

Report of the Librarian Marketing Department February 2018

We made a quick turnaround on our marketing email system this month. We've been using Select Reads by Dear Reader since spring 2017. Unfortunately, the system has never worked quite properly for us, and the developers could not figure out why. More recently there were bugs that prevented our emails from getting sent out. We agreed to a two-year license, but had only paid for one year. We were able to amicably break the deal with the company, and now we are using Constant Contact. It's a MUCH cheaper rate, more well designed platform and best of all, it works! We have more options for patrons to subscribe to our email lists, so I'm expecting an increase in those.

We've also signed a two-year license agreement for Beanstack from Zoobean. This will be the platform that the library will use for our Personal Growth portion of the Design Your Climb Initiative with the schools. If it can be expanded down the road to incorporate the school's Educational Growth portion, great! The two-year license gives us time to see if it can do that.

KPL Connect and the library's mobile app are both going strong, with little to no ongoing marketing from me. We do so much, that I can't push everything all the time! Credit goes first to the library staff who talk about these things with our patrons when the opportunity arises. Plus, both of these platforms are such helpful pieces of our puzzle that they kind of sell themselves!

We're holding a staff Indoor Garage Sale on Friday, February 16. The library is selling some stuff, too. All the money from the library sales will go to the Friends of the Library, and each staff member makes a donation to the FOL from their profits.