

Rochester Public Library District

Marketing & Branding Plan

ROCHESTER
public library district



Connect. Discover. Create.

I. Overview

A. Marketing & Branding Goals

The Rochester Public Library District's objective is to create a marketing plan that supports our long-range and strategic goals. Implementing this plan will aid the library's visibility and public awareness. We anticipate the public will view the Rochester Public Library District as a positive, essential and indispensable part of the community.

We strive to produce immediately recognizable marketing materials. An effective brand repeats its message. Consistency in brand messaging and visual direction is key in standing out from other business and agencies in the community.

B. Internal Marketing

We intend for our staff to continue their education and training to maximize their knowledge of library marketing.

C. Branding Process

The current logo was created by Susan Runions in 2016 and approved by the board on June 9, 2016.

D. New Graphic Standards

Graphics and publicity materials are to be created with the use of graphic design software such as Canva.

E. Slogan

The tag line "Connect. Discover. Create." was developed with the Library's strategic plan in 2016.

Branding is like a signature: it is how community members recognize us. To work, it has to be consistent and repeated. We want community members to immediately recognize materials from Rochester Public Library District. These standards are meant to ensure that Rochester Public Library District presents a unified, cohesive brand to the public.

A good brand repeats its message over and over again. Consistency means that you use your brand message and visuals in the same way on all of your marketing materials, signage, and

flyers. The brand should be on any communication that goes out from the library to the community.

F. Editorial Standards

1. Rochester Public Library District should be used when creating flyers, bookmarks, press releases and all legal documents.
2. Library should only be capitalized when it is in the name.
3. Job titles should be capitalized.
4. Every publication should include the library logo and contact information.
5. Acceptable Friends of the Library terminology: Friends of Rochester Public Library District, Friends of the Library or FOL.

G. Time, Date, and Place

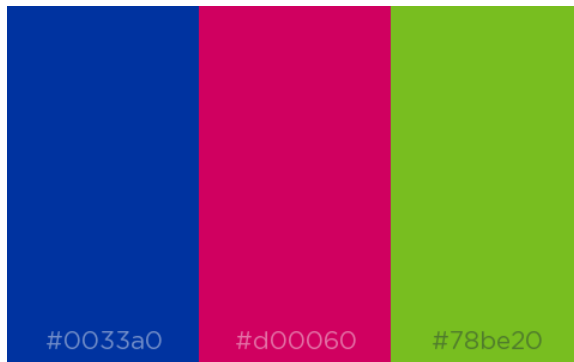
1. For all program and event listings, the correct order of listings is the date, time and place.
2. Include the day of the week spelled out when referring to an upcoming event.
3. Hours should be specified with numeral and p.m. or a.m.

H. Brand Style Guide Template

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Typography

ROCHESTER- Lucinda Bright

Public- Haettenschweiler

Connect- Agency FB

I. Advertising Campaigns

1. @ Your Library
2. Geek Your Library
3. Banned Book Week
4. Library Card Sign-Up Month
5. National Library Week
6. Summer Reading
7. ILA & ALA – Future Projects
8. Declaration for the Right to Libraries

J. P.R. Materials

All PR Materials will include the Library logo, and theme create a cohesive professional appearance.

1. Welcome Packets – New Card Holders Folders
2. Business Cards – Director, Youth Service Director, Circulation Manager, Adult Programs/Outreach Coordinator
3. Brochures, Flyers, Posters, Bookmarks, Banners, Magnets

K. Collaborative Partnerships

The Library Board Trustees and Staff will participate in three or more community organizations, businesses, and service organizations.

1. Rochester School District
 - a. School Newsletter
 - b. Advertisement
 - c. Student Library Cards

II. Marketing Elements / Action Plan

A. Website and Social Media

1. Utilizing trending topics on various social media platforms
2. Online Program Evaluation Form
3. Investigate ROI Calculator
4. Investigate Including Neighborhood Blogs
5. Online Survey – Survey Monkey

B. P.R. Materials

1. Brochures
2. Flyers
3. Posters
4. Bookmarks
5. Library Banner

C. Newspaper

1. Monthly Programs and Events
2. Monthly Library Board Minutes

D. Quarterly Newsletter

E. Active – Biweekly Bibliobuzz email blast

III. Evaluation Plan

A. SWOT Analysis – Annual

B. Program Surveys

C. Statistics

D. Library Assessment

E. Local Library Visit

IV. Marketing Budget

A. Staff

1. Enough staff to perform these duties
2. Staff t-shirts promoting programs (e.g. Summer Reading)

B. Printing

1. Business Cards
2. New Patron Library Cards
3. New Patron Folders

C. Printing and Postage of Newsletter

- Cost for Quarterly Printing & Postage

D. Web Page Hosting

- Set up cost and monthly fee

E. Email Hosting

F. Active

G. Advertisement

1. Local Newspaper – Monthly Article

2. Radio Stations
3. Facebook Ads

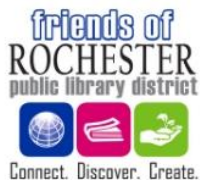
V. Example Marketing Materials

Fall Book Sale

September 22nd | 9 AM - 3 PM

Books | CDs | DVDs | Audiobooks

**Friends of the Library pre-sale from 8 - 9 AM
or \$5 cover for non-friends members.**



**\$3 Fill the bag
sale from 2-3 PM**





TIS THE SEASON TO SHOP!

*The Rochester Public Library
Holiday Farmers Market*

The most festive place to do your
holiday shopping!

SATURDAY, DECEMBER 15TH
8:30 AM - 1:30 PM



TICKET TO ADVENTURE

CABIN FEVER 2018!

Join us in an epic adventure around the world!



Earn the chance to win a \$50 Southwest Airlines Giftcard

STARTS

2

JANUARY

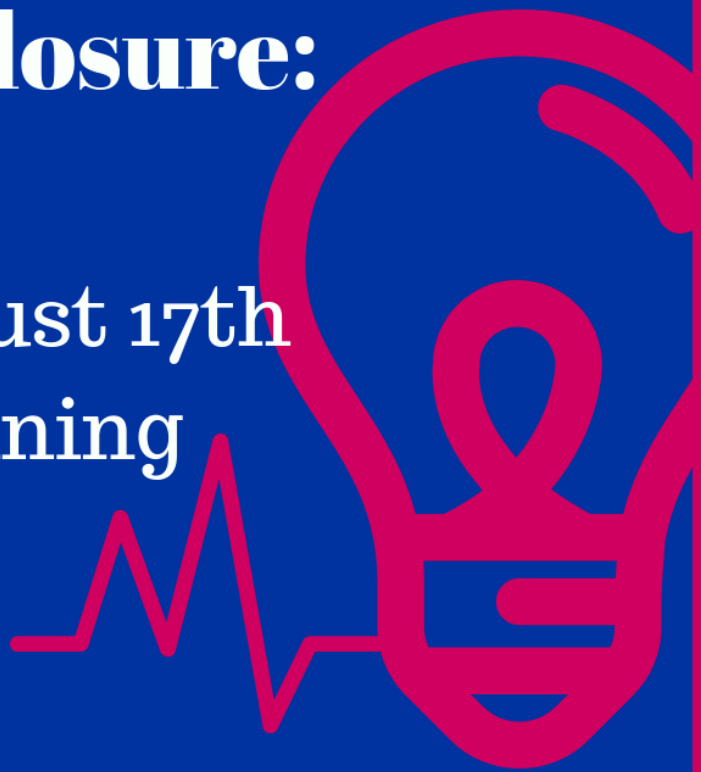
ENDS

22

MARCH

Library Closure:

Friday, August 17th
Staff Training



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How the Rochester Public Library Serves You

We cultivate imagination, curiosity and knowledge in all generations.
We have diverse collections of books, DVDs, video games, comic books and more.
We are a technology hub offering 3D printing, GoPro cameras, and mobile hot spots.

We are committed to serving our community.

