



**NEWPORT BEACH PUBLIC LIBRARY**  
*The Cultural, Educational and Informational Heart of Newport Beach*

**Marketing Update 2013-2014**

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The Newport Beach Public Library (NBPL) markets its services and resources to the community in order to strengthen the Library's image, increase library use and program attendance by our residents, drive traffic to our website, raise support for future investment and demonstrate value to the community, supporters, City officials and the public.

Our marketing efforts utilize a variety of communication methods to reach a diverse audience of students, business people, seniors, and families. We actively market through a combination of publicity, print promotion, electronic marketing, social media, community partnerships and word-of-mouth marketing to reach current and new customers.

Examples of marketing methods used in 2013-2014 include:

**Marketing to current library users**

- Monthly electronic newsletter sent to 16,500 subscribers
- Bi-monthly calendar of events brochure
- Brochures, rack cards, flyers, and posters
- Website ads
- Banners

**Marketing to potential new customers: Newport Beach and surrounding community**

- Press releases and pitches soliciting coverage for events and services
- Six pages in the quarterly Navigator about the Library and Cultural Arts Services
- City website, City eblasts and City Manager's Newsletter
- Bi-weekly articles in Daily Pilot
- School News articles and school electronic distribution of flyers
- Online and print calendar listings
- NBTv program taping
- Social media

The 2013-2014 year has presented challenging and exciting opportunities to bring attention to NBPL programs, services and facilities, including the recently expanded Central Library. Marketing activities that contributed to successfully accomplishing goals set last year included the following:

**1. Successfully introduced community to the newly expanded Central Library**

- Produced new brochure with Central Library floor plan and directory of services and collections
- Developed Mobile Tour App for Civic Center and Central Library
- Implemented plans for "opening day" festivities, showcasing new areas of library
- Expanded "About" information on website to include more information on new additions, floorplans, special collections, etc.

**2. Promoted over 100 events with publicity and marketing materials, including calendar listings, press release, flyers or rack cards, posters, web ad, and social media postings for every event.**

■ **Library Events**

- National Library Week
- Summer Reading Program
- Sunday Musicales (8)
- Family Concerts (4)
- What's Cooking at the Library (6)
- Children's Programs (40+)
- Imagination Celebration
- Tuesdays @ 2 Classes
- Teen College Prep and Writing Programs (6)
- Kids Author (3) and KidsCook (3) events

■ **Literacy Events**

- International Literacy Day
- Gift of Literacy Fundraising Luncheon

■ **Cultural Arts Events**

- Newport Beach Art Exhibition
- Concerts
- Shakespeare by the Sea
- Museum Tours
- Art Exhibits at Library

**3. Increased use of Electronic Marketing and Social Media**

■ **Redesigned eNews. Increased number of eBlasts by 30%.**

- Added over 2,000 names to eNews list. Total: 16,500.
- Maintained consistent 20-25% open rate

■ **Added Library A-Z Directory on webpage**

■ **Added rotating web ads to Children's page and increased use of web ads on main website**

**4. Expanded outreach to community through organizations and program partnerships**

■ **Exhibited at Children's Book Festival, making direct contact with hundreds of local residents and signing individuals up for library cards.**

■ **Collaborated with SCORE in hosting business workshops at Central Library.**

■ **Established partnership with A Whale of a Tale Children's Bookshoppe, enabling more programs with prominent children's author and illustrators and marketing library to their list of bookshop customers.**

■ **Engaged services of company distributing Community Hot Sheet and NBPL library materials to community associations, realtors and business owners (100), hotel concierges (40), and large apartment complexes (15) in Newport Beach and surrounding areas.**

■ **Marketed What's Cooking programs through Chef's newsletters expanding reach and bringing new customers to the library.**

## **2014-2015 Marketing Objectives and Goals**

- 1. Provide the concepts, materials and strategies to help staff actively promote NBPL's services to the public.**
  - Produce Library Information brochure that includes services for all branches
  - Improve website so staff and public can more easily see what the library offers, particularly with regard to electronic resources. Establish eLibrary tab.
  - Use web ads and digital signage to highlight programs and services.
  - Establish standards for signage and promotional materials so that all materials have similar professional look. Make standard signs available on website for downloading and printing.
  
- 2. Expand community outreach and collaboration with community organizations**
  - Prepare brochure or handout for distribution at community events, hotels, associations.
  - Collaborate with Foundation in creating portable display that can be used at a variety of local events to promote NBPL services, including: Newport Beach Art Exhibition, Concerts at Civic Center, Shakespeare by the Sea, Film Festival, Art in the Park
  - Explore opportunities to implement programs that partner with other organizations, such as a Museum Pass program with Orange County Art Museum, Newport Harbor Nautical Museum, Newport Sports Museum, ExplorOcean etc.
  
- 3. Establish greater awareness of library resources among students**
  - Research and define student needs and communication methods in order to reach this population with applicable services and information – utilize YAAC participants for guidance.
  - Improve website so the public can more easily see what the library offers, particularly with regard to electronic resources. Establish eLibrary tab.
  - Coordinate presence at local high schools with presentations and display at incoming student orientations and main events.
  - Improve social media outreach and research other innovative ways to target a new generation of users
  
- 5. Increase press coverage about library programs, services and success.**
  - Identify news opportunities that will generate positive feature articles and press.
  - Make effort to obtain high quality photographs to encourage inclusion in "Best Bet" and calendar listings
  - Look for opportunities for cooperative promotion of events and services with other community organizations.