



CREATIVE SERVICES **MARKETING PLAN**



2024 - 2026

GOALS

Brand Awareness with the 5 counties outside library building.

Collect and promote impact stories, photos, and videos.

Create 5+ marketing videos of TRL.

New marketing locations; grocery stores, street banners, Hulu

DISTRICT-WIDE CAMPAIGNS

Podcast

HOWiTRL (2 Year Campaign)

Launch TRL Product Store #LibraryGivingDay

Library Card Sign Up Month September 2024 (Annual Event)

General Library Services (January – December)

Library Workers Day (April 9), Banned Books Week (October), New Anywhere Library Locations

New Mountain View Building

MAJOR CREATIVE SERVICES PROJECTS

EDI 2024 Celebrations (Website, Booklists, and graphics for 12 months)

Mobile Services Wraps

Capital Mall Promotion (Currently working with Capital Mall)

eMail Marketing

Showcase Mountain View Build

Continue to share Kanopy, Libby, LinkedIn Learning, and other Media Kits/ images to staff

Website Design & Help Desk Tickets









TRL Reports

Canva Maintenance

Swag Items

Increase Social Media Paid Advertisements

Staff T-Shirts

 <p>Premium Tote Bag \$19.35 per item</p> <p>A 100% cotton canvas tote with 24" handles. Measures 10.5" wide by 14" tall.</p> <p>3 colors</p>	 <p>Premium Unisex Tee \$18.43 per item</p> <p>Our most popular shirt. A super soft tee with a standard fit.</p> <p>Sizes XS - 4XL 24 colors</p>	 <p>Women's Slim Fit Tee \$18.26 per item</p> <p>A super soft tee with a slim fit.</p> <p>Sizes S - 3XL 16 colors</p>	 <p>V-Neck Unisex Tee \$19.28 per item</p> <p>A super soft v-neck tee with a standard fit.</p> <p>Sizes S - 2XL 9 colors</p>
 <p>Coffee Mug \$12.23 per item</p> <p>This 11 oz mug is the perfect size for your morning coffee or afternoon tea.</p> <p>1 color</p>	 <p>Classic Unisex Tee \$17.02 per item</p> <p>A soft, heavyweight tee with a standard fit. Traditional and economical.</p> <p>Sizes S - 5XL 22 colors</p>	 <p>Comfort Colors Unisex Tee \$22.90 per item</p> <p>A soft, heavyweight tee with a standard fit.</p> <p>Sizes S - 4XL 15 colors</p>	 <p>Gildan Softstyle Cotton Tee \$17.75 per item</p> <p>A super soft tee with a modern classic fit.</p> <p>Sizes S - 3XL 16 colors</p>

Library Giving Day April 3 & National Library Workers Day April 9

NEW: Open an online store with custom TRL apparel. Promote LGD & NLWD on social media and email. Provide print ready Rack Card for in-branch promotion.

February and March Tasks

Internal promotions begin:

1. Create graphics for online store
2. Create new staff t-shirt design, order shirts by February 29
3. Create Social media and website promotion art
4. Write Press Release and send March 20

Library Giving Day - APRIL 3

Send email to all patrons with LGD and NLWD. District Social media posts shared out by all locations.

Library Workers Appreciation Day - APRIL 9

Promote on District Social media and locations do a call to action for comments.

After Library Giving Day and Beyond

1. Communicate results and thank your supporters via email, social media, etc.
2. Send thank-you communications to all donors via email, phone call, etc.



TRL Podcast

The **TRL podcast** is a brand new platform to communicate with our patrons, community, and beyond. The content we include will strive to be equal parts informative, entertaining, and topical. Episodes can support or mirror what is going on in our libraries and communities as well as follow online trends and relevant topics.

The TRL podcast hopes to bring the personality and vibrancy that modern libraries possess, and tackle outdated stereotypes while continuing to strengthen the communication and relationship with our patrons and listeners, and broader audience.

- Two hosts plus guest.
- Podcast video available on TRL's YouTube and audio file shared on Podcast platforms.
- Begin with breaking down the stereotypes of Libraries. After recording, share highlights on social media and continue promoting topics were applicable.
- Continue to ask staff for topics and invite to be guest.
- Pivot as needed to engage happening now conversations.
- Highlight brand awareness and share positive impact stories.

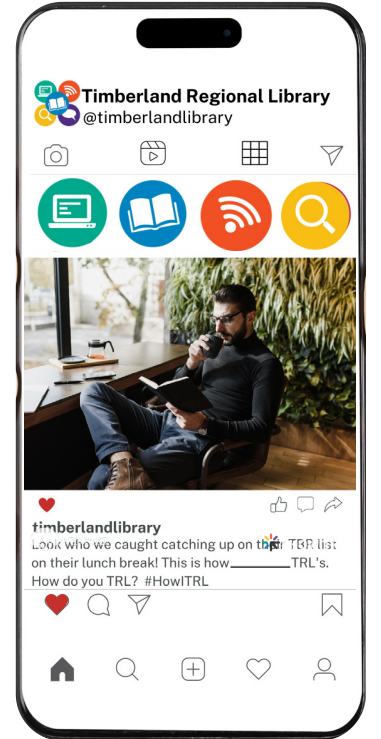
HOWiTRL

HOW i TRL – is a dynamic, two-year marketing initiative that spans across various mediums, such as video, social media, podcast, print, and beyond.

#HOWiTRL is a multifaceted campaign designed to showcase the diverse ways in which the library can be engaged.

#HOWiTRL is inclusive and urges all patrons to join in and share their unique experiences of how they “TRL.”

- Promote on social media, video clips, email marketing, TRL blog on how to participate.
- Invite known community members to highlight how they TRL.
- Create a gallery of HOWiTRL.
- Create larger campaign to show HOWiTRL with real people.



Library Services

Launch new mini campaigns during 2024 to highlight Library services to promote outside branches using Email Marketing, Press Release, Podcast, On hold Messages, Social Media, and YouTube Video Ads.

Continue messaging of number of branches & cover 7000 sq miles.

New target audiences on Website: Educators, Veterans, Teens, LSC Author Talk.

Library App 'TRL Go'

Impact Stories of Services: Veterans Cafe, Sensory Families, EAH, Sunday Hours, Library Workers Appreciation, Teens, Freedom to Read.

EAH

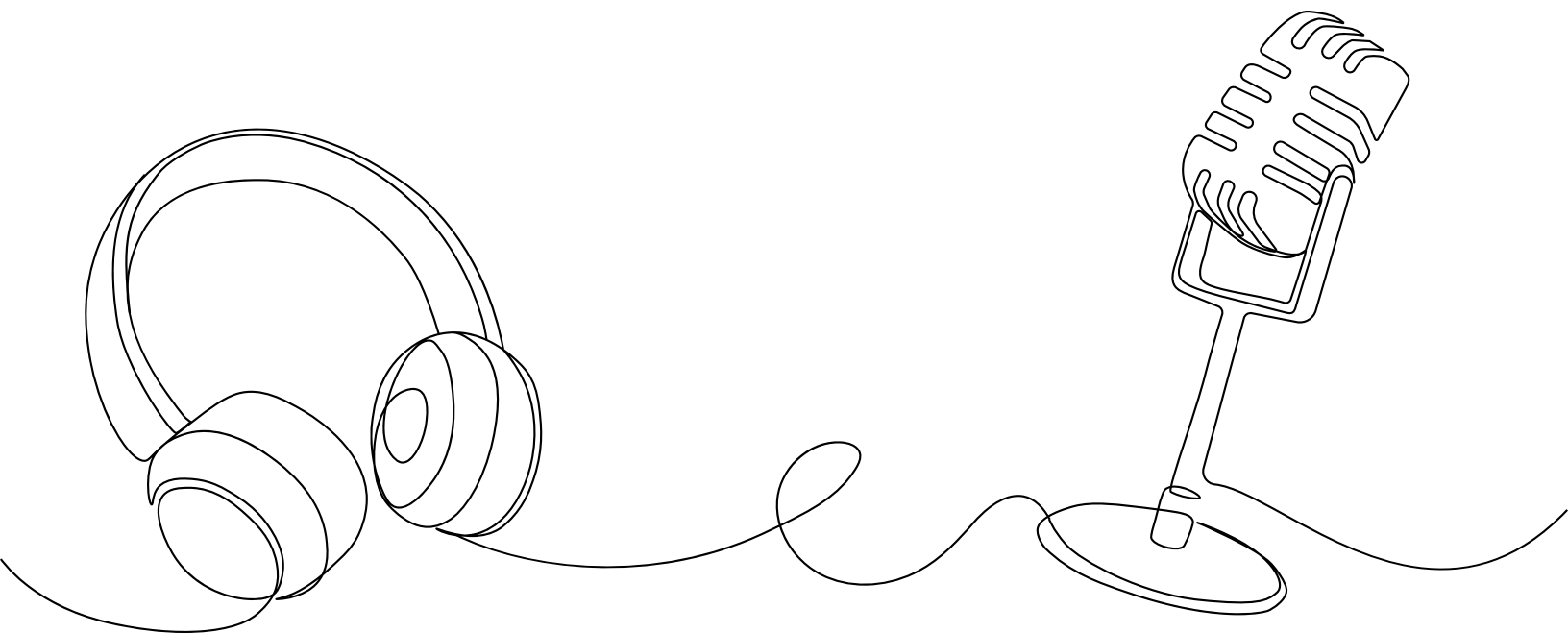
Anywhere Library

Employment (Work at TRL)

Banned Book Week

Tax and Voting Services

End of the Year Numbers



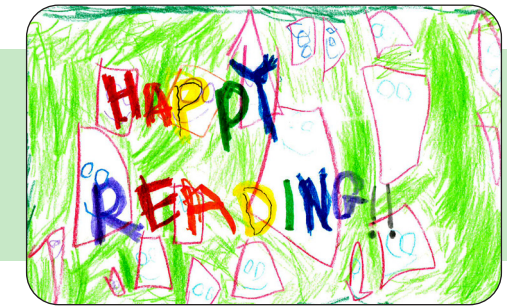
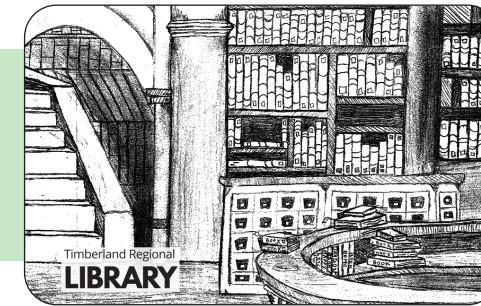


Library Card Sign Up Month

September 2024

Goal to increase new library card holders and increase awareness of TRL App Library Card feature.

- Research breaking down barriers to obtain a library card.
- Create Library Card Sign Up Toolkit for local business, partners, and community centers.
- Collaborate with Library Managers and local agencies to provide street banners advertisements.
- Staff Pizza to the Top 2 Branches with most sign up percentage.
- Promote TRL App Library Card feature.
- Highlight brand awareness and share positive impact stories.



Prior to June

1. Research and present solution for sign up barriers.
2. Commission local Hispanic artist for new card design (September 15).

July Tasks

Begin designing and preparing digital messages for the following:

- Web Banner
- Reserach local city street banners and begin production
- Social media posts ("boost" social media \$500 for September)
- Hulu Ads \$1500 (30 seconds, brand awareness)
- Campaign toolkit includes; Posters, social media, mp4, virtual backgrounds, giphy
- Press Release
- Order New Library Cards July 17 \$5,000

August Tasks

1. Alert library staff about this special effort, why it is so important and how they can participate. Top two locations with the highest percentage of sign ups will have lunch party.
2. Bulk of the promotion will be outside building locations.
3. Finish and Distribute campaign.

September

1. Launch Campaign
2. Track number of new library cards issued.

P R O M O T I O N

JANUARY

Email Marketing
.....
Advertising at Capitol Mall
.....
2024 Library Closure Packet
.....
TRL District Celebrations
.....
TRL Podcast Launch
.....
Launch LSC Author Talks
.....
New Mountain View Location
.....

MARCH

TRL Podcast
.....
Email Marketing
.....
TRL District Celebrations
.....
On Hold Messages
.....
General Library Video Promotion LSC
.....
LSC Author Talks Promotion
.....
New Mountain View Location
.....

MAY

TRL Podcast
.....
HOWiTRL
.....
Email Marketing
.....
TRL District Celebrations
.....
Summer Library Program Promotions
.....
LSC Author Talks Promotion
.....
New Mountain View Location
.....

FEBRUARY

TRL Podcast
.....
HOWiTRL
.....
Email Marketing
.....
TRL District Celebrations
.....
Annual Report & Commissioner Reports
.....
LSC Author Talks Promotion
.....
New Mountain View Location
.....

APRIL

TRL Podcast
.....
Email Marketing
.....
TRL District Celebrations
.....
Library Giving Day Campaign
.....
Library Workers Appreciation
.....
LSC Author Talks Promotion
.....
PLG Handouts
.....
New Mountain View Location
.....

JUNE

TRL Podcast
.....
Email Marketing
.....
Summer Library Program
.....
TRL District Celebrations
.....
StoryTrails, Backpacks & Discover Promotion
.....
LSC Author Talks Promotion
.....
New Mountain View Location
.....

C A L E N D A R

JULY

TRL Podcast
.....
HOWiTRL
.....
Email Marketing
.....
General Library Promotions
.....
TRL District Celebrations
.....
PLG Handouts
.....
LSC Author Talks Promotion
.....
New Mountain View Location
.....

SEPTEMBER

TRL Podcast
.....
Email Marketing
.....
Library Card Sign Up Month Campaign
.....
TRL District Celebrations
.....
General Library Promotion
.....
LSC Author Talks Promotion
.....
New Mountain View Location
.....

NOVEMBER

TRL Podcast
.....
HOWiTRL
.....
Email Marketing
.....
On Hold Messages
.....
TRL District Celebrations
.....
LSC Author Talks Promotion
.....
New Mountain View Location
.....

AUGUST

TRL Podcast
.....
HOWiTRL
.....
Email Marketing
.....
TRL District Celebrations
.....
LSC Author Talks Promotion
.....
On Hold Messages
.....
New Mountain View Location
.....

OCTOBER

TRL Podcast
.....
Email Marketing
.....
TRL District Celebrations
.....
General Library Promotion
.....
LSC Author Talks Promotion
.....
Ban Book Week
.....
PLG Handouts
.....
New Mountain View Location
.....

DECEMBER

TRL Podcast
.....
HOWiTRL
.....
Email Marketing
.....
TRL District Celebrations
.....
End of the Year Numbers Promotion
.....
LSC Author Talks Promotion
.....
New Mountain View Location
.....

P R O D U C T I O N

JANUARY

TRL Podcast
 Email Marketing
 Annual Report
 Celebrations
 Launch LSC Author Talks
 Library Refresh Videos Planning
 HOWiTRL
 New Mountain View Location

MARCH

TRL Podcast
 Email Marketing
 SLP & PLG Handouts
 Library Giving Day & Appreciation
 Celebrations Promotions
 New Store Merch
 LSC Author Talks
 New Mountain View Location

MAY

Email Marketing
 Backpack & Discover Pass Promotion
 StoryTrails Promotion
 SLP Promotions & Website
 Celebrations Promo
 Launch Library Card Contest
 HOWiTRL
 New Mountain View Location

FEBRUARY

TRL Podcast
 Email Marketing
 Celebrations
 SLP
 Library Giving Day & Appreciation
 New Mountain View Location
 Van Wraps
 New Mountain View Location

APRIL

TRL Podcast
 Email Marketing
 SLP
 On Hold Script & Audio Files
 Check on New Mountain View Location
 HOWiTRL
 Van Wraps
 New Mountain View Location

JUNE

Email Marketing
 On Hold Script & Audio Files
 LSC Author Talks
 New Mountain View Location
 Take photos of local art
 PLG Handouts
 HOWiTRL

C A L E N D A R

JULY

TRL Podcast
 Email Marketing
 Library Card Sign Up Promotions
 Marketing Review & Highlights Report
 New Mountain View Location
 Print Library Cards

SEPTEMBER

TRL Podcast
 Email Marketing
 HOWiTRL
 Celebrations Promo
 New Mountain View Location
 PLG Handouts
 LSC Author Talks

NOVEMBER

TRL Podcast
 Email Marketing
 On Hold Messages
 New Mountain View Location
 HOWiTRL
 LSC Author Talks

AUGUST

TRL Podcast
 Email Marketing
 Library Card Sign Up Promotions
 HOWiTRL
 Celebrations
 New Mountain View Location
 LSC Author Talks

OCTOBER

TRL Podcast
 Email Marketing
 HOWiTRL
 Voting/Ballot Locations
 Celebrations
 On Hold Script & Audio Files
 New Mountain View Location

DECEMBER

TRL Podcast
 Email Marketing
 HOWiTRL
 Closed 2025 Digital Files Packet
 Wrap Up Stats Year End
 New Mountain View Location



Timberland Regional

LIBRARY