



# Strategic Marketing Overview & Next Steps Meeting

27-AUG-15

## **Overview & Next Steps for Continued Marketing Efforts**

- **All digital marketing collateral and social media profiles are approved by Nancy.**

## **Strategic Marketing: Online Media Kit**

- **Projected print date of any needed Marketing Collateral** to correspond with receiving the grant in October
- **Utilize the Courier System for digital distribution**
- **Send digital Marketing Tool Kit** to every library / librarian in Florida.
- **Email and / or Mail an Awareness Partnership Letter** requesting Agencies to distribute marketing collateral to their customers
- **Marketing Tool Kit to be utilized by representatives in Tallahassee and will push down to agencies throughout Florida**

- **Marketing Collateral can be also downloaded** for individual printing, or commercially printed for large quantity distribution
  - **8.5 x 11 Flyer:** GetHelpFlorida Top 5 Reasons
  - **Postcard:** GetHelpFlorida Overview
    - Direct Mail Option
    - Commercial Printing / Distribute to Agencies (Tax Collector) for Awareness Partnership
      - Create a letter requesting Awareness Partnership and for their office to distribute to their customers
  - **Bookmarks:** GetHelpFlorida Highlights
    - Commercial Printing / Distribute to all Patrons, insert into checked-out books
  - **11 x 17 Posters:** GetHelpFlorida Overview
    - Commercial Printing / Distribute to Agencies (Tax Collector) for Awareness Partnership
  - **Social Media Graphics & Web Banners**
    - Ability to be downloaded and utilized by every library / librarian and Agency in Florida

**Branded Campaign Poster:**

- **Nancy will make contact** to ask for photo opportunity with officials
- **Digital Lightbridge** to provide the template to insert Photo
  - Pasco Library photographer will insert Official's photo and create poster

### **HTML Marketing:**

- **Message:** “Help Spread the Word”
- **HTML will be sent out** by Pasco Library to their list recipients
  - 1,300 list-serv accounts
  - 6,150 Constant Contact database
  - 1,000 Florida Libraries & Grants database/directory

### **Billboard Advertising:**

- **Contact:** Beth Heng, Public Service Coordinator at Clear Channel Outdoor  
727-571-2224

## **PR, SEO, Social & Database Building**

### **Public Relations**

- **Press Release Template Provided**
- **Utilize the Courier System** for digital distribution
- **Distribute to Citizens or Agencies** as needed, or on a schedule set by Pasco  
Library staff

### **SEO & SEM**

#### **SEO Strategy Successful Outcome:**

- **SEO** – organic search optimization is successful. GetHelpFlorida.org is at the top of the google search
- **SEM** – not necessary, no reason to pay for google adwords due to the success of the organic SEO tactics
- **Newsletter:** Weekly updates would keep fresh content on the website

### **Current GetHelpFlorida.org Database:**

- 991 Agencies
- 1241 Links
  - **Total:** 2,232 resources & connections through GetHelpFlorida
  - **Continued Database Building**
    - Vision: enlarge the State of Florida Agency Database
    - Harvest and create email database through Newsletters and HTML marketing, Social Media, etc.

### **Social Media – Content Strategy**

- **Facebook** Profile for GetHelpFlorida
- **Twitter** Profile for GetHelpFlorida
  - Daily Post and Tweet from content on website
  - Strategy: “Did you know...” then add in a fact about Florida that pertains to Agencies in the database and patrons who use it
  - Plenty of content to harvest from for each category

## **Final Deliverables from Digital Lightbridge for 2015-2016 GetHelpFlorida.org Campaign**

### **Digital Files to be delivered to Pasco County Library**

- **Facebook** Profile for GetHelpFlorida
- **Twitter** Profile for GetHelpFlorida
- **Postcard Template:** GetHelpFlorida Overview

- **Bookmark Template:** GetHelpFlorida Highlights
- **11 x 17 Poster Template:** GetHelpFlorida Overview
- **Branded Campaign Poster Template**
- **Press Release Template**
- **Web Banner Template**
- **Email Badge Template**
- **New Navigation Tab on GetHelpFlorida.org Website:** Media Kit