About Me

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Marketing Communications +
Public Relations + Branding +
Graphic Design + a lot of “Other”
About DPPL

- Mid-sized public library / primarily working class community of 59,000 residents in the suburbs of Chicago. Directly north of O’Hare airport.
- 1/3 of our residents have a college degree or equivalent
- 60% of the population has a library card, 90% of households have at least one library card.
- Nearly 40% of Des Plaines residents were born outside the United States.
• 2014 Budget $6,485,005
• We have lowered our levy 1.5% each year for the past 4 years
• The 2015 budget includes a $1.2 million capital project to will add:
  • Two dedicated, flexible digital training and digital literacy centers
  • Dedicated collaborative spaces for teen
  • More spaces to support early literacy initiatives.
“E” at DPPL

• $861K materials budget
• $86K dedicated to eProducts and resources in 2014 / 11% budget
• eProducts are about 3% of our total circ.
• First offered downloadable audio 13 years ago.
• Increased focus 5 years ago
What

• $19k consumer advertising campaign with the same tag line “Your DPPL Library Card: the most valuable card in your wallet”.
• Includes print, digital and email components.
• Paid for with State of Illinois per capita grant funds / $68k in 2014
Why

- Board desire to “reach” non-library users
- Staff desire to increase the use of the digital materials and products.
When

- November and December 2014
- Timed to coincide with
  - Holiday Shopping Season.
  - Time when patrons are shopping for digital devices and looking to save money.
Where

Twelve 4-color ¼ page print ads in the Daily Herald ($7.2K)
Where

Two ¼ page Spanish language ads in Reflejos ($780)
Where

375,000 keyword-driven digital ad impressions over 6 weeks on dailyherald.com. ($2.25K)
Where

Three emails over 14 days to 30K emails from a Daily Herald database, targeting women 18 – 40 interested in music and film within a 10 mile radius of DPPL. ($2.8K)
Where

Eight 8 ½” x 11” inserts into Des Plaines Journal and Topics (40K pieces total), zoned to our community ($4k)
Where

In-library promotion, including our website homepage, blogs, Facebook, banners and other signage.
Where

Other miscellaneous community based advertising (chamber of commerce map, etc.) ($2k)
Target Audience

- Women 18-40 interested in music, film, magazines and downloadable books, at a time when they are shopping and needing to save money.
- Key Hoopla demographic
- Secondarily, new mobile device owners
- Anyone with a familiarity with digital resources and desire to save money.
Production

- All “in-house”, no production or design costs.
- I developed the campaign concept, wrote the content and purchased the ads.
- Designed by our Manager of Creative Services, Kelly Horvath
- Web content support and custom URLs from DPPL’s Web Services Manager Ali Van Doren.
The Outcome

- High impact in anecdotal awareness of the library and new offerings
- The 60K dedicated emails alone had 10 – 12% open rates (9,580 opens) and 1,340 clicks to the featured links in the first 2 weeks.
- Circ of eMaterials up 21% Dec 2013 to Dec 2014
- Circ of eMaterials up 24.5% year end 2013 to 2014
Opportunities

• Ownership of digital devices still relatively low in our community but growing.

• Difficult to use platform, restricted quantities, but improving.

• Lack of digital device and ematerials training.
  • Digital training classroom coming late 2015.
  • Tech device “e-Bar” training center coming late 2015
What I’ve Learned

Lobby for the money:
- More money = more impressions = (hopefully) more usage of your resources.
- DPPL gets about $70K in per capita grant funds each year. Ask for a piece of that. And ask for even more next year, after you’ve run a successful campaign.
What I’ve Learned, PT 2

You don’t need to be a media buying expert:

• Trust your local media sales reps to steer you in the right direction.

• I was a little skeptical about the email campaign recommended by my Daily Herald rep, but it’s turning out to be fantastic.
What I’ve Learned, PT 3

Focus your target and message:

• One kind of product and service, sending
• One specific massage to
• One specific group of people.
• Others will get the message too.
What I’ve Learned, PT 3

Good design matters:

• If you don’t have internal resources, invest in a freelance design professional to execute your campaign.
Questions?
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