

**OCPL Curbside Pickup**

**2022 Marketing Plan**

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Since the beginning of the COVID-19 Pandemic in 2020 the Orange County Public Libraries of Southern California have initiated a curbside pick-up service for the safety and convenience of the patrons who wish to check out physical items from the OCPL branches. This allowed the public to continue having access to physical books, audiobooks, and the other materials available such as board games, tools, and devices despite the library branches being closed. As the pandemic situation ebbed and flowed through various variants and increasing levels of vaccinations, we intend to maintain this pickup service as an additional option for our patrons. Our goal is to increase utilization of this service by 20% (by number of items checked out), and increase the number of unique patrons using this service by 10%. We also aim to better understand what other barriers keep people from accessing the library, and what times or days this service would be most beneficial for the greatest number of patrons.

**Mission:**

The mission of OCPL is “Empower & Enrich our Communities” and our vision is “Open Doors, Free Access, Community.” While the pandemic has limited our ability to offer literal “open doors” we can continue to offer free access to our options by the service of curbside pickup, allowing open availability to our entire collection. We have already ceased in-person programming and limited our hours to limit the spread of coronavirus, which has resulted in limited ability to fulfill our mission of empowering and enriching the community. Continuing this service is not only vital to achieve our mission and vision statements, it’s critical to our community who have very little options from our other services that have been paused to protect the health of our staff and patrons.

**Messages:**

Our aim for this program is to target two main audiences:

- Regular patrons of the library, who check out physical resources often, and whose access has been disrupted by our changing policies.
- Potential patrons who feel they do not have convenient access to the library because of scheduling conflicts, or are too physically far from the library. This may also include our disabled patrons who would benefit from not having to exit their vehicle and enter the library to search for their items.

The messages that will go out to these specific groups will be different, as will the venue that they find these messages.

For the first group (known as “regulars”) our message will revolve around how their access does not need to be halted. Curbside pickup will be a temporary solution for them, but it will remain as long as necessary, and hopefully be a convenient option for them. Assumptions we are making about this group is they are regulars for one or several of the below reasons:

- They enjoy the atmosphere of visiting a library
- Regular library visits are a comfort or tradition for them
- They are not familiar with the virtual catalog available via Overdrive, Libby, and Kanopy

When messaging to them we need to recognize that the curbside pickup cannot fully replace their affinity for the physical library location, but that we want to continue providing access to them. We will also need to succinctly and clearly demonstrate *how* to order items for curbside pickup since they may not be comfortable or familiar with the online catalogs. It is important to communicate that while they cannot browse the aisles and shelves in the library, they can have visibility to our entire collection at home, and can check them out as easily as they would go online shopping. Since many brick and mortar shops and restaurants have shifted to a

curbside pickup model during the pandemic, we should utilize that type of language so it is clear how simple the process is.

In short the message should be: understanding of the loss of their regular pattern, offer a solution, and explain how the solution is simple and convenient for them.

The secondary group we will be marketing to will be a new demographic of patrons who may not be currently accessing the physical collection due to a variety of barriers, but we believe this service will be advantageous to them and perhaps increase their access to the physical collections. They will be referred to as “potential patrons,” even though they may already be using the library on a non-regular basis, or relying on fully online catalogs such as OverDrive, Libby, Kanopy, etc.

The assumptions we are making about this group are:

- Their typical schedules do not align with library hours, limiting their access
- They might be disabled and find it too inconvenient to search through the stacks to access items
- They are fond of the convenience of our online resources (OverDrive, Libby, Kanopy) and find little value in the physical items they could check out
- Many use social media, and that is how they get their information and share their lives.

Messaging for the first group (non-users) will focus on the time convenience and how quickly they can go from reserving a book or item, to picking it up at the location. These will be posted in more community oriented locations to reach busier patrons.

For the disabled patrons we will focus on the more physical challenges of using the library. Messages like “pickup without leaving your car” or “as easy as ordering takeout” and things of that nature, and that messaging will be added to the accessibility portions of the website

The latter group which is already using the services can have messages such as “this item is also available for curbside pickup” on items that are not currently available online. Instead of waiting weeks for an e-book copy they can retrieve a physical copy today.

**Tactics:**

Our primary goal is to meet our audiences where they are, but because we are focusing on multiple audiences, that will include multiple areas to market in.

The assumption we are making about the regulars group is that they are frequent library patrons, so signage in the library and on the outside bulletin boards will likely be their first sight of this program.

For our “potential” groups there are several places that we intend to meet them at. The non-library users should be targeted at other community locations, such as recreational centers, community colleges and public schools, and if possible, partnerships with local bookshops and media centers to advertise. For our disabled patrons, we will add a new page and links on our accessibility section of our website to inform them of this service that could improve their experience. Lastly, the online users who frequently utilize Libby will be met with a new home screen on the app indicating this option, with links to more information about it.

All flyers will include a QR code that can be scanned to lead to the curbside pickup reservation site, so patrons can easily access and favorite the site for future use.

In addition to the classic type of marketing, (flyers, updates on our website, social media, wraps on the mobile library), we also want to utilize more earned media by way of our patrons.

If we can make picking up their items seem more aesthetically pleasing it can quickly turn into a social media trend. Creating interesting backdrops where they can photograph their book stacks, or take selfies with their items and asking patrons to post it with our hashtag can increase awareness of this service. We could also incentivize posts by offering prizes to randomly selected posters, which can include a free book, or something of equivalent value.

Other tactics will include:

- Wrap signs on the mobile library vehicles, including the URL of the site
- Weekly social media posts with links to reserve items
- Headline in the library newsletter

Timeline:

*Week 1-2:*

Create graphics and design elements for:

- Variety of photo backgrounds for pick-up locations
- Wrap signage on trucks
- Social media posts
- Flyers

Begin partnering with local institutions for permission to post flyers (community college, recreation center, high schools)

*Week 3:* Finalize language on each type of posting

*Week 4:* Combine graphics & terminology, order wrap signage for truck, begin printing our and posting flyers in designated locations

*Week 5:* Begin posting the social media posts on twitter, instagram, facebook. Begin bringing out the photo backdrops for initial users of the service. Announce the photo contest on social media platforms and in the monthly newsletter

*Weeks 6-7:* Encourage users to post their own photos from the backdrop. Begin reposting and retweeting photos with the hashtag.

*Week 8:* At the end of month announce the five winners and award them with a paperback or hardcover book of their choosing (spending limit enacted)

**Budget: \$200**

\$150 will go towards designing and printing the backdrops

\$50 in books will be awarded as prizes for five randomly selected users who post a photo with the hashtag

**Measurement:**

We will take stock of the current usage of the pickup service for the month leading up to our new marketing plan, as well as the comparable month from the prior year to account for possible seasonality. If there is access to demographic information based on the library card holders we will measure that before and after to determine which demographics increased or decreased utilization before and after the marketing campaign. Afterwards we will conduct an after action review to study which time slots of the service were most used, and if they need to be adjusted or increased. If there is a 20% increase in utilization of the service we will consider the project a success.

Example social media post:



## Win books at Curbside Pickup!

- Reserve books online
- Pick them up at your convenience
- Take a photo & post with the hashtag
- Five users will win a book of their choosing!



## Scan to start!

