

Marketing & Promotion

Initiatives - Next 3 Years:

To understand our customers and what their needs are we will:

- Survey our visitors regularly
- Produce a service plan - including a comprehensive feedback system
- Monitoring community & market trends as they affect the provision of library service

To raise awareness to ensure the community is informed of library resources, activities and events, we will:

- Identify annual priorities to promote library resources, services & technologies
- Seek regular & innovative ways to raise library's profile in the community
- Be creative & innovative in our approach to target groups of library non-users

Brand - Brand - Brand

- Continue to remind ourselves of the vision behind the brand & proudly host every event & programme
- Develop further merchandising opportunities
- Establish standards for all promotional materials

Initiatives - Within 10 years:

- Review the "Living Room of the City" brand
- Develop e-commerce initiatives
- Establish a Marketing & Promotion team
- Develop sponsorship opportunities

Merchandise

Visibility

Communicate

Profile

Talk of the town

Promotion

Feedback

Analysis

Image