RTL Marketing Plan

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AGENDA

- Goals

- Topline Messaging

  - Supporting Messages

- Marketing Strategy

  - Tactics - Call to Actions

  - Content

  - Channels

- Nurturing Activity

- Internal Communications

- Timeline

- Next Steps

GOALS

Consideration

Students will understand 1-3 ways librarians can help them, and know how to access these services.

Conversion

Students will take action to get help from librarians through 2 pathways - 24/7 chat & research appointments.

Advocacy

Faculty will become advocates for librarians to their students, connections between librarians and school-related faculty will strengthen.

Awareness

Consideration

Conversion

Loyalty

Advocacy
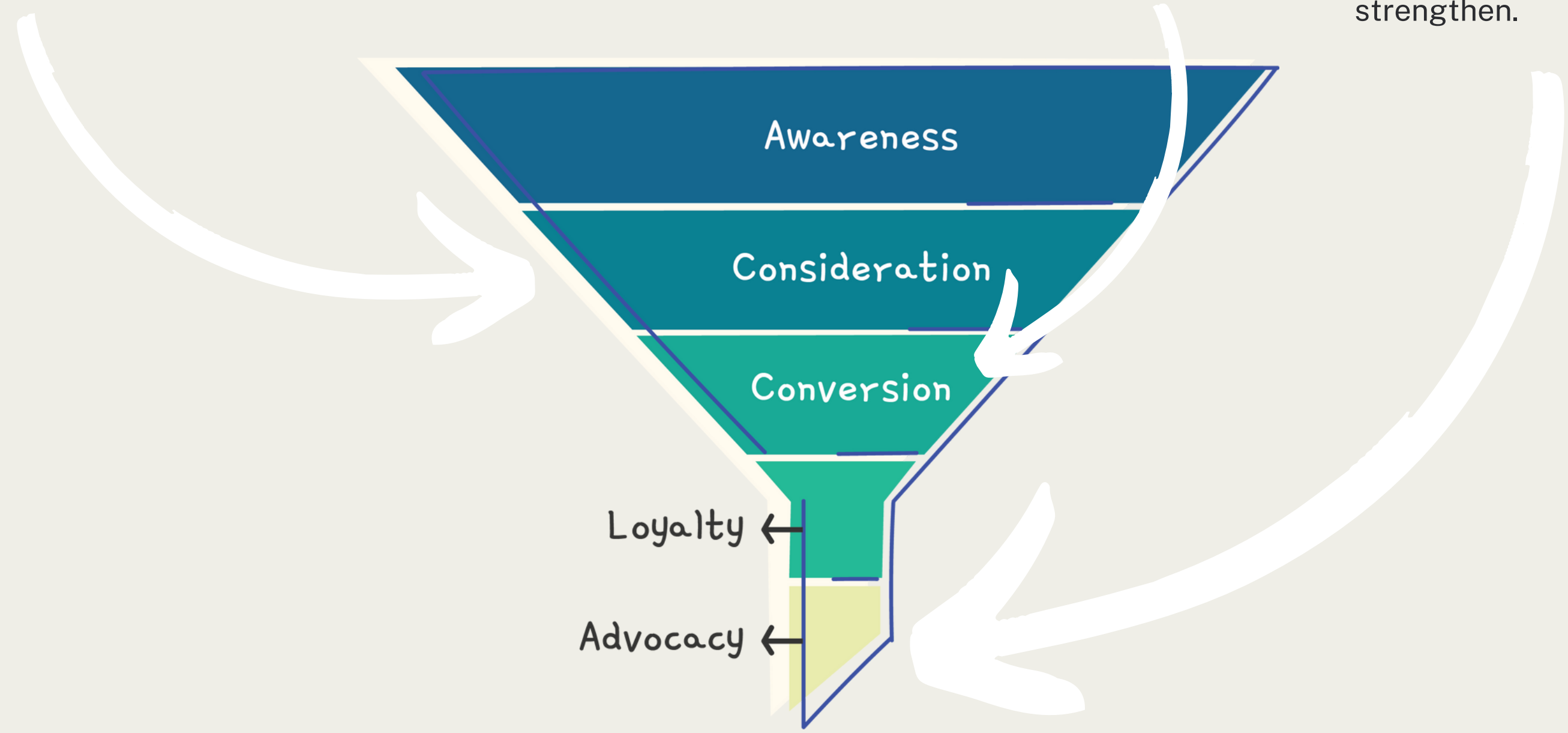
TOPLINE MESSAGING

A sentence/overall message, providing top-level purpose of the campaign.

Chat: "Day or night, Librarians are here to answer your questions"

Appointments: "Get Unstuck"

SUPPORTING MESSAGES

Chat: "Need help at 2 a.m.? We're here"

"Talk to a real librarian, not AI"

Appointments: "Don't let research get you down"

"Here for when you just need a little help"

"Go beyond Google, talk to the experts"

MARKETING STRATEGY

Tactics

-Personalize RTL, make faces recognizable and relatable to students, develop a consistent brand.
-Center student voices to advocate and connect to students
-Cultivate faculty advocates

Content

-Menu of services available cross-platform, video clips explaining the menu and tutorials for online services
-Student testimonials
-Librarian interviews
-Updated headshots
-Strategic entertainment

Channels

-**Social Media:** Instagram (primary)
-**Posters/Signs:** Library TVs, windows, shuttles, dorms (specialized QR codes to track analytics)
-**AU Channels:** AU Now

NURTURING ACTIVITIES

How to support the campaign efforts

-Establishing/analyzing communication pathways from subject librarians

-Social reels featuring RTL faculty throughout the semester

INTERNAL COMMUNICATIONS

-Ensuring subject librarians send follow-up messages at the right times

Making detailed calendar available to RTL so all groups are in the loop

TIMELINE

April – August
Content Building & Testing

Building a library of content to pull from, along with occasionally testing pieces of content in soft-launch format to both promote the services, and test the success of different content. Develop a content/marketing calendar with detailed dates for fall semester.

August – December
Hard Launch, Consistent Marketing

Implement calendar with frequent and consistent pushes of the content created. Content will be posted strategically and frequently, based on the pre-designed calendar. Continue to gather content throughout the semester.

December
Evaluate, Compile Data

Gather analytics from RTL, social media pages, and any other sources to determine what was successful in the fall semester, and where improvements can be made. Develop detailed calendar for spring semester.

January – May
Data Based Improvements Implemented

Implement spring semester calendar which will have been improved based on data compiled.

Summer 2025
Review

Review success of the campaign, make changes as needed for moving forward. If successful, use summer time to build a content library once again and continue to implement tactics and scheduling in future semesters.

NEXT STEPS

Metrics
established numerical goals for each service

Content calendar
with specific dates and timelines for content and messaging

Current data
to establish statistical starting point