

## Marketing in Manchester Libraries

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## Manchester

- Central Library and 22 community libraries
- Four mobile libraries, Home Visit service and Prison library
- 350 FTE staff
- 124,000 active members
- 50.2% of population have used the library in the last 12 months (N19)

## Our marketing team

Part of Service Improvement division

- Service improvement officer
- Graphic design
- E-marketing and outreach

## The team's remit

Event, project and library promotion

- Devising and implementing promotional campaigns
- Print and display materials
- E-marketing
- Outreach and new member recruitment
- Copywriting and photography

## Why?

- A coherent and attractive look and feel
- Helping customers to value our services
- Raising awareness and take-up of services
- Improving partner agencies' perception
- Keeping up with new opportunities
- An in-house service, working only for libraries
- Giving staff better quality resources

New tickets





### Regional work

#### Job seeking?

Ask About Business is a new service, with access to up-to-the minute news and business resources. Whether you're looking for a part-time job or hoping to change career, libraries have lots of useful information.

- Stand out from the crowd**
  - Keep yourself informed
  - Prepare yourself
  - Find ways to attract employers
  - Find ways to improve skills
  - Use yourself to the competitive edge
- Do your research**
  - Course and career information
  - Internet access
  - Online databases and research tools
  - Newspapers and trade journals
  - ICT skills support
  - And so much more...
- Useful information**
  - Classified ads
  - Specialist journals
  - Recruitment managers
  - Employer websites
  - Recruitment agencies
  - Internet recruitment sites

[www.askaboutbusiness.org](http://www.askaboutbusiness.org)

#### Starting a business?

Ask About Business is a new service, with access to up-to-the minute news and business resources. If you're thinking of starting your own business, you'll find lots of help and support in your local library.

- Get the edge**
  - Find information on:
    - Writing a business plan
    - Researching your market
    - Finding customers
    - Check and testing with other businesses
- Research your market**
  - Know who and where your customers are, get free access to reports covering a wide range of sectors
- Take the library home with you**
  - Do you want to start a business? Take a look at the CIBBA database
  - How to draw members
  - Books to read a 2008 business manual
  - Receipts, contracts, and a wealth of funding and support to help new businesses

[www.askaboutbusiness.org](http://www.askaboutbusiness.org)

### Display materials and guiding

ManchesterRoads.org.uk Mind and body

ManchesterRoads.org.uk Rhythm & Rhyme

ManchesterRoads.org.uk Reading Escapes

ManchesterRoads.org.uk Write the Future

### Branding: North City Library

<p>North City Library</p> <p>for everyone</p> <p>free membership books, films, music internet access why pay more?</p>	<p>North City Library</p> <p>for readers</p> <p>authors and poets reading groups millions of titles free reservations</p>	<p>North City Library</p> <p>for history</p> <p>local and family history archives and treasures know yourself know your city</p>	<p>North City Library</p> <p>for computers</p> <p>internet access online reference manage your account help getting started</p>	<p>North City Library</p> <p>for pleasure</p> <p>booktaster movies cinema classics books on CD a world of great music</p>
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### Branding: Central Library Departments

<p>science &amp; humanities</p> <p>manchester library &amp; information service</p>	<p>language &amp; literature</p> <p>manchester library &amp; information service</p>	<p>archives &amp; local studies</p> <p>manchester library &amp; information service</p>	<p>arts &amp; watson music</p> <p>manchester library &amp; information service</p>
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## Outreach and Recruitment



- *Meet the Neighbours* a touring mini-library
- Street sites, tourist attractions, office blocks
- Coherently branded
- Focus on recruitment
- Broadcast emails
- Over 2,500 new members

Join in the fun with Manchester Libraries

2008

NATIONAL Year OF Reading

ManchesterReads.org.uk

manchester library information service



## Outreach and Recruitment

- National year of Reading  
*Join the library Day*  
Saturday 26 April
- Nine sites citywide
- Prize draw incentive
- Over 900 new members

## Treasures of Central Library

- A programme of themed displays
- Publicising our rare books and special collections
- Outreach events, with access for all
- Bringing items of interest out into the light
- Original materials used wherever possible
- Clearly identifiable, quality branding
- Positioning the library as a heritage attraction

## Treasures of Central Library

An integrated campaign

- Event promotion – leaflets, posters, press etc
- Sessions as part of wider events, partner activity
- Printed leaflet to promote collections generically
- Items viewable on Flickr and Issuu
- Links back to website, Facebook and local images site

## Treasures



## E-marketing

- Emailing existing and potential customers
- Additional web 2.0 activity, eg the Lit List
- Facebook
- Managing web presence on other sites
- Posting events
- Engaging other staff
- Researching future possibilities

## emails

### Existing customers

What's on: events and general service promotions

Re-engagement: lapsed, inactive online joiners

Targeting: age, geography, profile

Service Improvements: switch to email overdue reminders

### Potential customers

Broadcasts via address books, eg students, large employers

Buy-in to e-lists, eg arts marketing lists

## A few good E-numbers

- 400,000 emails sent in last 6 months
- 325,000 Full Volumes (40,000+ per month)
- Targeted promotions and student broadcasts
- 6,600 lapsed borrowers contacted
- 4,000 online joiners not seen in libraries

## The Lit List

A literary 'blog'

- Blog format used for event and news listing
- Supports partnerships
- Trusted source of information
- Clear market position
- Content added daily

## Find us on Facebook

- A fun, friendly informal third space
- A new way into the library and its online content
- A different voice
- Targeting via special interest groups
- Over 550 fans and rising steadily without external promotion
- Poster campaign in February



## Why Facebook?

- Integrates perfectly with other online services
- A shop window for stock and services
- RSS feeds, dynamic content, fast responses
- Widgets and fun applications
- Putting our messages where the users are
- Good customer engagement
- Reaching a younger audience



## Access Point

- Citywide 'intranet' for all public access computers
- Homepage for children's computers
- Library services promoted and easily accessible
- Window into City Council online services
- Advice, jobs, money, housing, business
- Booking window for next computer session
- Access to free computer training, IAG



## Questions & Answers

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