and attitudes, we treat each other and our patrons as they would like to be treated, recognizing the richness and qualities each of us brings to the workforce and community.

Intellectual Freedom –We are committed to providing open access to library resources that interest, inform, and enlighten everyone in our community. Our collections, print and electronic, represent diverse points of view and are available to all.

Open and Free Communication—We communicate openly from the bottom to the top, from top to bottom, and with our community. The library provides a medium for involvement, creativity, and encouragement for all staff and patrons.

Standards of Excellence —We work together in a spirit of cooperation, supporting each other's efforts to achieve organizational excellence and provide quality services to our community.

Teamwork —We have the simplest goal: We want our library to be the best possible for our community. This is accomplished through focused teamwork with self-policing, quality-controlled systems, and by hiring and educating the best people.

Our Community

According to the 2010 U.S. Census, the Oktibbeha County population was 47,671. In the 2020 U.S. Census, the Oktibbeha County population was 51,788. The Starkville population, according to the 2010 U.S. Census, was 23,874. In 2020, the population grew to 24,360.

Unfortunately, 31.1% of the population in Oktibbeha County and 29.9% of Starkville live in poverty. According to the 2020 U.S. Census, 87.5% of households in Oktibbeha County and 90.2% in Starkville own a computer. Also,

76.4% of homes in Oktibbeha County and 79.70% of households in Starkville have broadband Internet subscriptions.

Even though one-third of the population is under the poverty line, they still use their hard-earned money to connect to the internet. Many of our patrons may not be able to afford internet services at all times; therefore, we should continue to focus on our technical services.

In Oktibbeha County, 57.5% of the population is white, and 37.6% is black. Starkville's population consists of 58% white and 35% black people. There are also other minority races the library must serve in our community, such as Asian, Hispanic, Native American, and households of two or more races.

Our Marketing Leaders

Philip Carter	Philip Carter is Starkville-Oktibbeha County Public Library System's Library Director. He will have the final say on what marketing elements are approved.
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Kara Roberts	Kara Roberts is Starkville-Oktibbeha County Public Library System's Assistant Library Director. They will ensure the implementation of the marketing plan.
Brandi Lomax	Brandi Lomax is Starkville-Oktibbeha County Public Library System's Circulation/Adult Programming Librarian. They will implement the marketing plan.

SWOT Analysis

As Starkville-Oktibbeha County Public Library System's marketing team, we want to help the brand to lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, we present our SWOT analysis for 2022-2023.

Strengths	Weaknesses
Customer service. We have fantastic customer service. Our patrons call us "nice" and "helpful."	We have a disjointed approach to marketing and promotion.
Fine Free. Being Fine Free allows for better accessibility to the resources we offer.	We struggle with communicating all the resources available to our patrons.
Friends of the Library- They greatly support us.	We do not have enough staff to do everything that needs to be done.

Programming- We encourage lifelong learning through our various programs.

Our operating hours are not ideal for working people and families with children.

Opportunities

The information industry is leaning ever more digital. Our digital resources (such as Libby) are invaluable for being seen as relevant.

Even with more digital resources, most people still read physical books. We can do a better job of

Threats

The greatest threat we face is the perception of libraries as old and irrelevant and librarians as stodgy and mean.

Not focusing on our community's wants and needs will make us irrelevant. We have to know what resources our community wants.

marketing our collection. (blogs, reviews, reader's advert, ect)

The genealogy room is an opportunity to "rent" out space for groups.

Giving tours of the genealogy room is a great way for people to connect better with Starkville's history. Giving tours of the library can help us explain what resources are available. We could reach our schools.

Previous leadership hampered the library's relationship with the community. Many community members have told staff there is no reason to visit our library or have reported a bad experience. (i.e., I haven't been there in years.)

Business Initiatives

Starkville-Oktibbeha County Public Library system aims to attract and delight donors and patrons. To help the library do that, our marketing team will pursue the following initiatives in 2023.

Unified Social Media Campaign

Description

Over the next 12 months, we'll work on collaborating to create an all-inclusive monthly social media schedule. We will focus on including posts about our digital resources, collection, and genealogy room "rentals." We will also continue to post social media promoting programs. We will highlight one digital resource a month (aka Libby, SICPLS app, Novelist, ect.) We will highlight one physical resource a month (aka displays, large print, computer lab ect.)The purpose of this schedule is to create brand awareness and relay
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	the resources we have available. It will also serve as a touchpoint for interacting with our followers.
Goal of initiative	Create Brand Awareness through Social Media
Metrics to measure success	Increase Facebook Reach from 10,000 to 30,000 a month in 12 months. Increase Instagram Reach from 700 to 2100 a month in 12 months. Increase Twitter Followers from 227 to 908 in 12 months. Increase the number of YouTube Subscribers from 8 to 50 in 12 months.

Genealogy Promotion

Description	Working with the Genealogy Librarian, we will create a marketing campaign to attract more
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	people to the Genealogy Room. We will create visually engaging flyers, social media posts, and slide shows. We will create a form allowing groups to claim a time slot for the Genealogy Room as a meeting room. We will work with the Children's Librarian, Young Adult Librarian, and local schools to offer tours of the Genealogy Room. We will also write articles and blog posts about the resources available in the Genealogy Room.
Goal of initiative	To increase foot traffic in the Genealogy Room and to raise awareness of the resources available in that space.
Metrics to measure success	Increase the foot traffic in the Genealogy Room from 10 people a week to 30 people a week within 12 months.

Self-Guided Library Tour

Description	Over the next 12 months, we'll work on building a self-guided library tour of the Starkville Public Library. This will become a vehicle for our patrons and donors to learn about our available resources. We will hear from staff sharing their expertise in particular areas. It will also allow newcomers to learn about our library and a little about the history of Starkville. At the end of the tour, we will offer patrons a survey. We will ask patrons to grade the tour and give suggestions on improving the library.
Goal of initiative	This project would emphasize our relevance, humanize our staff, tell the library's story, and communicate the resources available to our patrons. It will also allow us to determine our patrons' and community's wants and needs.
Metrics to measure success	Increase survey numbers from 0 to 10 per month in 12 months.

Target Market

Industries

In 2022-2023, we're targeting the following groups where we'll advertise our product and reach out to patrons and donors:

People who
speak
Spanish

Because we live in a college town with many international students and their families, we must ensure our resources are available to everyone. According to the Migration Policy Institute, 39,269 Mississippi people are foreign-born. Of those people, 39.9% speak English less than "very well." The most common language spoken in Mississippi other than English is Spanish. We want to ensure that Spanish-speaking people can access the resources they need.

Young People

The average age of someone living in Oktibbeha County is 28. We are a college town, and we see an influx of college kids attending Mississippi State University every year.

Families with Children

According to the 2010 U.S. Census, the Oktibbeha County population was 47,671. In the 2020 U.S. Census, the Oktibbeha County population was 51,788. The Starkville population, according to the 2010 U.S. Census, was 23,874. In 2020, the population grew to 24,360. More people are choosing to stay in Starkville-Oktibbeha County after college instead of leaving.

Buyer Personas

Within our target market(s), we've identified the following buyer personas to represent our ideal customers:

Sara Borbón

Sara Borbón is a native Spanish speaker who lives in Oktibbeha County. She lives with her husband of 25 years and her elderly mother. She has two children, both of whom are enrolled in Overstreet Elementary. Sara knows little English and often relies on her boys to translate for her while running errands. Her lack of proficiency in English has hindered her ability to find a job. She is unsure where to find resources to help her learn English and reading materials.

Jacki
Collegian

Jacki Johnson is a second-year vet student at the Mississippi State University Veterinary Program. She moved from West Virginia to attend school at MSU because the Vet School is one of the best in the country. Now she lives in the dorms with a few other girls. She wants to connect with people in Starkville, but there isn't much to do except go to a bar or a restaurant.

Lauri and
Carl Settler

The Settler family decided to settle in Oktibbeha County after graduating from MSU. Lauri works at the bank, while Carl works for the University. They have three children who have a variety of extracurricular activities. They are always busy and rarely have time to do anything as a family.

Dan
Donorman

Dan is a long-time member of the community. He rarely visits the library but believes in supporting free speech and the freedom to read. He is an advocate for the library because he believes libraries are in general a good thing. Dan wants to contribute to his community, but would rather offer money than volunteer time or labor.

Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

Amazon

Products we compete with	Amazon offers books at competitive prices with fast shipping. It is a corporate giant and is difficult to compete with.
Other ways we compete	Amazon has the newest titles the moment they are available.

Google

Products we compete with	Another corporate giant, Google searches the internet for information with the help of keywords.
Other ways we compete	Google provides users with any information they could want with just a few keystrokes, but it does not curate information. Google will find thousands of answers, but they may all be bad answers.

Local Book Store

Products we compete with	The local bookstore offers the newest, trendiest books to the local market. It also provides a place where people can relax and serves refreshments.
Other ways we compete	We compete with the local book store not only with book lovers but also as a gathering place.

Market Strategy

Product

Our three main products are our collection, physical resources, and 8programs.

Collection- We carry the newest books and the classics in our collection. We have Fiction, Non-fiction, Books on CD, Biography, Young Adult Fiction, Young

Adult Non-Fiction, Graphic Novels, Manga, DVDs, Young Adult DVDs, Children's Fiction, Children's Non-Fiction, Children's Graphic Novels, Children's DVDs, Board Books, Autism Resource Collection, Large Print Fiction, Large Print Non-Fiction, the Mississippi collection, and the Stark collection. We also offer digital audiobooks and Kindle books through Libby.

Physical Resources -These include computers, printers, and the internet. They also have meeting room space in the Stark Annex. The teen room where Young Adult programs are held. The Children's Room is where children's programming and Story Time are held. It also includes the furniture. We want to be a comfortable space for people to hang out.

Programs- We offer programs for children, young adults, adults, and families. These programs include early literacy, senior, health, technology, and financial programs. These programs are free to the public and offer our patrons the opportunity to meet with others, form relationships, express their creativity, and improve their skills.

Price

Every service we provide is accessible to the public. The only thing we charge for is printing. Printing is \$0.25 a page for black and white and \$0.50 for a color print.

Promotion

We will promote these products through social media. We will also encourage the excellent relationship we have with the local newspaper. When we write our promotions, we will report it as if we were talking to one of our Buyer Personas.

People

Brandi is in charge of creating a social media calendar that promotes adult and family programs and our physical space and collection.

Brianna, Loraine, Daisy, and Brandi will create social media images for their programs on Facebook, Instagram, and Twitter. Brandi and Perrienne will work to create social media images promoting the genealogy room.

Everyone will write one blog post a month regarding their area of expertise, a resource the library offers, or a book review. We can use these articles as copy for a monthly newsletter or blog posts and the audio tour.

Brandi, Kara, Perriann, and Philip will write copy for the audio tour of the library. Brandi will record the audio for the tour. The audio tour will have 10-15 stations.

We will complete roughly one station a month. Brandi, Philip, and Kara will develop a survey for patrons to fill out at the end of the tour.

Kara will create an online form people can use to register to use the Stark Annex as a meeting space. Kara will continue to create an all-encompassing Google Calendar accessible to our patrons.

Once a month, at the last staff meeting of the month, we will review where we are marketing-wise. We will review our social media numbers.

Process

We will continue offering the public top-notch customer service and free resources.

Physical Evidence

Our physical evidence will consist of flyers, QR codes, and newsletters.

Budget

Over the course of 2022-2023, given the cash \$3500 allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Canva	\$900
Social Media Management Software	\$400
Email Marketing Software	\$800
Paper and Ink	\$1000
Total	\$3100

Marketing Channels

Over the course of 2022-2023, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Social Media

Purpose of channel	Brand Awareness
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Metrics to measure success	Increase Facebook Reach from 10,000 to 30,000 a month in 12 months. Increase Instagram Reach from 700 to 2100 a month in 12 months. Increase Twitter Followers from 227 to 908 in 12 months. Increase the number of YouTube Subscribers from 8 to 50 in 12 months.
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Newsletter

Purpose of channel	Delight, entertain and inform our patrons. To emphasize the resources we offer, offer reader's advisory, and promote programs
Metrics to measure success	10 newsletter signups per month in 12 months