

# Save Moolah at the Library

## Winnefox Summer Ad Campaign

### Campaign Goals

Build awareness of the variety of services and free resources available at area public libraries. Develop a website to promote the services of all member libraries with an emphasis on budget-saving services for families and jobseekers.

### Project Overview

One project planned as part of the Public Information portion of the 2023 budget was a billboard marketing campaign to promote general awareness of libraries and available services to residents across all five of our member counties. Library staff were surveyed to determine a desired target audience and message for the campaign. With the guidance and knowledge-sharing of a group of member library staff, I put together a three-part campaign that featured the original billboards, a new webpage, and the addition of a digital marketing element through geo-fencing. This allowed for broad reach with a limited budget.

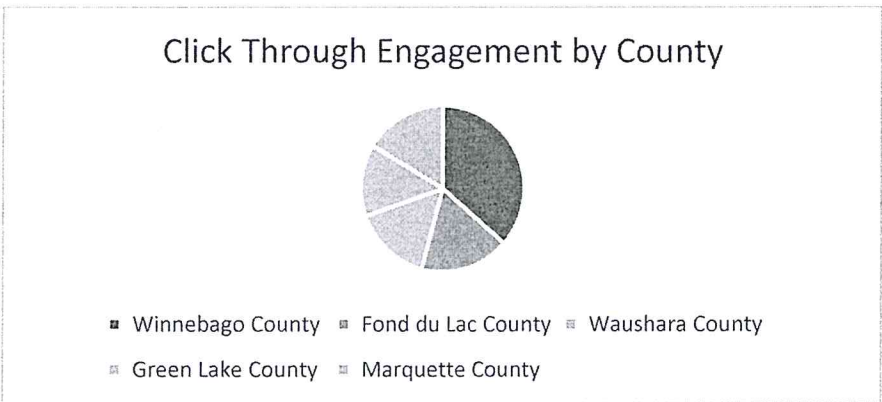
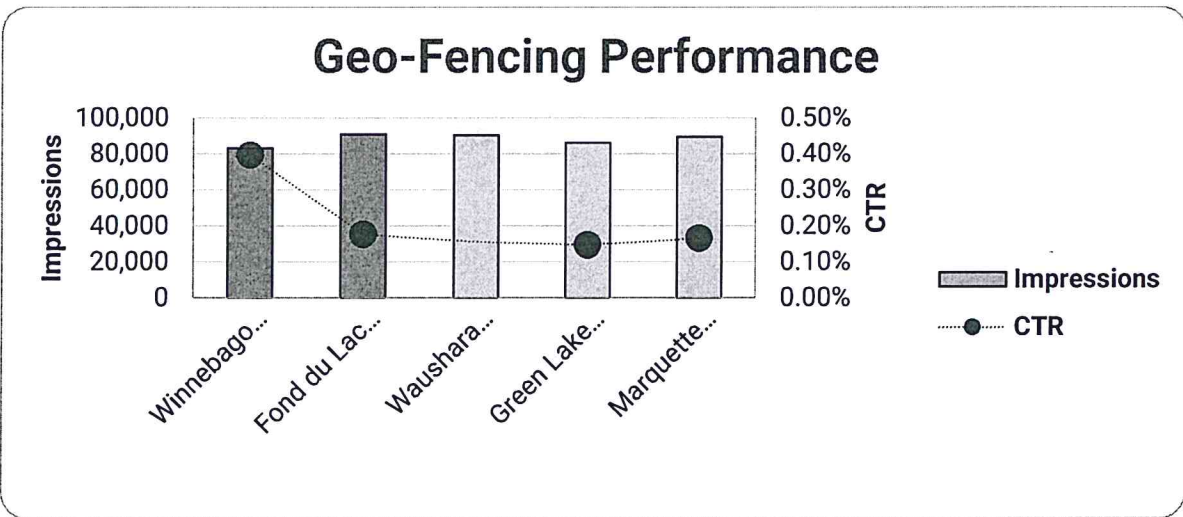
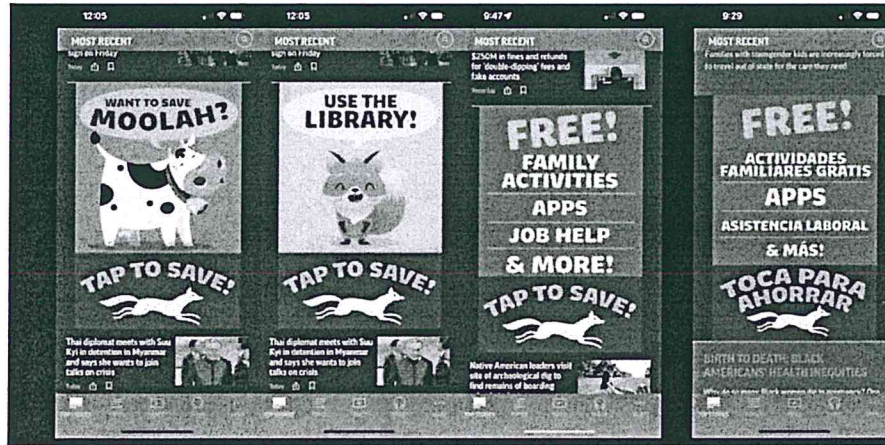
The campaign message demonstrated the many ways that library programs and services can save its users money. As budgets are being stretched as costs rise, we felt now was the time to remind area residents of the many ways the library can help users “save moolah”. The target audience was residents of the Winnefox service area - Fond du Lac, Green Lake, Marquette, and Waushara counties. The campaign digital campaign targeted 25–50 year-olds, as that is the demographic our committee sees less frequently in the building, felt could have the most to gain from learning about our featured services – family events, e-materials and streaming, and jobseeker tools.

### Marketing Channels

<b>Format</b>	<b>Results</b>	<b>Cost Per 1000 Impressions (CPI) Cost Per Click (CPC)</b>
<b>Billboards</b>  6 billboards – 1 each in Fond du Lac, Green Lake, Marquette, and Waushara counties; 2 in Winnebago county	4 week contract – actual display time varied from 4-8 weeks  \$6,007 cost 3,086,914 impressions	CPI: \$1.95
<b>Geo-Fencing</b>  Targeting adult ages 25-50 living in Fond du Lac, Green Lake, Marquette, Waushara, and Winnebago counties	4 weeks of targeting digital ads  \$3,000 cost 440,327 impressions	CPI: \$6.81  CPC: \$3.30
<b>Web Page</b>	2,840 page visits	

### Geo-Fencing Highlights:

- Campaign delivered 440,327 impressions, above the 428,000 contracted guaranteed impressions
- Campaign delivered 906 direct clicks for a click-through rate (CTR) of 0.21%
- Total engagement through campaign link was 2061 page visits
- Relative performance compared to the *Libraries & Museums* digital ad was +157% higher than the industry average. The benchmark CTR for this format is 0.08%
- 67% of click-throughs were on Spanish language ad
- Geofencing experience shared with Wisconsin Library Marketing Cohort and DPI staff





## Using Your Library



### Save Moolah Website Engagement Highlights:

- 2061 page visits through the digital ad
- 377 visits from the billboard campaign – using the URL promoted on the billboards
  - Those that went directly to the website by typing in the URL, versus clicking a link, had the highest engagement with the website content
- 2840 page views during the length of the campaign
- Webpage will remain on Winnefox.org for continued promotion of shared resources and services

### Additional 2023 Marketing Project Successes

- **Winnefox monthly e-newsletter, Tales From the Fox**, connects library trustees, community leaders, state legislators, and other stakeholder with information about shared resources, library news, and Winnefox member successes. The average open rate of 49% is above industry average of 36%.
- **Winnefox coordinated system-wide purchase** of vinyl stickers for Library Card Sign Up Month.
- **New shared resource bookmarks** were created and professionally printed for a number of products
- **Monthly Feature Resource Toolkits** provide libraries with centralized promotional materials, training tools, and ideas for promoting databases and digital services to their users and staff
- **Printed Winnefox Member Directory** created and shared with libraries for the first time since 2015

### What's Next?

- Marketing Survey to member libraries to:
  - Understand what advertising tools they are currently using.
  - How Winnefox can best support their advertising efforts to save libraries time and money.
  - Guide development of 2024 Winnefox Marketing Plan and future CE topics
- Continue to offer toolkits to promote shared resources and services.
- Library of Things promotional campaign
- Library Passport program for Summer 2024