

Communications Coordinator Board Report April 2024

2024 Marketing Plan and Goal

We have chosen to target business owners as our 2024 marketing focus. Beginning last November a survey was created to assess what services business owners were using at the library. The results of the survey were clear that local business owners were mostly unaware of specific services for them. We will concentrate our efforts in marketing our office services including copy and faxing services, which are much more affordable than our competition for these services, tech checkout, and our book resources for new or small businesses.

The plan includes goals to attend business card exchanges and blue ribbon cuttings through the Heart of the Valley Chamber of Commerce in the hopes of creating new local business partnerships. We also would like to partner with local businesses to provide outreach services such as bilingual storytimes.

So far, I have attended 1 Business Card Exchange at the Thompson Center on Lourdes to discuss sponsorship opportunities for our Summer Learning Program and created social media posts highlighting services specific to business owners.



Social Media

The first quarter has been very good on social media largely due to our new 1000 Books Before Kindergarten program. Beginning in January, we re-launched our 1000 Books Before Kindergarten program via Beanstack. Part of the launch was creating a photo opportunity for each 100 book milestone. We saw other libraries across the nation get great engagement with these photos and has proven to do very well for us too.

Noelle read 300 books on her way to 1000!



See insights and ads

Promote

OnlyGeese, Trim Hunger and 608 others

18 comments 2 shares

Kaukauna Public Library
Published by Jenny Schink · February 29 ·

Congratulations on reading 100 books Odin!



See insights and ads

Promote

You and 777 others

29 comments 5 shares

Our Facebook monetization is increasing as well. January: \$17.52, February \$24.67, and March \$51.89.

Newsletter

The click rate for our newsletter has averaged 44% for the first quarter. This percent has decreased slightly, but the national average across all industries is at 8.74%, which we are well above.

The newsletter is just one more vehicle to showcase upcoming programs and services to hopefully a wider audience than print copies, website calendar, and social media.

Fundraising

In January, I designed and purchased 200 woven book bags. These are for sale at a 200% mark-up. These will be used as passive income as well as gifts/prizes for certain reading programs.

NEW Tote Bags



We are currently hosting a PEEP diorama fundraiser. Staff created dioramas made with PEEPS candy and we are accepting votes for favorites. \$1 = 1 vote. This fundraiser runs through the end of April.