

Kaukauna Public Library

2023-2026 Marketing Plan

Library Mission Statement:

The Kaukauna Public Library educates, inspires, and connects individuals and the community through materials, services, and programs.

Introduction

The Kaukauna Public Library is a popular destination for residents and the surrounding Fox Cities communities. The Library has an extended service population of 21,784. Prior to the pandemic, the library averaged 115,283 visitors a year. The library currently houses 64,724 physical materials and prior to the pandemic hosted library events annually with 16,859 attendees.

The Kaukauna Public Library's strengths are the variety of programs offered for all ages, the growing "Library of Things" collection, featuring Wi-Fi hotspots, musical instruments, and STEAM learning kits for ages 4-12. Patrons value the technology support they receive and the commitment of staff to meeting basic needs that support the community as a whole. We are known to partner with other City departments and local businesses to offer programs in and outside of the library. We also support the growing City of Kaukauna by reaching out to our new neighbors to let them know all the ways the Library can support them inside and outside of our building.

Patron feedback from the 2021 Strategic Plan Community Survey indicated that the depth of resources available at the library is not known, even by our frequent users. There is also a demand for new services to support unmet needs from current and non-users in our community.

Development of the Marketing Plan:

The Library has made a commitment to ongoing marketing efforts by making it one of five goals included in our 2022-2026 Strategic Plan. View our objectives and goals for Advocacy here:

<https://drive.google.com/file/d/1r1HYZQu029umX4JG2vUzsGaTtaOcC41t/view?usp=sharing>

The feedback received during the planning process resulted in a renewed focus for the library to "Educate. Inspire. Connect." its community members to information and each other.

The Marketing Plan is conceived as a five-year plan covering 2022 to 2026, in line with the Strategic Plan. The Plan will be re-evaluated and updated as needed annually. The intent of the Plan is to provide staff guidance on which segments of our service area should be targeted for marketing and outreach efforts and general goals for each year's focus. By focusing on each audience, we can complete a full marketing cycle to ensure we are accurately identifying their needs, wants, and barriers to access. From there, targeted promotion and outreach efforts can be created to connect them with existing and new services, programs, and resources.

Also included in this plan are:

- Brand Identity
- Strategies and Tactics
- Target Audiences
- Roles and Responsibilities
- Annual Planning Document Format

Objectives

The overarching objectives of this Marketing Plan are:

- Complete a marketing audit of current practice
- Create a recognizable, visible, and consistent image and brand
- Educate the public on the existing services, resources, and programs available at KPL
- Identify needs of target audiences and opportunities for KPL to meet those needs with new services or advertising and outreach efforts
- Create opportunities for community members and organizations to become ambassadors of the library to promote our services
- Explore new channels for advertising and marketing, including paid print and digital media

Brand Identity:

The Kaukauna Public Library will use brand identity and standards developed by the City of Kaukauna in our marketing and communication efforts.

Strategies and Tactics:

Kaukauna Public Library currently promotes its services in a number of ways, including: social media, press releases to print and television news media throughout the year, monthly email newsletter, monthly events feature in local newspaper, twice annual mailer in all City of Kaukauna resident utility bills, promotion on monitors in the building, events calendars in city newsletter and City recreation guides, cross promotion with community partners, bookmarks in the library.

Target Audiences

Based on community survey and goals of the library's Strategic Plan, each year Kaukauna Public Library will focus on one of these identified target audiences with an annual marketing plan:

2022: Lapsed KPL library cardholders

2023: Educators/education administrators

2024-2026: Options include homeschool families; new residents with children under 5; new residents over age 55; entrepreneurs; job seekers; non-English speakers; new residents without children; school district families; tourist and visiting non-residents; potential and existing library donors and volunteers.

Roles and Responsibilities:

To be outlined with full time staff in early 2023 after hiring and orientation of Youth Services Librarian and Communications Coordinator are complete.

Annual Planning Document Format:

Each fall library administration, librarian, and communication coordinator will identify a target audience to be the focus of the following calendar year's marketing effort. Using the marketing cycle format developed by the state of Wisconsin an annual plan will be drafted to include:

- Needs of Target Audiences
- Identifying Products and Services
- Competitors
- Goals
- Plan for Promoting Products and Services
- Evaluation Criteria and Timeline

Source: <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://wvls.org/wp-content/uploads/2020/03/Marketing-Plan-Template-2-1.pdf>