

Neath Port Talbot Libraries

Marketing and Innovation Awards 2012

Digitally marketing our service through Facebook

Introduction

Neath Port Talbot Libraries have been actively marketing our service for a number of years, using traditional methods, such as posters, leaflets, adverts in local press and radio, word of mouth and presence at local events. In August 2010, it was decided to expand our digital presence to include social media such as Facebook and Twitter. We were already using our corporate website, www.npt.gov.uk/libraries, and the corporate What's On web pages to market our service, but it was felt that using social media to connect with our customers would be taking the service to them, rather than waiting for them to come to us.

Initially, Facebook was used as a tool for posting information about the service e.g. new DVDs, recommended authors/books, events on in libraries. It was realised that, however, this information was only getting to people who had already "liked" us on Facebook. To "like" us, people had to know we were on Facebook, either by being made aware by traditional marketing methods or through their friends "liking" us. In order for Facebook to work as a marketing tool for us, we needed more people to know we had a presence and subsequently to "like" us.

Our corporate digital marketing team, who manage the corporate Facebook presence, had been trialling the use of Facebook adverts to advertise recruitment opportunities. At a meeting, in which options to market the library service were discussed, it was suggested that Facebook Adverts could be used to market libraries. With the assistance of the corporate digital marketing team, it was decided to create a series of Facebook Adverts to market the library service.

Aim

To raise the profile of Neath Port Talbot Libraries firstly, on Facebook, and throughout Neath Port Talbot by placing a series of Facebook adverts.

Objectives

1. To place Facebook adverts to increase the number of people "liking" our Facebook page.
2. To place Facebook adverts to market events such as children's activities in the summer.
3. To place Facebook adverts to market new services, such as Zinio digital magazines.

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The campaign

Advert one

Our first advert was designed to increase the number of people who "liked" us on Facebook. We created a Sponsored Story advert, which is an advert that targets friends of people that already like your page. In order to target the advert at people who live in Neath Port Talbot, we targeted the advert at people living within 20 miles of Neath, Port Talbot or Pontardawe.

Date of advert – 03/07/2012 – 06/07/2012

Duration of advert – 4 days

Number of people liking Neath Port Talbot Libraries on Facebook:

Before advert - 188

After advert - 245

Number of people reached – 15362

Number of clicks on advert - 76

Percentage increase in "likers" – 30.32%

Cost of advert - \$40



Advert two

After the first advert, it was decided to create a second advert, to market the children's activities being held in libraries over the summer holidays. We decided to use a different approach from the first advert, in that, we wanted to advertise the events and not the Facebook page, so we created an advert that linked to the events app on Facebook. We created an event for every summer activity that was taking place, including links to details about the library, and these were all listed on the events app.

We targeted the advert at people living within 20 miles of Neath, Port Talbot or Pontardawe, who were in the category of Parents (All). We hoped that by targeting the category Parents (All), we would also capture grandparents.

As this Facebook ad was actually an advert and not a sponsored story, we had slightly more freedom with how the advert looked and the text used. As this was an advert for children's activities, we replaced our libraries logo with one of our children's animal characters, the Library Lion. We chose to use the lion to coincide with a competition that we were running in the libraries, throughout the summer, to "Name the Library Lion". We had a limited amount of text characters to use (120 characters) for our advertising message, so we decided to emphasise the "free and fun" part of summer activities.

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Date of advert – 20/07/2012 – 24/07/2012

Duration of advert – 4 days

Number of people liking Neath Port Talbot Libraries on Facebook:

Before advert - 248

After advert – 254

Number of people reached – 48982

Number of clicks on advert - 60

Percentage increase in "likers" – 2.42%

Cost of advert - \$75

Number of children attending activities in 2011 – 2355

Number of children attending activities in 2012 – 3047

Percentage increase in attendance – 29.38%



Advert three

Again, in order to build our presence on Facebook, we needed to get more “likes”. To fully use the marketing tools that Facebook Ads provides (such as Promoted Posts), we needed to get to 400 likes on the page. In order to try and achieve this, we decided to run another sponsored story. In order to target people who either lived or worked in Neath Port Talbot, we expanded our target area to include users who live within 20 miles of Neath, Glynneath, Port Talbot, Bridgend or Swansea.

Although an increase to 400 users would be desirable, we hoped to achieve a similar increase as the 1st advert i.e. 30% over 4 days. Due to technical issues, the advert did not start to run until 8 p.m. on the 1st day, so we just missed the initial target and therefore, made the decision to extend the campaign to 6 days. This led to us achieving an increase of 40.85% and hitting the 400 users target.

Date of advert – 25/09/2012 – 30/09/2012

Duration of advert – 6 days

Number of people liking Neath Port Talbot Libraries on Facebook:

Before advert - 284

After advert – 400

Number of people reached – 34897

Number of clicks on advert - 138

Neath Port Talbot Libraries

Percentage increase in "likers" – 40.85%

Cost of advert - \$57.25

Advert four

Our next advert was aimed at promoting our new online service, Zinio digital magazines. As this was a service that we felt could appeal to a wide audience, we only wanted to narrow our target audience by area (10 miles of Neath, Port Talbot and Pontardawe) and by anyone aged 18 and over. We decided to create an advert that would be based on a Facebook post, leading to a page on our website, where more information could be found about Zinio.

Facebook had also introduced the opportunity to run a simultaneous sponsored story ad which would target friends of people who liked or commented on the advertised post. This was of no extra cost to set up, but any clicks were deducted from the overall budget for the day/campaign.



Date of advert – 02/11/2012 – 04/11/2012

Duration of advert – 3 days

Number of people liking Neath Port Talbot Libraries on Facebook:

Before advert - 406

After advert – 446

Number of people reached – 48691

Number of clicks on advert - 285

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Percentage increase in "likers" – 9.85%

Cost of advert - \$120

Advert five

Continuing on from the general Zinio advert, in our next advert we decided to target our Zinio advert to women. Using the cover of Marie Claire UK as a photo, we posted the photo to our wall, with accompanying text and created the advert from the post. We targeted the advert to appear to anyone who lived within 10 miles of Neath, Port Talbot and Pontardawe, who were aged 18 and over and female.



Date of advert – 16/11/2012 – 19/11/2012

Duration of advert – 4 days

Number of people liking Neath Port Talbot Libraries on Facebook:

Before advert - 451

After advert – 467

Number of people reached – 48691

Number of clicks on advert - 269

Percentage increase in "likers" – 3.55%

Cost of advert - \$80

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Advert six

We decided to continue to target using gender, this time creating an advert aimed only at men. We wished to continue to use magazine covers in the adverts, but we were limited to using certain covers due to copyright issues. At the time of the advert, we were experiencing some bad weather, so we decided to use this to our advantage in the advert. We used the covers of Golf Monthly, Mountain Bike Rider and Amateur Photographer as one photo and posted it the timeline, using the following text:

Raining? Enjoy your hobbies without getting wet – digital magazines from NPT Libraries.

As in the last advert, we targeted anyone who lived within 10 miles of Neath, Port Talbot and Pontardawe, who were aged 18 and over, but this time, narrowed it to men only.



Date of advert – 23/11/2012 – 26/11/2012

Duration of advert – 4 days

Number of people liking Neath Port Talbot Libraries on Facebook:

Before advert - 467

After advert – 477

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Number of people reached – 33006

Number of clicks on advert - 151

Percentage increase in "likers" – 2.14%

Cost of advert - \$60.85

Other adverts in campaign

We ran a further 3 adverts up to December 2012. These were used to further market the Zinio magazine service and also to market Theory Test Pro, an online service where customers can practice the driving theory test. Examples of these adverts, including how we targeted the adverts, can be found below:



Aimed at people with Cooking, DIY/Crafts, Food & Dining, Gardening or Home & Garden in their profile



Aimed at people aged between 16 to 25



Aimed at women between the age of 18 and 55

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Final stats

Number of people liking NPT Libraries on Facebook:

At start of ad campaign - 188

At end of campaign (19th December 2012) – 514

Percentage increase in “likers” – 173.4%

Number of new users of Zinio during campaign – 26

Number of new users of Theory Test Pro – 7

Quotes about the campaign

“I noticed a post from a librarian friend on Facebook for something called ZINIO. I followed the link and, with a little online help from my friendly librarian, now have a collection of favourite magazine to read on my ipad. Having been in hospital recently for a knee replacement this was a godsend... magazines are sometimes easier to read when you can't concentrate for too long.

I have now also shown my husband how he can read magazines online - typical man who doesn't read a lot of books! - he now has Golf and Photography magazines to read.

Zinio is great - thanks to the link on Facebook I have found a new way to use my local library again.”

Jill Davies, who saw the sponsored story attached to Advert 5. The story had been “liked” by a member of staff who is friends with Jill on Facebook.

“Facebook adverts are proving very effective and I've received positive feedback. I've seen them bring non users to the library and inform existing users of services they were unaware of. A memorable example occurred when a young lad came into the library just to tell me that he'd passed his driving theory test! It made my day. He said that it was all down to seeing the advert for Driving Theory Test Pro on Facebook – he couldn't believe libraries were “so 21st century”. He said it had been a lifeline as he'd failed once already and being a student he didn't have much money. His Mum, a library member, was with him and after our chat said she was going to have a look at the digital magazine service Zinio and our e-book service too. So the adverts are an effective tool in signposting new and existing users to services that can have a positive impact on people's lives, whether its reading a magazine online or passing a test.”

Jeanette Jones, Senior Library Assistant, Neath Library.

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Evaluation of campaign

Our initiative aims and objectives of this campaign were met. We wanted to raise our profile on Facebook and throughout Neath Port Talbot, and we believe that we have achieved this. We have achieved a percentage increase of 173.4% of people “liking” us on Facebook, which means our posts are now getting to larger audience, with a potential social reach of 149660 (friends of fans).

We have used the adverts to market new services such as Zinio and Theory Test Pro, and these have seen an increase in new users. Although this increase is small, we have raised awareness of these services to our potential customers and as a result, raised the profile of the library service as a whole.

Future plans

We plan to continue using Facebook Adverts to market our service. We will be using the adverts to market events such as author events, children’s activities and other key events throughout the year. We will also be continuing to market online services such as Zinio magazine, but also our reader development initiatives such as The Reading Place and our twitter reading group.

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