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University Library System

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Database Trials Marketing Plan

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Database Trials Marketing Plan

Summary

The Kennesaw State University (KSU) Library System trials databases twice per year during the fall and spring semesters. The fall semester database trial period runs from October to November, and the spring semester database trial period runs from March to April.

Marketing the Library System's database trials is a collaboration between the Electronic Resources Librarian, the Strategic Marketing & Outreach Librarian, the Liaison Coordinator, and the Electronic Resources Assistant.

This plan defines the responsibilities of each collaborator, the marketing timeline for the bi-annual trials, and the strategy to implement potential marketing events to the KSU community.

Responsibilities

Electronic Resources Librarian

- Coordinate all communications between vendors and other collaborators
- Provide trial information for and approve content on all marketing materials created by the Strategic Marketing & Outreach Librarian, in conjunction with the Director of Collection Development

Strategic Marketing & Outreach Librarian

- Create and organize distribution all digital and physical marketing materials on KSU campuses
- Organize digital display and poster/flyer printing of any vendor-provided marketing materials to be used during trial period, to be approved by the Electronic Resources Librarian
- Coordinate distribution of any vendor-provided give-away items to KSU community

Liaison Coordinator

- Coordinate communications from Electronic Resources Librarian to all Undergraduate Faculty Liaison Librarians and Graduate Librarians ("the Librarians")
- Coordinate targeted marketing communications between the Librarians and their respective undergraduate and graduate departments, programs, and faculty members

Electronic Resources Assistant

- Tasks are assigned as needed by the Electronic Resources Librarian, the Strategic Marketing & Outreach Librarian, or the Liaison Coordinator, all in conjunction with the Director of Collection Development. Tasks can include:
 - Assisting in coordinating communications between vendors and Librarians
 - Designing and creating content for digital and physical marketing materials
 - Ensuring marketing materials reach all digital and physical marketing locations

Timeline

Fall Semester Trial Period

- September
 - Electronic Resources Librarian negotiates database trials and requests promotional materials and give-away items from vendors
 - Strategic Marketing & Outreach Librarian and Electronic Resources Assistant create marketing materials for trials
 - Kennesaw State University midterms
- October
 - Strategic Marketing & Outreach Librarian begins marketing events to KSU community (1-2 weeks before trials begin)
 - Liaison Coordinator coordinates targeted trial communications from Librarians to their faculty, programs, and departments (for the duration of the trial period)
 - *Trials begin*
 - Electronic Resources Librarian submits trial alert to *libksc* email distribution list
 - Marketing events continue weekly (several times per week for all trials)
- November
 - Electronic Resources Assistant submits trial reminder to *libksc* email distribution list
 - Strategic Marketing & Outreach Librarian pushes final event to KSU community (approximately 1 week before the trial ends)
 - *Trials end*

Spring Semester Trial Period

- February
 - Electronic Resources Librarian negotiates database trials and requests promotional materials and give-away items from vendors
 - Strategic Marketing & Outreach Librarian and Electronic Resources Assistant create marketing materials for trials
- March

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- Kennesaw State University midterms and spring break
 - Strategic Marketing & Outreach Librarian begins marketing events to KSU community (1-2 weeks before trials begin)
 - Liaison Coordinator coordinates targeted trial communications from Librarians to their faculty, programs, and departments (for the duration of the trial period)
 - *Trials begin*
 - Electronic Resources Librarian submits trial alert to *libksc* email distribution list
 - Marketing events continue weekly (several times per week for all trials)
 - April
 - Electronic Resources Assistant submits trial reminder to *libksc* email distribution list
 - Strategic Marketing & Outreach Librarian pushes final event to KSU community (approximately 1 week before the trial ends)
 - *Trials end*

Strategy

All KSU Library System buildings and campus-wide marketing events are organized by the Strategic Marketing & Outreach Librarian, with assistance provided as needed by the Electronic Resources Assistant. All content is approved by the Electronic Resources Librarian and/or the Director of Collection Development before posting publicly.

Database trial marketing will primarily occur in digital locations across both campuses. Digital marketing can be supplemented with physical marketing materials located within the Library buildings (the Horace W. Sturgis Library on the Kennesaw campus and the Lawrence V. Johnson Library on the Marietta campus).

Digital Marketing

Marketing efforts can be coordinated in the following digital locations:

- KSU Today (faculty and staff) and KSU Student Inform daily digest (students)
 - Start posts 1-2 weeks before trials begin; post on the trial start date; final post 3-5 days before trials end
 - Occurs weekly on different days throughout the week with 1 post per database
- OwlTV Digital Signage Network
 - Content circulates throughout trial period; content is removed on the final day of each trial
 - 1 week before each trial ends, update content text to alert of trial's end date
- Posts on Library System's social media accounts (Twitter, Facebook, and Instagram)
 - Start posts 1-2 weeks before trials begin; final post can occur on last day of trial for individual databases

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- Throughout the duration of trial period, split up marketing on the social media platforms; highlight all trial databases intermittently across all platforms
 - Manage posts using social media marketing platform Buffer
 - Owl Radio advertisements
 - Advertisements are free, require at least two weeks' notice, and content should be kept to a maximum of 1-3 sentences
 - Advertisements start on the first day of the active trial period, and end on the last day of the first trial

Physical Marketing

This includes materials such as posters, flyers, postcards, and any give-away items (such as mugs, pens, notepads) from vendors. Any physical marketing efforts made will only occur inside the Library buildings.

From within the Sturgis and Johnson Library buildings, marketing efforts can include:

- The Thinker newsletter
 - Fall semester: October and November
 - Spring semester: March and April
- Posters
 - Design and print 1-2 weeks before trials begin; post on first day of trials
- Flyers for doors and elevators
 - Design and print 1-2 weeks before trials begin; post on first day of trials

Other locations across both campuses

- Napkin holders at Kennesaw and Marietta dining locations (The Commons, Stingers, Kennesaw campus student center), pending available funding
 - Marketing lasts two weeks from approved start date

Marketing Efforts for Librarians for Undergraduate and Graduate Departments

The KSU Library System's Librarians (undergraduate faculty liaisons and graduate) can also reach out to their respective faculty, departments, and programs for targeted and specific marketing of relevant database trials. The Liaison Coordinator, with assistance provided as needed by the Electronic Resources Assistant, organizes the communication efforts of the Librarians and provides guidance in creating targeted marketing materials.

Statistics regarding communication with department faculty will be recorded according to the guidelines established by the Liaison Coordinator.

Marketing efforts from the Librarians can include:

- Email templates
 - Plain HTML text announcements
 - MailChimp campaigns

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- Canva and Adobe Spark graphics
 - Librarians can consider providing a demonstration to department faculty on a case-by-case basis
 - Demonstrations of trial databases will not be provided to students
 - One-on-one meetings with faculty
 - Announcements at faculty department meetings
 - Postcards to give Librarians for faculty
 - Design and print 1-2 weeks before trials begin; post on first day of trials