

Promoting our Nation's Depositories: Results from the FDLP Marketing Plan Survey



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The FDLP Marketing Plan

In working to empower Federal depository libraries (FDLs) with the tools they need to market their valuable services in the most effective way possible, the U.S. Government Printing Office (GPO) developed the FDLP Marketing Plan. This plan is comprised of three major parts: 1) introduction of a GPO-sponsored marketing campaign which provides tools that depositories can use to promote their services, 2) strategies and tips that depositories can utilize to market their services to non-FDLs, and 3) strategies and tips that depositories can utilize to market their services to the general public.

The Survey

In order for GPO to continue and expand upon the new marketing initiatives, community satisfaction with the plan needs to be measured. In order to do so, GPO put out a call for feedback. The FDLP Marketing Plan survey was made available via the FDLP Desktop, and its aim was to gauge satisfaction with the ideas set forth in the plan and to gauge whether or not the depository community would have the resources and be willing to provide GPO with feedback as to how well the strategies and products were serving their purpose.

The Results

A summary of the survey responses appears below:

1. Please indicate the extent to which you agree or disagree with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The marketing tips provided will be useful in assisting in my effort to market to non-FDLs.	29.17%	41.67%	29.17%	0.00%	0.00%
The marketing tips provided will be useful in assisting in my effort to market to the general public.	37.50%	45.83%	16.67%	0.00%	0.00%
Implementation of the marketing campaign will be a useful vehicle to promote FDLs.	37.50%	50.00%	12.50%	0.00%	0.00%
The promotional products being created to support the campaign reflect a strong and positive message.	45.83%	54.17%	0.00%	0.00%	0.00%
My library will get valuable use out of the promotional materials created for the campaign.	41.67%	45.83%	12.50%	0.00%	0.00%

My library will share these marketing tips and tools with other depositories and non-FDLs.	20.83%	41.67%	33.33%	4.17%	0.00%
My library would be willing to send campaign success stories, photos from events held, and new marketing ideas to GPO via the FDLP Desktop.	8.33%	45.83%	37.50%	8.33%	0.00%
Phase II objectives are on track with what my library would like to see from GPO in the future.	25.00%	41.67%	33.33%	0.00%	0.00%

2. My library is willing to provide GPO with requested statistical data (which will be used to measure the success of the program) regarding:

	Yes	No
Increased hits on library Web pages since implementation	69.57%	30.43%
Increased number of patrons visiting libraries since implementation	60.87%	39.13%
Volume and type of feedback from surveys conducted by individual libraries	39.13%	60.87%
Increased volume of contacts in social networking since implementation	30.43%	69.57%
Increased participation in library events since implementation	47.83%	52.17%
Increases in general inquires to libraries since implementation	65.22%	34.78%

Part one of the survey aimed at gathering feedback on the extent to which libraries felt that the FDLP Marketing Plan would be a useful tool in their promotional efforts. This feedback was essential for GPO to determine whether to move forward with the FDLP Marketing Plan, the new marketing campaign, and efforts to expand upon this initiative.

- 71% of all respondents feel that the tips provided for marketing to non-FDLs would be useful.
- 83% of all respondents feel that the tips provided for marketing to the general public would be useful.
- 88% of all respondents feel that the implementation of the Easy as FDL marketing campaign would be a useful promotional tool.
- 100% of respondents feel that the promotional products created for the campaign reflect a strong and positive message.
- 88% of respondents feel that their library will get valuable use out of the new promotional products.
- 63% of respondents would be willing to share marketing ideas and tools with non-FDLs and other depositories.
- 54% of respondents would be willing to share new marketing ideas and campaign success stories.
- 67% of respondents feel that Phase II objectives are on track with what they would like to see from GPO in the future.

Based on the results, GPO is moving forward with full implementation of the FDLP Marketing Plan.

Part two of the survey aimed at gathering feedback on the extent to which libraries were willing or able to share information with GPO on the success of the marketing campaign and marketing efforts in general. In order for GPO to expand upon and continue its marketing initiatives, GPO needs continuous feedback from the library community. Throughout the implementation of all phases of the Plan, GPO will be asking for library feedback in order to strengthen and improve the program. Library participation is critical to the success of this endeavor.

- About 70% of respondents said they are willing to provide GPO with data on increased hits to library Web pages after implementation.
- About 61% of respondents said they are willing to provide GPO with data on increased patronage after implementation.
- About 39% of respondents said they are willing to provide GPO with data on feedback from surveys conducted by the individual libraries.
- About 30% of respondents said they are willing to provide GPO with data on increased volumes of contacts on social networking sites.
- About 48% of respondents said they are willing to provide GPO with data on increases in participation in library events.
- About 65% of respondents said they are willing to provide GPO with data on increases in general library inquiries after implementation.

GPO envisions efforts to market FDLs to be a collaborative enterprise. With the help of FDLs across the country, GPO hopes to ignite the spread of excitement and convey the countless benefits that come with utilizing FDLs. This help includes informing GPO about marketing successes and sharing that information with others. Throughout this initiative, GPO will be reaching out to libraries to gauge their level of success and satisfaction.

A wide variety of general comments were received via the survey, most in favor of the new campaign, tips, and strategies proposed. Several suggestions were received concerning a wider dissemination of this campaign, such as through radio advertisements. Many libraries also expressed interest in Phase II deliverables, such as exploring uses of virtual worlds.

Details about next steps and progress of FDLP Marketing Plan initiatives are available from the FDLP Desktop at <http://www.fdlp.gov/promotion/marketingplan.html>.