



Marketing Your Library with the Community Engagement Platform



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CEP Product Manager,
Director of Marketing




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Chief Marketing Officer

Agenda

- A Brief Look at the State of Library Marketing
- What is SD's Community Engagement Platform?
- How the Patron Benefits from CEP
- How Your Staff Benefits from CEP





2018

*Public Library
Marketing Survey*

by Library Journal & SirsiDynix



67%

of public libraries
do not segment their
marketing messages



Only
27%

of public libraries
have dedicated staff
for PR/Communications

Library Marketing Challenges

- Distributed marketing efforts across all staff
- Dedicated marketing personnel are stretched or limited
- Loss of brand consistency and speed with disparate, disconnected applications and services
- Difficult to segment patrons for targeted marketing
- Marketing effectiveness tied to frequent import / export of data





What is CEP?



Community Engagement

P L A T F O R M



Community Engagement

P L A T F O R M



 *Emails*

 *Ticketing*

 *Calendar*

 *Bookings*

 *Registration*

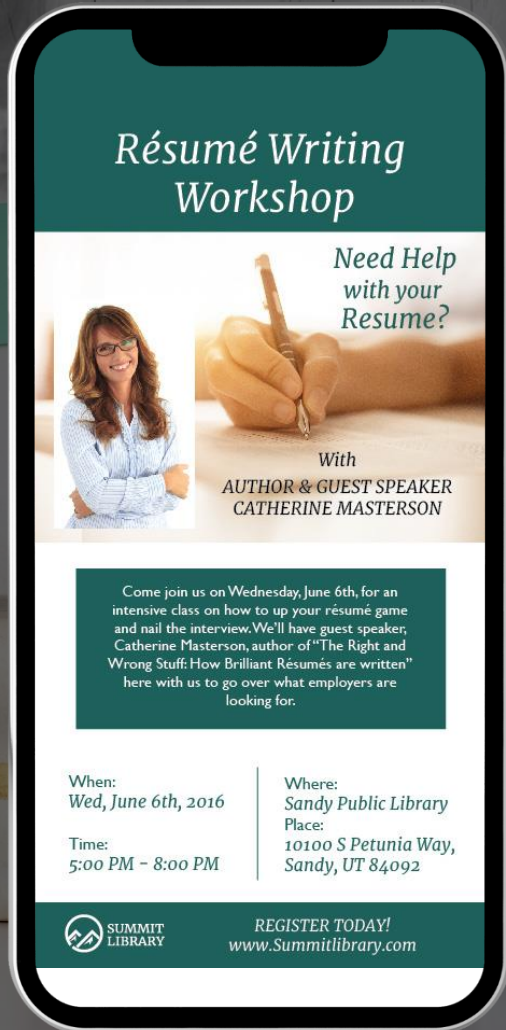
 *Performance*



What makes CEP different?



Unified & Consistent



Résumé Writing Workshop

Need Help with your Resume?


With
**AUTHOR & GUEST SPEAKER
CATHERINE MASTERSON**

Come join us on Wednesday, June 6th, for an intensive class on how to up your résumé game and nail the interview. We'll have guest speaker, Catherine Masterson, author of "The Right and Wrong Stuff: How Brilliant Résumés are written" here with us to go over what employers are looking for.

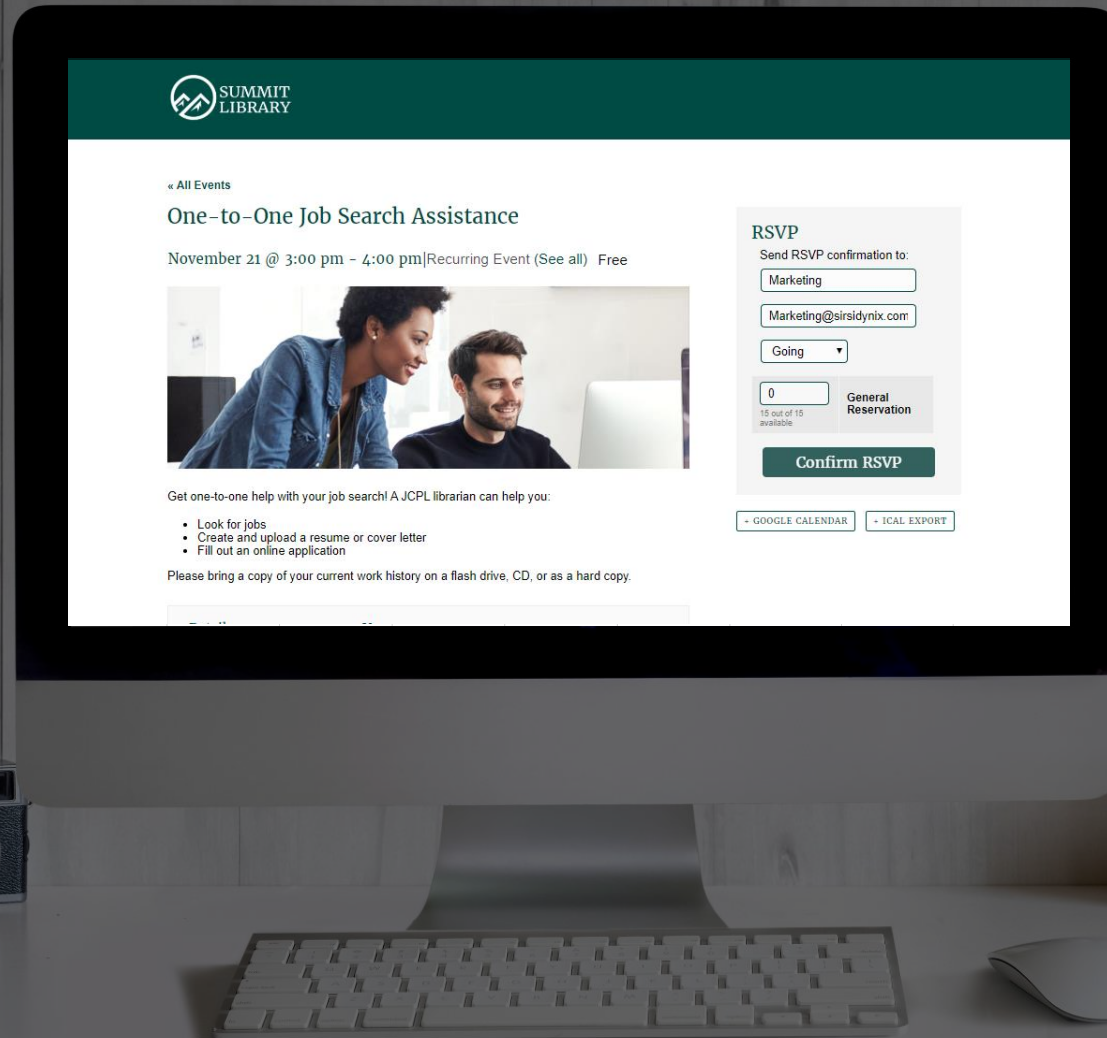
When:
Wed, June 6th, 2016


Where:
Sandy Public Library
Place:
10100 S Petunia Way,
Sandy, UT 84092

Time:
5:00 PM - 8:00 PM

 **SUMMIT LIBRARY**

REGISTER TODAY!
www.Summitlibrary.com




 **SUMMIT LIBRARY**

« All Events

One-to-One Job Search Assistance

November 21 @ 3:00 pm - 4:00 pm | Recurring Event (See all) Free



RSVP
Send RSVP confirmation to:

Going
 General Reservation
15 out of 15 available

Get one-to-one help with your job search! A JCPL librarian can help you:

- Look for jobs
- Create and upload a resume or cover letter
- Fill out an online application

Please bring a copy of your current work history on a flash drive, CD, or as a hard copy.

*Unified
& Consistent*

*From One
Place*



Emails



Ticketing



Calendar



Bookings



Registration



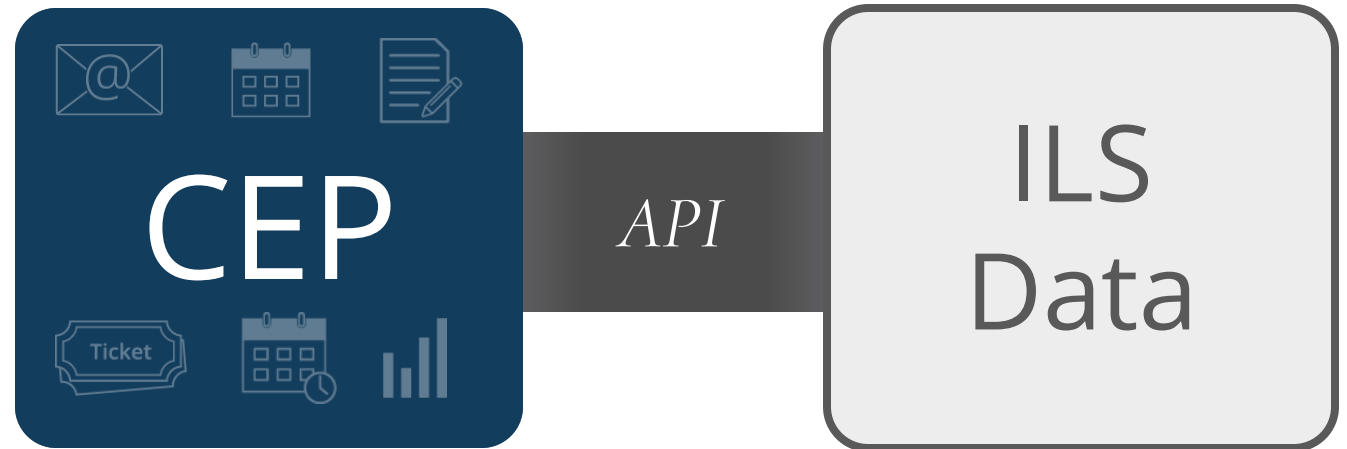
Performance

*Unified
& Consistent*







*From One
Place*

*With Your
ILS Data*

- Market to your patrons' needs and wants
- No More Importing & Exporting!
- Simple to use.



What can you do with CEP?

-  Create smart lists based on live queries of ILS data
-  Easily create and send targeted emails and newsletters
-  Staff can submit events and email for approval
-  Publish events with ticketing
-  Reserve rooms ahead of time
-  Review email and event performance

...All in One Platform with Your ILS data





Patron Benefits





Calendar & Events



Events for May 2020

EVENTS IN

2020-05

SEARCH

Keyword

NEAR

Location

FIND EVENTS

VIEW AS

 Month

[Show Filters](#)

« April

June »

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	1	2
3	4 Kids Book Club	5 Book Club	6 Computer Classes	7	8 Kids Book Club	9
10	11 Kids Book Club	12	13	14	15 Kids Book Club	16
17	18 Kids Book Club	19	20 Writing Class	21 Computer Class for Seniors	22 Kids Book Club	23
24	25 Kids Book Club	26 Craft Classes for Adults	27 Cooking Online Class	28 Computer Class for Seniors	29 Kids Book Club	30 Story Time



Event Registration & Ticketing



[« All Events](#)

Computer Class for Seniors

May 21 @ 3:30 pm - 5:00 pm MDT | Recurring Event (See all) Free



REGISTER FOR EVENT

[1. How many?](#)[2. Who?](#)[3. Confirmation](#)[Next >>](#)

General Public RSVP
(8 Available)

- 0 +

[Next >>](#)



Email Campaigns



Compose

- Inbox 1
- Starred
- Snoozed
- Sent
- Drafts
- More

- Meet **New**
- Start a meeting
 - Join a meeting

- Chat
- Library +



No recent chats
Start a new one

<input type="checkbox"/>	☆	robert.storer	Library Newsletter Sample - Summit Library May Newsletter Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt...	7:12 AM
<input type="checkbox"/>	☆	WordPress	Your tickets from Preprod CEP - You Are Registered for " Computer Class for Seniors" EVENT DETAILS Date: May 21 Time: 3:30pm - 5:00pm Presenter...	7:06 AM
<input type="checkbox"/>	☆	WordPress	Your tickets from Preprod CEP - You Are Registered for " Writing Class" EVENT DETAILS Date: May 20 Time: 5:00pm - 6:00pm Presenter Julie Santana...	6:48 AM
<input type="checkbox"/>	☆	WordPress	Your tickets from Preprod CEP - You Are Registered for " Computer Class for Seniors" EVENT DETAILS Date: May 21 Time: 3:30pm - 5:00pm Presenter...	May 14
<input type="checkbox"/>	☆	robert.storer	testing - websafewebsafe test test test1 test1 Footer-SummitLib-sd-blue-07.jpg Facebook Twitter Instagram LinkedIn All Rights Reserved	May 7
<input type="checkbox"/>	☆	robert.storer	Newsletter for May - websafewebsafe Summit Newsletter for May Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip e...	May 7
<input type="checkbox"/>	☆	robert.storer	Upcoming Events @ Your Library - websafewebsafe Newsletter - May Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliqui...	May 7
<input type="checkbox"/>	☆	robert.storer	Upcoming Events @ Your Library - Newsletter - May Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commod...	Apr 28
<input type="checkbox"/>	☆	robert.storer	Upcoming Events @ Your Library - Newsletter - March Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commo...	Apr 28
<input type="checkbox"/>	☆	me	Library Newsletter Sample - Summit Library April Newsletter Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt...	Mar 26
<input type="checkbox"/>	☆	WordPress	Your tickets from Summit Library - You Are Registered for " Knitting Class" EVENT DETAILS Date: March 26 Time: 13:00pm - 14:00pm Presenter Guest...	Mar 25
<input type="checkbox"/>	☆	me	Library Newsletter Sample - Summit Library April Newsletter Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt...	Mar 25
<input type="checkbox"/>	☆	me	Your tickets from Preprod CEP - You Are Registered for " Lorem ipsum dolor sit amet" EVENT DETAILS Date: March 10 Time: 16:00pm - 17:00pm Pres...	Mar 4
<input type="checkbox"/>	☆	me	Your tickets from Preprod CEP - You Are Registered for " Lorem ipsum dolor sit amet" EVENT DETAILS Date: March 10 Time: 16:00pm - 17:00pm Pres...	Mar 4
<input type="checkbox"/>	☆	➔ me	SD Library Test Email Subject - Summit Library March Newsletter Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor inci...	Mar 4
<input type="checkbox"/>	☆	me	Newsletter March 2020 - Testing this email Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo conseq...	Mar 4
<input type="checkbox"/>	☆	me	test - Topic 1 test text READ MORE Topic 2 test text READ MORE	Feb 26
<input type="checkbox"/>	☆	me	Your tickets from Preprod CEP - You Are Registered for " Test Event" Ticket # TESTEVENT-1-LUY0DF Ticket Type General Purchaser Robert Storer Sec...	Feb 26
<input type="checkbox"/>	☆	Andrea.Downing	Upcoming Events @ Your Library - Newsletter - March Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commo...	Feb 25



Staff Benefits





Easily Manage Events

Synchronized Live from Your ILS Data

- Dashboard
- Rooms
- Events**
- Events
- Add New
- Tags
- Event Categories
- Locations
- Presenters
- Ticket Fieldsets
- Images
- Pages
- Emails
- Smart Lists
- Profile
- Collapse menu

Events [Add New](#)

All (31) | Mine (9) | Published (31) | Trash (45) | Ticketed (7) | Unticketed (24)

 [Search Events](#)

Bulk Actions [Apply](#)

31 items << < 1 of 2 > >>

<input type="checkbox"/>	Title	Author	Event Categories	Tags	Attendees	Recurring	Start Date	End Date
<input type="checkbox"/>	Craft Classes for Adults	SD Library Member	Adult	—	—	Yes	June 23	June 23
<input type="checkbox"/>	Kids Book Club	Julie Santana	Child	—	—	Yes	June 19	June 19
<input type="checkbox"/>	Craft Classes for Adults	SD Library Member	Adult	—	—	Yes	June 16	June 16
<input type="checkbox"/>	Kids Book Club	Julie Santana	Child	—	—	Yes	June 15	June 15
<input type="checkbox"/>	Kids Book Club	Julie Santana	Child	—	—	Yes	June 12	June 12
<input type="checkbox"/>	Craft Classes for Adults	SD Library Member	Adult	—	—	Yes	June 9	June 9



Segment Your Patron Lists

Targeted Marketing from Your ILS Data

- Dashboard
- Rooms
- Events
- Images
- Pages
- Emails
- Smart Lists**
- All Smart Lists
- New Smart List
- Settings
- Profile
- Collapse menu

Smart List

Report Type

Patron

Filters

Preview

Choose Filter

Select Filter

Save



Email Campaigns



- Dashboard
- Rooms
- Events
- Images
- Pages
- Emails**
- All Emails
- Add New Email
- Smart Lists
- Profile
- Collapse menu

Emails [Add New Email](#)

All (7) | Mine (3) | Published (6) | Draft (1) | Trash (17)

Bulk Actions All dates

7 items

<input type="checkbox"/>	Title	Date
<input type="checkbox"/>	Upcoming Event for June	Published 6 mins ago
<input type="checkbox"/>	Library Newsletter – All Patrons	Published 2 hours ago
<input type="checkbox"/>	Events March 2020	Published 2020/03/04
<input type="checkbox"/>	2020.02.26 Blast	Published 2020/02/25
<input type="checkbox"/>	2020-02-26 Email Blast — Draft	Last Modified 2020/02/25
<input type="checkbox"/>	Library Announcement!	Published 2020/02/25
<input type="checkbox"/>	Library Newsletter (do not delete)	Published 2020/02/24
<input type="checkbox"/>	Title	Date

Bulk Actions

7 items



THE COMMUNITY ENGAGEMENT PLATFORM—

The Future of Library Marketing



 *Emails*

 *Ticketing*

 *Calendar*

 *Bookings*

 *Registration*

 *Performance*

Pricing

Unlimited

Emails Sent

Events

Registrations

Tickets

Smart Lists

Rooms

Pricing

Number of Library Brands

Number of Patron Email Addresses



May

20

2:35 PM (ET)

TOMORROW'S SESSION:

The Community Engagement Platform

May

26

1:00 PM (ET)

NEXT WEBINAR:

*Product Overview:
The Community Engagement Platform*



Thank You!

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Eric.Keith@SirsiDynix.com

