

# CELEBRATING AND REWARDING MARKETING EXCELLENCE IN WELSH LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards

## MARKETING

## EXCELLENCE

## AWARDS

## 2017

## Entry form

ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

**Title** [ ]  Mrs [ ]  Ms [ ]  Miss [ ]  Mr [ ]  Dr [ ]  Other

|  |  |
| --- | --- |
| First name |  |
| Surname |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |
| Organisation profile/overview 100 words maximum |
|  |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

[ ]  Public libraries [ ]  Further education libraries [ ]  Higher education libraries

[ ]  Health libraries [ ]  Archives [ ]  Museums

Category 2 – Joint Marketing Project of the Year

[ ]  Joint Marketing Project of the Year

The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

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Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

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Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for?
If possible, include budget and timescale information.

# What is a SMART objective? Specific, Measurable, Achievable, Realistic, Time-bound

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Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have your developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

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Tactics and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2017. What promotional activity did you undertake; did you use social media and/or traditional media?

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Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (Google Analytics, Facebook insights, Tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?

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Date of Project

Provide the start and (if appropriate) finish dates of the project.

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Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

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ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

# Please tick the relevant box below

# ✓ Library Marketing Champion

# [ ]  Archives Marketing Champion

# [ ]  Museum Marketing Champion

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| --- | --- |
| Name of nominator | Jane Sellwood |
| Job title | Head of Libraries and Cultural Services |
| Organisation name | Merthyr Tydfil Leisure Trust |
| Organisation address | Central Library, High Street |
| Town | Merthyr Tydfil |
| Postcode | CF47 8AF |
| Email address | Jane.sellwood@merthyrleisuretrust.co.uk |
| Twitter account @ | merthyrlibrary |



Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

# ✓ Notable achievements ✓ Challenges and barriers overcome

# [ ]  Differences made to the service [ ]  New partnerships

# [ ]  Examples of innovative or creative working [ ]  Examples of engaging colleagues in marketing

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| John Brodrick has worked in Library services at Merthyr Tydfil for the past 5 years. Throughout that time he has demonstrated a talent, passion and innovative approach to our digital marketing.He has worked tirelessly through the recent changes as the Library service moved into Trust to develop the digital offer of Merthyr Tydfil Public Libraries and to market these services to a wide audience.If we rewind the clock to 2014 or so we see that the Library service operated in a very different way in its approach to social media and was constrained in many ways by the local authority way of managing social media accounts through a fairly prescriptive management tool called Media Funnel. Social media engagement was slow and while good content was being created the reach was very low. The management tool limited the ability to interact in the way that social media is designed to do and this resulted in very few ‘likes’ , ‘retweets’ or engagement.When the Library Service became part of Merthyr Tydfil Leisure Trust in April 2015, this released many of the constraints that our social media accounts had previously been under and allowed John to develop the accounts to be more user friendly and interactive. John continually worked to promote the social media accounts and set up new Facebook accounts for each branch library as well as the main Facebook page for Libraries in general.He attended social media marketing training with the local Active Merthyr Team in his own time to further develop an understanding of how the use of social media could help the libraries market their services to a wider audience, and enhance the offer he could make.John has developed and populated the new Library website (based on a model from the Local Authority) and has worked tirelessly to ensure compliance with the Welsh language standards. He has also developed the online Library catalogue page to be more interactive, using features such as ‘Spotlight On’ to highlight a different electronic resource every month, have links to the other resources and to aid reader development through links to ‘Who Writes Like and Who Next’. He has worked with the library management system suppliers to develop the content and there are now lists of just arrived items, cover images and better content such as the ability for customers to rate items.He is methodical and organised in his approach to work, and having an understanding that budgets do not stretch to management tools and scheduling tools has utilised free tools such as Hootsuite to schedule posts to ensure continuity of delivery through weekends, bank holidays and other ‘closure’ dates.He works to identify a plan of tweets and posts linking to events and activities and has picked up lots of tips at his training to further help promote specific activities, events or services. For example, he regularly changes the banner picture on Facebook to tie in with a different electronic resource, a simple but effective marketing tool. He uses the social media tools to market the wider electronic resources of the Library Service and provides easy links to other resources.Comparing just one month (October) between 2015 and 2016, we can see the progress that has been made very clearly:* Increase of Facebook page likes for main Library page – 105%
* Increase of Facebook engagement - 410%
* Increase of Facebook people reached – 163%
* Increase of Twitter followers – 62%
* Twitter retweets – 691%
* Twitter Likes – 2040%

As previously mentioned, John also set up local pages for the individual branch libraries and these have also seen steady growth in ‘likes’ and followers. The idea behind these pages is that they are very local and community focussed, with content shared to other local community sites through these pages, thus resulting in local marketing to local users.In December of 2015 the main Library page reached 1,000 followers and has continued to grow past this, other local pages regularly share our activities and events and regular slots such as ‘Where Is It Wednesday?’ where we share a photograph from our collection to invite people to identify or share memories of particular places have proved incredibly popular with some great memories being shared.He has now launched a Welsh Language Facebook page and is training other staff to work with him and the tools he uses to ensure consistency and quality.In addition to this work with social media, our website visits and online resource usage has also increased through targeted marketing and engagement with the community.Over a comparable period to the previous year (quarter 3, October to December), we are able to see the following trends:* Session use of Library website – increase of 113%
* Page views of Library website – increase of 90%
* Number of users of Library website – increase of 114%

Of our electronic resources the best result of the year with increases to use has been through the Ziptales resource. John has put together a marketing strategy for Ziptales which has included targeting schools and childcare settings to promote use. Through this targeted marketing he has managed to engage local schools, developing better relationships with them, but has further managed to engage high level support from the Head of School Improvement to further market the service.The following details set the trend pattern for the use of this resource:

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| Month of the Year | Sessions | Hits |
| August | 2 | 39 |
| September | 83 | 5910 |
| October | 171 | 11260 |
| November | 203 | 14500 |

This has meant the following increases:Session increase from August to November - 10050%Hit increase from August to November – 37079%It would be easy to think that this is John’s main job at the Library, but it isn’t. This work is done in conjunction with the rest of his Library work which includes running groups and activities, working with schools and local groups, buying stock, stock management, building management and a variety of other tasks. He has been such as asset to Merthyr Libraries and we are incredibly proud of his achievements. |

Contact details of nominee

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| --- | --- |
| Name of nominee | John Brodrick |
| Job title | Assistant Operations Librarian |
| Organisation name | Merthyr Tydfil Leisure Trust |
| Organisation address | Central Library, High Street |
| Town | Merthyr Tydfil |
| Postcode | CF47 8AF |
| Email address | John.brodrick@merthyrleisuretrust.co.uk |
| Twitter account @ | merthyrlibrary |

Please submit the entry form and any additional documents to jane.purdie@wrexham.gov.uk by 20th January 2017.

Thanks for entering the Marketing Excellence Awards 2017.

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