

Washington County Library

Marketing Plan

After we revised the Library's strategic plan (see separate description), we prepared the marketing plan. It aligns with the new mission statement: Inspire Curiosity, Spark Opportunity, and Champion Innovation; and, defined three service distribution channels: branches, virtual, and community engagement. We prepared a brand internal positioning statement to clarify the marketing effort and to motivate staff development: "Reinventing the Library Starts with Me." We also prepared a brand external position statement: "Practical and convenient for daily life. With all the wonder and possibility of a new era in library services." The marketing plan is built around a logic model for each initiative. It defines which of the three elements of the mission statement applies, the intended audience by market segment, multiple message alternatives, distribution channels, and stamp. A detailed list of over 30 distribution channels is available to select the appropriate one's for each initiative. Each initiative has one of three stamps to develop categorical identity in the part of the community: Learn, Digital Branch, and Branch Magic.

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