

Marketing Plan

Mission Statement: We, the members of the SLIS West spring 2016 class of LIS 462, *Digital Libraries*, have as our mission the creation of a digital library. Together, we will embark on every step of the digitization process, from content selection to system design, in order to digitize and preserve the Ethel A. Killgrove Collection. Our goal is twofold: to make Killgrove's collection accessible to a wider audience of students, researchers, archivists, and interested members of the public, as well as to preserve it for future generations. As the UMass Amherst Special Collections and University Archives elegantly puts it, it is our goal to "keep alive the memory of human endeavor and experience" that Ethel A. Killgrove's letters, pictures, and ephemera illuminate.

Goals: To create a digital library to serve the users mentioned above, and to share and promote the collection with interested parties.

Plans: Complete the work on the digital library. Share information about the collection and the project itself on Twitter. Organize a roll-out party to unveil the finished digital library. Provide handout materials about the collection at the party.

Vision statement: The visual look of the collection, website, and marketing materials should reflect the location and themes of Ethel Killgrove's missionary experience. The main colors should reflect a "desert" color palette in shades of brown, with cream and black accents. The visual look of vintage letters and airmail paper also inspired the vision, and typewriter theme fonts could be used for the website title and navigation buttons. Background images and accents could include the "air mail" logo, letter writing imagery, a radio tower with soundwaves, typewriters, pens or other writing implements, or anything reflective of this theme,

Our Twitter account is @RadioFreeEthel. If you don't have a Twitter account, you can read on the web at <https://twitter.com/RadioFreeEthel>, but you won't be able to reply without an account.

Target Audiences	Needs we can fill
researchers	historical images, documents, information
archivists	historical images, documents, information
university students	historical images, documents, information
missionary history interests	missionary history
political studies interests	images and impressions of the area
letter-writing history interests	letter examples from 1940's-1950's
other LIS students	example of an LIS Digital Library project

Goal	Action needed to achieve	Promotion Technique	Promotional resources needed	Technologies needed
Share and promote the collection	Create the digital library	Roll out party		
Have a roll-out party to show finished product	plan party	email announcements, signs?	Handout items highlighting the collection	Screen and web access to show the library Email to send announcements
			Slideshow of class members working on the project	

Promote collection	Create Twitter account			
	Post signs and/or email interested groups information about the collection			
	Provide handout materials with information and link to collection			

Potential marketing plan levels for rollout party

Our Ideal plan:

- Cake from Atkins Market, purchased through SLIS office funds
- Buttons or magnets, pens, or other handout items
- Nice color printed handouts - bookmark or other printed materials ordered from a vendor

Midlevel:

- Cake from Atkins Market, purchased through SLIS office funds
- Color printed handouts printed for us by SLIS Boston
- 3D printed items from SLIS offices in Boston - if an appropriate item was determined
- 1" buttons created on a button maker a class member has access to, no cost

Basic:

- Black and white printed handout materials printed ourselves
- Cake from Atkins Market, purchased through SLIS office funds
- 1" buttons created on a button maker a class member has access to, no cost

