Marketing Plans

Basic Marketing Plan Components for Promoting New Digital Collections, and for Milestones for Existing Collections

Write standard announcement with subject specialist liaison/curator

- Archive announcement in UFDChelp: http://ufdc.ufl.edu/ufdchelp
  - http://ufdc.ufl.edu/AA00009727/
- Blog announcement
- Update/add Wikipedia entry.
  - UFDC main:
    http://en.wikipedia.org/wiki/University_of_Florida_Digital_Collections
- Email Cataloging to update/add collection level record
- Update/add to LibGuide(s) as appropriate
- Send announcement to subject specialist UF departments and groups
- Send announcement to the Director of Communications for standard wider distribution venues, which may include:
  - UF PR
  - UF Faculty update newsletter
  - Gator Times
  - Alligator
  - Gainesville Sun
  - Chapter One
  - Library News: http://guides.uflib.ufl.edu/content.php?pid=16457&sid=270977
  - Library news blog
  - UF Libraries on Facebook

Additional Lists/Venues to Consider

- Subject Specialist/Curator lists
- DISC: SUSDIGIT-L@LISTS.UFL.EDU
- SobekCM list: https://lists.ufl.edu/cgi-bin/wa?A0=SOBEKCM-UPDATES-L
- SobekCM highlights page: http://ufdc.ufl.edu/sobekcm/development/highlights
- Florida Libraries Journal: http://www.flalib.org/ (see Fall 2011 issue with story on PCM)
- Image collection lists
  - diglib@infoserv.inist.fr
  - VRA-L@LISTSERV.UARK.EDU
  - IMAGELIB@listserv.arizona.edu
- D-Lib Magazine: http://www.dlib.org/
- FACRL newsletter: http://facrl.fcla.edu/newsletter/newsletter.html

- Lyrasis member newsletter http://www.lyrasis.org/News/Member-News.aspx
- ALA Digital Library of the week: http://ilovelibraries.org/articles/digitallibrary
- Scout Report: http://scout.wisc.edu/Reports/ScoutReport/Current/
- Archives: SAA and SFA: http://www.florida-archivists.org/ (check with Archivists to send)
- Technical lists: ASERL ITDIIG and CODE4LIB
- DLOC list and newsletter
- UF LAC newsletter: LACNEWS-L@lists.ufl.edu
- Humanities/Digital Humanities
  - o Center for Humanities and the Public Sphere
  - o UF Digital Humanities list
- Exhibits and museum related
  - o Check with Exhibits Coordinator for additional promotion, which may include: mcn-announce@mcn.edu and Smithsonian list for exhibits
- GovDocs
  - o Check with Documents for additional promotion, which may include: GOVDOC-L@lists.psu.edu
- Newspapers
  - o Check with Journalism for additional promotion, which may include: newslib@listserv.unc.edu
- Maps
  - o Check with the Map Library and Special Collections for additional promotion, which may include: MAPS-L@listserv.uga.edu
- Rare books/textual studies
  - o Check with the Map Library and Special Collections for additional promotion, which may include: SHARP-L@listserv.indiana.edu

Consider Additional Opportunities

For instance:

- A PowerPoint of selected items can be shown on the public facing computers in the different libraries
- Webinars on specific digital collections and milestones tend to be popular (NEFLIN, Tampa Bay Library Consortium, and others organize these events)

Marketing Communications – Project Briefing Document

Project Name: Digital Asset Management

June 27, 2013

1. **Client name/contact info/department/faculty:**   Libraries & Archives

2. **Plan prepared by:**   Deanna Fair

3. **Working Group:**   Deanna Fair, Jennifer St.Laurent, Lindsay Duke, Sean Moore

4. **Opportunity or problem that must be solved:**

   - Promote the database to an internal and external audience starting September 2013
   - Re-name the database so that there is no confusion with RedDot Asset Management System and the name has more appeal
   - Develop new templates based on the results of usability studies that will make the database user friendly and consistent with the look and feel of the U of M website

5. **Brief background/overview of the project:**

   - The Digital Asset Management System was created to make materials/objects in the Libraries searchable and accessible online
   - The database will officially launch in September 2013 and will be continuously updated by the Libraries with new content supplied by the UofM and approved contributors
   - Right now the database features more than 300,000 digital materials created from the holdings of the University of Manitoba Libraries and its campus partners
   - The database contains a wide variety of unique Manitoba collections that support the teaching and research mission of the U of M
   - Materials in the database will be persistent. URLs will not change and the objects will be available in perpetuity.

6. **Who are we talking to:**

   - Current students (undergraduate and graduate)
   - Current UofM researchers
   - Media
   - Alumni and community members

7. **What do we want people to do as a result:**
   What action or thought do we want the target audience to take or conclude?

   - Access the database on a regular basis for materials/objects (photos, audio, books, papers, etc.)
   - Use materials found on database in their work

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Marketing Communications – Project Briefing Document

8. **Key fact or benefit:**

   - The database contains original source material that is copyright free and can be used in student assignments, research and media
   - The database is accessible to the university community and the general public
   - The database contains digital collections connected to Manitoba (audio, video, photography, text documents)
   - Some material used for teaching and not copyright free will require a login.

9. **What barriers must the communications overcome:**

   - You must have a membership to access the database
   - You need permission from Libraries or Archives to use materials found on the database
   - The database only contains print materials
   - The database only contains archived materials related to the UofM

10. **Who is the principal competition:**
    What are their strengths/weaknesses?

    - Continue to collaborate with Winnipeg Libraries, Manitoba Archives, Winnipeg Free Press

11. **What should the personality of the communications be:**

    - Friendly and informative and of high quality

12. **What are the tactics we will be using:**

    Web Banners
    - Design 5 web banners for the UM homepage: 1 generic banner for the initial launch (to go up September 3) and 4 banners that feature different subjects features in the collections. The subject banners will focus on UofM history, Aboriginal people, Arts and culture and the Winnipeg Tribune. All the banners will link to a content page where visitors can learn more about the collections, benefits and how to contribute.

    Homepage Button
    - Develop a generic button for the homepage and partner pages

    Poster
    - Develop a generic poster to promote the collections. Distribute banner at Fort Garry and Bannatyne campus.

Marketing Communications – Project Briefing Document

Digital Screens
- Develop a slide for all digital screens in the Elizabeth Dafoe Library, Student Residences (Arthur Mauro), Student Life Office and the Bookstore.

Homecoming Dinner
- Work with Alumni to supply archived photos to include in a video for the Homecoming Dinner.
- Include a brief blurb about UM Digital Collections in the dinner program that promotes UM Digital Collections and encourages alumni to share/donate their UofM photos to Archives.

ON Manitoba
- Jeremy to work with Brett on story to appear in September issue

Media
- Create an emailer that can be sent out to the media when the database launches
- Media Relations Officers will direct media to database when they are looking for content

Community Partnerships
- Promote the database to Libraries, Manitoba Archives, Winnipeg Free Press so the database can be accessed by a larger audience.

13. **What are the timelines?**

- Internal Campaign - September 3 – October 7

14. **How will we measure success?**

- Increase the number of people (students, staff, community members) accessing the database
- Increase number of U of M mentions in media

15. Phase I and Phase II
    a. The launch and about six to twelve months of operating time after the launch, will be considered Phase I. During this first phase we will gather feedback from patrons using the database and make any required adjustments.
    b. Phase II will begin about a year after the launch, giving us time to develop a process for other UM departments outside of the Libraries to contribute their collections to the database.

DRUM Marketing Plan

Goals
- To educate UM faculty members about DRUM
- To inspire UM faculty members to deposit their works in DRUM
- To increase awareness of DRUM

Faculty Needs & Desires
- Work with co-authors
- Keep track of different versions of the same document
- Work from different computers and locations
- Make their own work available to others
- Have easy access to other people's work
- Keep up in their fields
- Organize their materials according to their own scheme
- Control ownership, security, and access
- Ensure that documents are persistently viewable or usable
- Have someone else take responsibility for servers & digital tools
- Be sure not to violate copyright issues
- Keep everything related to computers easy & flawless
- Reduce chaos or at least not add to it
- Not be any busier

http://www.dlib.org/dlib/january05/foster/01foster.html

Benefits of Depositing in DRUM
- Collects in one place the results of faculty research
- Centralized access from any computer at any location
- Wider dissemination of publications via Google and other web search engines
- Increases potential for publications to be cited by other works
- Able to create specialized communities
- Ability to distribute research results quickly
- Ability to upload associated content
- Access is maintained forever with a permanent URL, even if faculty leaves UM
- No need to maintain files or URLs on personal web sites
- Copyrights retained by author
- Works are archived and preserved at no cost to faculty

Targets / Targeted Messages
- Faculty
    - Benefits of DRUM
        - Provides centralized, permanent access to their research
- Faculty with existing web pages
- Departments Heads
    - Promotes research of department or institute

Communications / Collateral
- Faculty email messages
- Establish regular newsletter or email updates
- Advertise regular DRUM training workshops
- Postcard mailings
- Press release in the media
- Develop brochure or factsheet outlining benefits of DRUM

Strategies
- Highlight and promote recent submissions
- Showcase the work of individual faculty members
- Publicize statistics (top 10 accessed, etc.) to confirm value
- Obtain testimonials (names featured in publicity & promotional materials)
- Find champions of the service and have them promote DRUM
- Organize events around related issues (copyright, scholarly publishing, etc.)
- Utilize library subject specialists/faculty liaisons
- Targeted messages to department heads / administrators
- Target faculty who have existing web pages
- Develop faculty advisory board
- Participate in annual New Faculty Orientation Program
- Develop communications calendar with regular follow-up and evaluation.

DRUM Marketing Strategy
- **Message:** Benefits of depositing into DRUM
- **Target:** UM Faculty Members
- Repetition, Follow-Up, Evaluation

Terry M. Owen
DRUM Coordinator

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