

Loudoun County Public Library
Eat Local Read Local Festival Event Marketing Campaign

Objective: To promote the second *Eat Local Read Local Festival* event at Cascades Library on October 7, 2017

Indirect Objectives:

- Increase visibility of the library
- Expand brand positioning of library—the library is not just a place for book lovers

Direct Objectives:

- Increase event attendance by 30%
- Place the story in three media outlets
- Increase web traffic to event page by 15%
- Increase event library card registrations by 10% (one way to tell if event attracts new patrons)

These objectives will be refined based on results and feedback from the previous *Eat Local Read Local Festival* and input from library leadership on the overall communications objectives and event marketing objectives.

The objectives of this promotional campaign should be a piece in the larger library communications strategy.

Target Audience:

The target audience for this campaign is library patrons of all ages, plus two groups that are not currently active library patrons. This is an opportunity to expand the reach of the library, by marketing the festival to specific groups who may not be in the habit of looking toward the library for programs and services. The target audience:

1. Current library patrons
 2. Residents with an interest in all things local, “local enthusiasts”
 3. Residents who consider themselves “foodies”
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1. Current library patrons visit the library regularly. They like library events and book events. They seek things to do with family and friends that are cost-effective and convenient, and they look towards the library for these opportunities.
 2. “Local enthusiasts” are residents interested in local business and small business. They are probably passionate about Loudoun County or the DC region. They may be interested in the economic success of the region, and recognize that local talent increases that success. These individuals may not be used to going to the library for events.
 3. “Foodies” are residents who are passionate about food and trying new restaurants. They like going to food-related events, perhaps especially events with a twist. These individuals may not be used to going to the library for events.

Campaign message:

Internal: Discover the best foods and authors from your own community at the second *Eat Local Read Local Festival* by Loudoun County Public Library.

External:

Eat Local, Read Local. Discover the best eats and reads grown in your community.

The message uses the word “discover” to emphasize the active nature of the festival, and capture the idea that attendees will have the opportunity to engage in something new.

This message should appeal to all three target audience groups: library patrons like to attend community events, “local enthusiasts” like to learn about new local talent, and “foodies” like trying new restaurants and food vendors.

Supporting campaign messages:

Besides the core message, the campaign will contain several supporting and complimentary messages:

1. Attend the *Eat Local Read Local Festival* on October 7, 2017 at Cascades Library
 - a. Activities for the entire family
 - b. Schedule of events
 - c. Highlight headliners and anything new from previous year
2. Learn about local food vendors and local authors
3. Discover events at the library you did not expect

Campaign Creative:

If the team agrees that the event branding from last year was successful, the new creative will use the font and image as the event logo, with some modifications to keep it fresh. The color palette could be modified to be more appropriate for autumn. The sample logo incorporates a second fork with a book, to highlight the “read” part of *Eat Local Read Local*.

One idea for the main artwork of the campaign is “Instagram-style” images. These are popular for food posts and book posts on social media, with the hashtags #foodstagram and #bookstagram. This style of images is highly visually appealing and will be attractive to food and book lovers. Two Instagram-style images, plus images from the previous festival, can serve as the primary festival poster and press kit images.

A series of blog posts and a coinciding social media campaign will highlight images and content from participating vendors and authors. Participants will be asked to submit photos of their food or books, in the artistic “Instagram-style,” and answer a short list of interview questions. These blog posts will be released periodically over the six weeks leading up to the event.

Some of the posts should highlight the activities for children and families, especially if this is a focus in the programming. Photos of children’s books, foods that appeal to children and images of children’s activities from

the previous year should be selected for online event calendars which target families. A section on the event webpage should highlight the activities for children.

A bonus visual element for this campaign could be a map of Loudoun County or the greater region with labels for each of the festival participants. This will give a visual representation of the vendors and authors assembling from around the region for this event. It is a creative way to list festival participants, and would likely appeal to press and local enthusiasts.

Marketing Channels:

Channel: Library Staff

Target audience: Library Patrons

The best way to inform library patrons is to have a well-informed library staff. Include festival information in inter-library email newsletter.

Channel: County staff

Target Audience: Local Enthusiasts

Reach county staff and leadership through inter-county staff newsletters, County Supervisor communications channels, and county media outlets.

Channel: Partner relationships

Target audience: Local Enthusiasts, Foodies

Event participants (authors, booksellers, and food vendors) will each get an outreach kit for promoting the festival. The kits will include posters, web ads, text for social media posts, a suggested promotional schedule and other guidelines. Participants will be asked to include festival promotion in their email marketing.

If agreeable to library leadership, we can form partnerships with local interest groups like the County Economic Development Department, Loudoun Chamber, Visit Loudoun, local wineries and breweries, or other groups that have an interest in local business. Potentially negotiate co-sponsor relationships wherein the partner provides funds or an in-kind contribution in exchange for sponsorship exposure. Partner(s) receive media kits to cross-promote the festival to their networks. Send communications staff to speak about the event at partner meeting (like a Chamber event).

Partners can be approached with simple proposals including information about the festival, expected event reach, options for a partnership, and a sample media kit.

Channel: Press

Target audience: Library Patrons, Local Enthusiasts, Foodies

Send press release and interview opportunities to local press, leveraging participating vendors and authors as a press hook. Reach out to local press like *Loudoun Times*, *Loudoun Now/Get Out Loudoun*, *Loudoun Tribune*, *Washington Post Local*, *The Connection*, *Northern Virginia Magazine*, *Loudoun Woman Magazine*, and *Posh Seven*.

Increase visibility for press by creating a “for media” section on Loudoun County Public Library website, so interested journalists can easily find where to go for content and contact information.

Channel: Email campaign

Target audience: Library Patrons, Local Enthusiasts, Foodies

Include the festival campaign in emails to library patrons. Identify organizations in local and food industries and request web ad be included in customer emails. Request that participating vendors and authors include the event in their email marketing

Channel: Social Media

Target audience: Library Patrons, Local Enthusiasts, Foodies

Use high impact “Instagram-style” images and mini interviews with participating authors and vendors to create content for a social media series. Each post will feature one or more author or vendor, while highlighting the core campaign message and linking to event details. Establish a schedule for this festival series, to create a following and anticipation for the event. This will also engage participants, when their individual blog is posted and tagged.

The campaign will utilize Facebook, Twitter, Instagram and LinkedIn, according to each platforms’ best practices.

Channel: Local event calendars

Target audience: Library Patrons, Local Enthusiasts, Foodies

Submit the festival to local online and print community calendars, such as periodicals, Meetup.com, Dulles Moms group, and so on. If only one category can be selected, try choosing “food” event as primary classification to attract new patrons.

Channel: Google AdWords

Target audience: Library Patrons, Local Enthusiasts, Foodies

Utilize the free tools from Google for targeted Google ads. Create separate ads with keyword focus on “library,” “local” and “food.”

Channel: Materials in Branches

Target audience: Library Patrons

Printed materials in the branches, to be determined with the team: posters, flyers, postcards and/or bookmarks. Create an ad and event listing in PAGES.

Channel: Materials in Community

Target audience: Local Enthusiasts, Foodies

Posters and postcards or flyers distributed to participants, partners, County organizations, and other local businesses.

Channel: Library website

Target audience: Library Patrons

Maintain a festival page on the website that includes campaign messages and up-to-date information about the schedule of activities. The page should answer common event questions, and have a separate section for each interest group plus a section about activities for children.

Create a banner ad on the library website, publish blog posts highlighting festival participants, and list in the library's online events calendar.

Creating a blog section on the website is a good place to gather special content for library communications, like this festival promotion.

Budget:

The required budget for promotion the *Eat Local Read Local Festival* in this proposed plan is minimal.

Potential Budget items include:

Print costs – flyers would be less expensive than postcards or bookmarks

Purchasing images, if necessary

Social media sponsored posts, optional

Sponsored posts on event calendars, optional

Purchasing ad space with relevant organizations, optional

Timeline:

Based on the event objectives to increase visibility of the library and expand library positioning, save the date and “teaser” messages can begin during the summer months. Those who remember the event from last June may be looking for the event information in June 2017, so we want those patrons to find the new date easily. This outreach can be once or twice a month—a good strategy is to share select event information as it becomes available.

Conversations with festival participants and partners about promotional efforts should begin right away. As the programming team contacts and secures festival participants, the communications team can get in touch about media kits. For partners, the proposals should go out in June or July, before partners have booked other sponsorship commitments for fall.

For the direct objective of generating event attendance, promotion should start in earnest six weeks out—October is a busy month for events, so we want to get on personal calendars. Promotion increases steadily until the final days leading up to the event and day of, to capture individuals looking for something to do that weekend.

Measuring Success:

The success of the campaign can be measured in the days after the event by evaluating the direct objectives:

- Increase event attendance by 30%
- Place stories in three media outlets
- Increase web traffic to event page by 15%
- Increase event library card registrations by 10% (one way to tell if event attracts new patrons)

If the team decides to distribute feedback surveys to festival attendees, we would request to include questions about how attendees heard about the event. We can get a sense of which promotional tools were effective.

Conclusion:

This *Eat Local Read Local Festival* campaign will work within the overall communications strategy of the library to meet the goals of increasing library awareness in the community and expanding our brand positioning. The campaign will leverage the appeal of this festival to certain groups that are probably not frequent library goers, “local enthusiasts” and “foodies.” This will be achieved through various channels, including engagement from festival participants and partner organizations who have a vested interest in the success of the event. The campaign will not leave out staff and county stakeholders, to ensure those closest to the festival are informed and excited about the event.

Outline for promotional blog posts

Eat Local Read Local Festival

Discover the best eats and reads grown in your community.

In honor of the *Eat Local Read Local Festival* coming up on October 7, 2017 at Cascades Library, each week we will highlight an author and food vendor who will be at the festival. The festival will have more than 30 vendors and authors, all local, with many fun giveaways and a raffle. There will be activities throughout the day for all ages—bring the whole family!

Vendor #1, Name of Vendor, Location

Please tell us about what you do.

Vendor gives a summary of their work.

What do you love about being in Loudoun County?

Vendor brags about the resources and community in Loudoun County.

How has location inspired your work?

Vendor shares witty anecdote about local ingredients.

How has the library impacted you or your business?

Vendor shares how they studied for their business degree while inside the library.



Author #1, Location

Please tell us about what you do.

Author gives a summary of their work.

What do you love about being in this region?

Author brags about the resources and community in Virginia.

How has location inspired your work?

Author shares witty anecdote about local setting that inspired part of their book.

How has the library impacted you or your business?

Author shares how they researched their book in the library.



Link to event page, event schedule, and contact information will be prominent.

Eat Local Read Local

Discover the best eats and reads
grown in your community!



Saturday October 7, 2017
11am – 4pm
Cascades Library



More than 30 local authors and food vendors will display their wares. Workshops and special activities throughout the day. Festival is FREE with many giveaways, plus books and food for sale.

With Special Guests
Celebrity Author
and
Celebrity Chef!

Raffle drawings every hour! All ages!



Cascades Library
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Visit library.loudoun.gov

To request a reasonable accommodation for a disability, call 703-777-0368. Three days' notice is requested.