



Big Decisions with Big Data:

Using Environics to Inform Library Marketing Strategy

January 30, 2019



Background

- Bruce County Public Library has made a concerted effort to focus on marketing library services to Bruce County residents.
- In 2013, a Communications Coordinator position was created to address the need for focused marketing and promotion of library resources and to create a social media presence.
- The library works to promote resources and services online and through traditional methods.
- To date, our marketing efforts have concentrated on increasing awareness of library services and resources through our website, social media, print media, and in branches.

About Bruce County

- Located in rural mid/south western Ontario
- Population: 66, 500 people
- Eight municipalities and two First Nation communities
- Three main industries
- Wide range in income and age



About BCPL

- 17 branches & 1 Library HQ
- 28,234 library card holders
- 4000 + followers on social media
- Library members borrowed over 500,000 physical and digital items in 2018
- We offered over 2,600 programs which over 23,000 people attended in 2018
- We are focused on and committed to growing our presence and services in our communities

Background on the Project

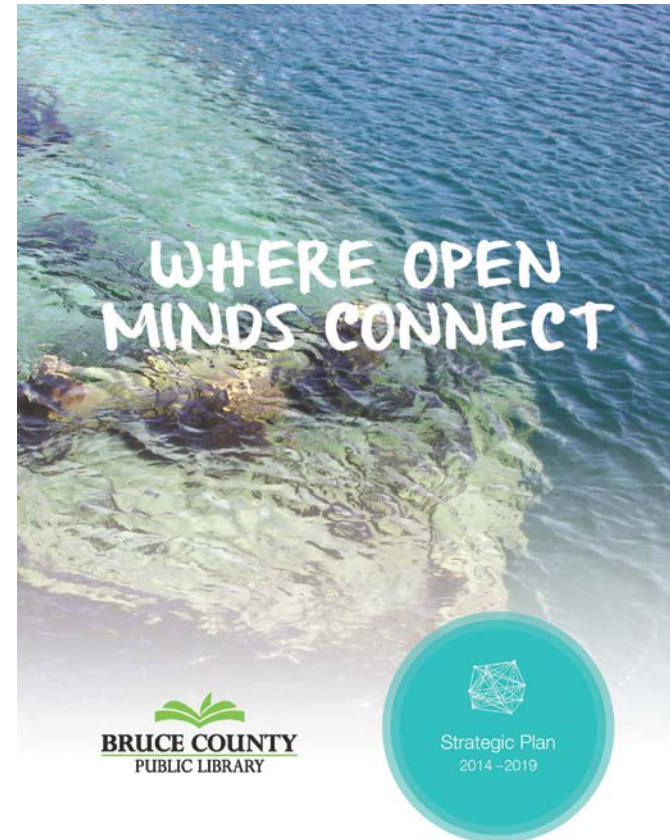
- Community consultations in 2014 during the strategic planning process, combined with user surveys conducted in 2017, have illustrated the need to modify our marketing approach and find ways to reach those in the community who are not yet members.

The Problem

- Diverse demographics across a wide geographic region
- How to identify those we're not reaching
- How to entice them to visit the library (and decide to come back!)

Strategic Plan

- Developed in 2014
- 5 year plan 2014-2019



Our Strategic Priorities

- We Will Define and Realize a New Social Contract
- We Will Collaborate With the Community and Form New Partnerships
- We Will Engage, Educate and Develop Staff
- We Will Sell Our Ideas
- We Will Recognize Internal Opportunities and Challenges
- We Will Effectively Market the Library

We Will Effectively Market the Library

- Develop a marketing and communications plan
- Increase public awareness of the libraries offerings
- Invest in our PR and marketing

The Bruce County Branding Project



45.0°N 81.3°W

BRUCE
county

Be an explorer.



BRUCE COUNTY
public library

Be An Explorer



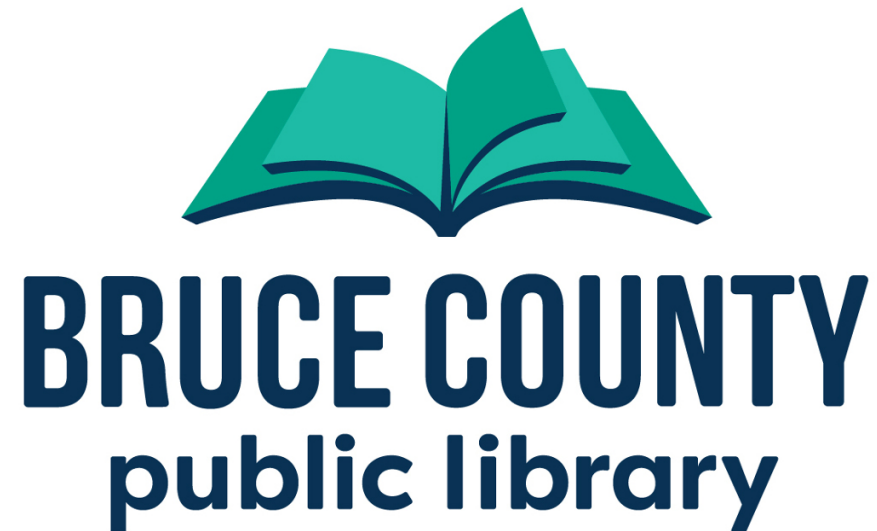
The Rebrand - 2016/2017

- Out with the old:



The Rebrand

- And in with the new:



Rediscover your Library!

- Brand Mantra: Supporting innovative communities



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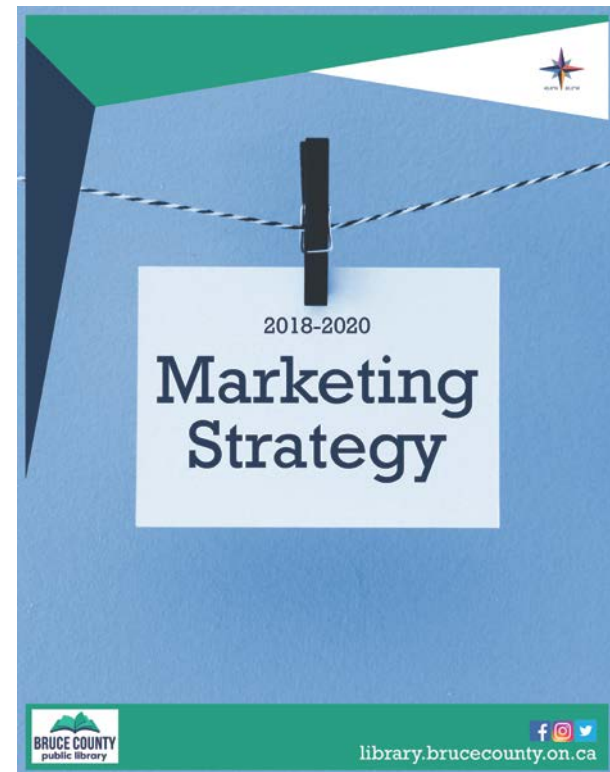


Customer Feedback

- A customer feedback survey conducted in summer of 2017 provided insight into what people know about the library and its services.
- Feedback from the public indicates that many are not aware of what the library has to offer.

The Marketing Strategy

- 2018-2020



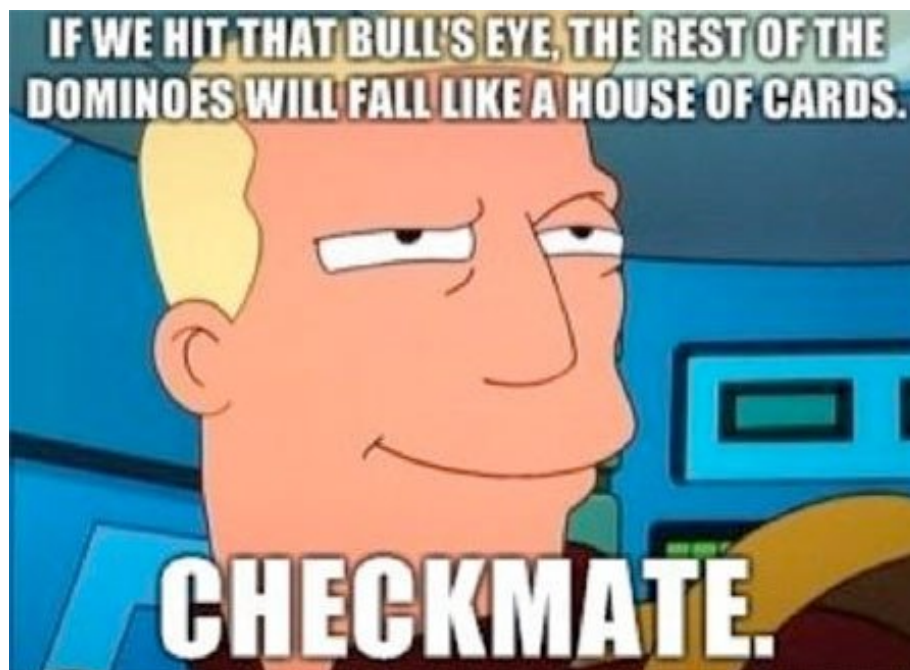
Background

- The overall marketing strategy aligns with our strategic plan goal
- Incorporates specific marketing data obtained through a software subscription.



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Goals



Actual Goals

- Project Goal: Identify underserved segments in the county's municipalities
- Focus marketing efforts on said underserved demographic groups

The Plan



Data Collection

- How do we find out who we're serving, and who we're not?

Starting the Project

- A colleague in Planning and Development approached the library with an opportunity to use the Environics subscription to in order to glean marketing information on Bruce County Public Library - a costly service the library could not afford independently

Environics Analytics

- A data, analytics and marketing services company
- [@EnvironicsA](https://twitter.com/EnvironicsA) on Twitter

ENVIRONICS
ANALYTICS

Try it out!

- <https://www.environicsanalytics.com/en-ca/PRIZM5/>

Collecting Data

- Started by extracting postal code data from our ILS and importing it into Environics Analytics
- Once imported, we began setting up criteria with which to compare the municipalities of Bruce County to the province of Ontario

Raw Data

- Defined profiles for each community
- We could see which populations we are serving well, and those we need to target

Definitions

- Base Count
- Base Percentage
- Count
- Count Percentage Index
- Index

Indexing Definitions

- **Overindexing** - These are the populations that we are serving well. Overindexing was determined using 110 and higher.
- **Indexing** - 100 is the benchmark that will show we are adequately serving the population.
- **Underindexing** - Under 100 indicates that comparing BCPL customers to the number of people in the municipality, this population does not have a card. Numbers under 100 were used to classify underindexing.
- It has been determined that BCPL will target the underindexing groups that make up 10% or more of the municipality's population.

Additional Definitions

- **Listenership, Readership and Viewership** – Environics breaks out listenership, readership, and viewership into five categories: Heavy, Medium Heavy, Medium, Medium Light, and Light.
- **Usage** – Environics classifies internet usage into five categories: Heavy, Medium Heavy, Medium, Medium Light, and Light.

Community Example

- 4 different community profiles identified
- 13,715 total population
- Well served to two demographic groups
- 23.32% of population being underserved

Community Example

Name	Target Community Population		BCPL Members (%)		
	Base Count	Base %	Count	%	Index
Demographic 1	4,158	31.07	2,069	54.91	177
Demographic 2	1,146	8.56	399	10.59	124
Demographic 3	1,874	14.00	404	10.72	77
Demographic 4	1,248	9.32	160	4.25	46

Underserved profiles

- The Environics data highlighted the listenership, readership, and viewership of each profile

Targeting this Community's Underindexing Population

- “Heavy” radio listeners.
- “Heavy” television watchers
- “Light” to “medium heavy” daily newspaper readers
- “Medium light” to “heavy” community newspaper readers
- “Medium light” to “heavy” magazine readers
- “Light” internet users

Other Data Collected

- Number of Households
- Average Household Income
- House Tenure
- Education
- Occupation
- Cultural Diversity Index

Recommendations

- Newspaper subscriptions
- Magazine subscriptions for Canadian House and Home, travel & tourism, home & garden, seniors
- Promote resources related to travel, seniors, food and wine, gardening
- Promote DVDs related to TV shows, history, and classic movies
- Promote digital resources like OverDrive, Freegal, and Flipster to this municipality
- Partnered programs related to gardening, golfing, and/or water sports
- Promote library services in newspaper flyers
- Promote library resources related to finances and financial management

Game Plan

- Strategy: Develop information pieces that appeal to non-members and make the information available in places they go.

Strategies

- Communicate the difference that libraries make in our community.
- Social media marketing framework that includes scheduled posts, Facebook events, increased photo sharing, and targeted marketing campaigns.

Marketing Locations

Location	Information About	Audience
Parks and Rec Complexes	Examples: nutrition, exercise, time management, child development, hobbies	children and their parents
Visitor Centers and Tourist Spots	Library events, Museum Pass Partnership, non-traditional items (e.g. fishing rods)	Seasonal residents and tourists
Service Clubs	Library events and resources	All

Information Packages

Type of packet	Information About	Audience
Me, You, and a Book Too	Early Literacy, child development, parenting	New parents
New Library Member Package	Resources and services, information on "My Account", outreach events, etc.	All

Me, You, and a Book Too!



What we're currently doing

 <p>freegal music</p> <p>DISCOVER, DOWNLOAD & STREAM 13 Million+ Songs for free with your library card.</p> <p>DOWNLOAD THE FREE APP or listen right on our website!</p> <p>brucecounty.freegalmusic.com</p> 	 <p>DIGITAL CONVERSION STATION</p> <p>The Library is proud to announce its new Digital Conversion Station at the Port Elgin Branch.</p> <p>You can convert and edit your old VHS movies, vinyl records, documents, photos, and more!</p>  <p>Please contact the Port Elgin Branch for information & to book a session.</p> <p>library.brucecounty.on.ca</p> 
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FISHING EQUIPMENT LENDING PROGRAM

Initiated by the Ontario Federation of Anglers and Hunters (OFAH) and proudly sponsored by Ontario Power Generation, the TackleShare Program gives new and young anglers the opportunity to go fishing at no cost.

Participating anglers simply sign out a rod and reel, as well as an assortment of tackle in the same way that they would borrow library material.

Equipment is available at the following branches:

Kincardine
Lion's Head
Mildmay
Port Elgin

Sauble Beach
Southampton
Teeswater
Wiarton



Fishing equipment provided by the OFAH/OPG TackleShare Program.
<http://www.tackleshare.com/>



library.brucecounty.on.ca

SEEDY SATURDAY

April 21 2018

Bring any unused seeds into the library to exchange with other gardeners to get a head-start on your planting. Seeds can be dropped off at the Library from April 16-21, leading up to the exchange on the 21st.

While at the library, be sure to check out the library's extensive collection of gardening materials.



library.brucecounty.on.ca

Marketing Plan Goals and Objectives

- Increase visits to the library Web site by 10% over 2 years.
- Increase visits to the library online catalogue by 8% over 2 years.
- Track social media engagement
- Establish new communications partnerships
- Increase volunteer involvement
- Establish or strengthen regular communications channels
- Increase promotional budget by 20% over 2 years.

What we learned from the Environics Analytics data

- Sheer amount of data available
- A better of idea who lives here
- How we can improve

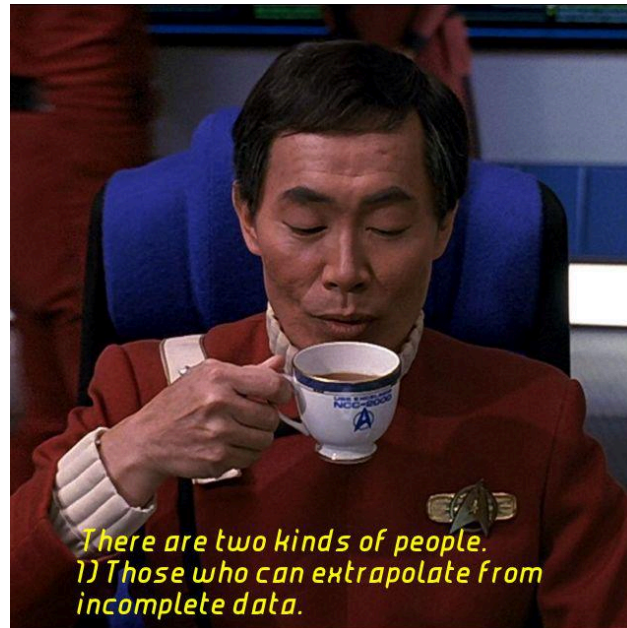
How do we know if we're successful?

- Re-scan population & membership data to compare indexing
- Look at program attendance
- Compare results of annual survey
- Compare social media & website activity

Our Library in 2020

- Refer back to Strategic Plan:
- We have built strong community partnerships
- We are a dynamic, cool, equipped community hub
- We balance innovation and new technology with existing services
- We are engaged in an ongoing conversation with community
- We evaluate and communicate our achievements in innovative ways
- We believe staff are our most important resource
- **We reach the whole community**

Let's get that data



Big Data - DIY

- You don't necessarily need a big budget
- All you need is a passion for research (also time to conduct said research)

Data Sources

- Statistics Canada's Directory of Statistics
- <https://canadabusiness.ca/business-planning/market-research-and-statistics/demographics/#toc0>
- Includes resources on society & community, seniors, population and demography, languages, income, pensions, spending and wealth, and children and youth.

Census of Population

- <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/index-eng.cfm>
- Browse statistical information about the population, households, dwellings and families as measured in the latest census in Canada.

Additional Sources of Data

- CANSIM (Canadian Socio-Economic Information Management System)
<https://www150.statcan.gc.ca/n1/en/type/data>
- Government of Canada: Open Data website
<https://open.canada.ca/en/open-data>
- Government of Canada: Conducting Market Research website:
<https://www.canada.ca/en/services/business/research/conductingmarketresearch.html>

How to use this data

- Take note of population data
- Run report on % of postal code with active cards
- Calculate index number for each demographic
- Then start focusing on qualitative data for targeted location to learn more about population

Grassroots Approach

- Get out into the community
- Create an annual report
- Create a outreach presentation
- Create meaningful partnerships

Privacy Issues

- Personal Information Protection and Electronics Document Act (PIPEDA)
- https://www.priv.gc.ca/en/opc-actions-and-decisions/research/explore-privacy-research/2014/db_201409/

Potential Privacy Concerns

- Safeguarding large amounts of personal information
- Implications of a data breach
- Knowledge discovery

Questions?



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Thank you!

