



Federal Depository Library Program Marketing Plan

Easy As FDL

FEDERAL DEPOSITORY LIBRARIES
Free Information, Dedicated Service, Limitless Possibilities



FREE | DEDICATED | LIMITLESS

Federal Depository Library Program (FDLP) Marketing Plan:

Executive Summary

The services provided by Federal depository libraries (FDLs) and administered by the U.S. Government Printing Office (GPO) are unique and essential to the American public, and together, GPO and FDLs can spread the excitement of utilizing FDLs to the fullest. GPO's main goal in the creation of the FDLP Marketing Plan is to market the services of the FDLs to the widest audience possible, as well as to provide FDLs with the tools necessary to market their own services to both the general public and non-Federal depository libraries.

In late 2006, the Depository Library Council (DLC) prepared "Knowledge Will Forever Govern: A Vision Statement for Federal Depository Libraries in the 21st Century." One of the goals proposed for the library community and GPO to help transition into the electronic world effectively was to:

"Expand awareness of both the Federal Depository Library Program and Government information generally via excellent public relations and marketing."

In response to this critical call, GPO is proposing a variety of marketing strategies and activities.

The marketing plan has three main strategy components:

1. Tactics for expanding the methods by which GPO markets the FDLP to stakeholders.
 - a. In this, a new marketing campaign is introduced.

Included in GPO's plan to launch a new marketing campaign is a new slogan and accompanying tagline. The slogan will be "**Easy as FDL**" The accompanying tagline will read: "*Federal Depository Libraries: Free Information, Dedicated Service, Limitless Possibilities.*" This slogan and tagline will be used on all campaign materials.

- b. Also included in this section is a listing of promotional products, designed around the campaign slogan, which will be provided by GPO.
2. Methods FDLs can utilize to increase awareness of the FDLP to non-Federal depository libraries.
3. Methods FDLs can utilize to increase awareness of the FDLP to the general public.

Components 2 and 3 include methods that FDLs can utilize to promote the FDLP to non-FDLs and the general public, including students, professionals, and everyday library patrons. The methods include incorporating the new promotional materials created from the campaign, as well as unique, low-cost marketing ideas that library staff can execute independently.

This Plan will be disseminated to the community via the FDLP Desktop, GPO's various announcement services, and through speech presentations given by leadership in Library Services.

Upon dissemination of the plan, the marketing campaign components will be implemented in phases.

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I. Program Background

For more than 140 years, Depository libraries have supported the public's right to Government information by collecting, organizing, and preserving it, and by providing assistance to users.

Administered by the U.S. Government Printing Office (GPO), the Federal Depository Library Program (FDLP) is a network of almost 1,250 libraries representing many different types of libraries (public, academic, law, judicial, state and special, court and Federal agencies). These libraries are located in almost every congressional district, the District of Columbia, U.S. territories, and the U.S. Commonwealth of Puerto Rico. GPO provides Federal depository libraries (FDLs) with free access to official U.S. Government information in all formats. In return these libraries agree to provide free access to that information, as well as professional assistance in finding and using that information, to any member of the public.

While many libraries request Federal depository status to benefit their primary users (students, faculty, judges, residents of a particular city or county, etc.), all libraries that receive depository status (except the highest State appellate court libraries) make a legal commitment to provide Federal Government information to all the people of their Congressional District or geographic region. The key concept of no-fee, readily available access to U.S. Government information is a guiding principle of the FDLP. Anyone can visit Federal depository libraries and use the Federal depository collections which are filled with information on careers, business opportunities, consumer information, health and nutrition, legal and regulatory information, demographics, and numerous other subjects.

The FDLP traces its roots to the early 1800's when a joint resolution of Congress directed that additional copies of the House and Senate Journals and other documents be printed and distributed to institutions outside the Federal establishment. It was not until 1962 that such modern hallmarks as regional and selective library distinctions, and the selectives' ability to discard materials after 5 years, were added. The current parameters of the FDLP are defined by the Depository Library Act of 1962 and the Government Printing Office Electronic Information Access Enhancement Act of 1993, both codified in United States Code, Title 44, Chapters 19 and 41.

The Depository Library Council (DLC) to the Public Printer was established in 1972 to provide advice on policy matters relating to the FDLP. The primary focus of the DLC's work is to advise the Public Printer, the Superintendent of Documents, and appropriate members of GPO staff on practical options for the efficient management and operation of the FDLP.

II. Project Background & Objectives

GPO has embarked upon the creation of a FDLP Marketing Plan for several reasons. The services provided by FDLs and administered by GPO are unique and essential to the American public, and together, GPO and FDLs can spread the excitement of utilizing FDLs to the fullest. There is no, one audience for the services provided through the FDLP, and that makes marketing a challenge. GPO's main goal in this initiative is to market the services of the FDLs to the widest audience possible, as well as to provide FDLs with the tools necessary to market their own services to both the general public and non-Federal depository libraries.

GPO is also consistently looking for new ways by which the FDLP and Government information products can be marketed to the public, through the FDLs.

In late 2006, the Depository Library Council prepared "Knowledge Will Forever Govern: A Vision Statement for Federal Depository Libraries in the 21st Century." One of the goals proposed for the library community and GPO to help transition into the electronic world effectively was to:

"Expand awareness of both the Federal Depository Library Program and Government information generally via excellent public relations and marketing."

In response to this critical call, GPO is proposing a variety of marketing strategies and activities, noted in detail within this plan.

Project Objectives:

1. Communicate strategies for expanding the methods by which GPO markets the FDLP to stakeholders.
2. Provide FDLs with methods to increase awareness of the FDLP to non-Federal depository libraries.
3. Provide FDLs with methods to increase awareness of the FDLP to the general public.

Communication Objectives:

1. Increase awareness of the FDLP and FDLs to the general public, students, educators, professionals from the private sector, and non-FDLs.
2. Emphasize GPO and FDLs as the trusted and leading sources for Federal Government information.
3. Emphasize FDLs as easy to utilize sources for free information, excellent service, and a vast amount of resources to explore.

III. Information Sharing Opportunities

The Role of GPO:

There are a number of Federal Agencies that offer free information programs to the public or educational programs. These kinds of educational programs serve as resources to the American public to help increase understanding of aspects of the Federal Government, much like the services and resources offered by the FDLs.

In order to meet the communication objectives, GPO will dialogue with some of these agencies who have faced the challenge of promoting Federal Government programs to the general public.

A list of various agencies engaged in public informational/educational programs, either in person or via online methods appears below. These agencies hold the potential for information-sharing opportunities for GPO in regard to marketing services.

- U.S. Census Bureau
- Homeland Security
- StatUSA
- Environmental Protection Agency
- Equal Employment Opportunity Commission
- Federal Emergency Management Agency
- Federal Trade Commission
- Food and Drug Administration
- National Park Service
- The Bureau of Engraving and Printing
- Department of Transportation
- Centers for Medicare and Medicaid Services
- US Chemical Safety and Hazard Investigation Board
- Federal Aviation Administration
- Federal Communications Commission
- Food and Drug Administration
- US Patent and Trademark Office
- National Conservation Training Center

The Role of Federal Depository Libraries:

Utilize the networking tools provided with the new FDLP Desktop, along with professional listservs, and professional e-mail contacts to collaborate with other FDLs. All of the libraries in the Program are working toward common goals. Share your own marketing strategies, successes, and misses with your colleagues and learn from others as well.

IV. Audiences

In order to effectively communicate the necessity of services and benefits offered by the FDL, the messages need to be aimed at the appropriate stakeholder groups. Additionally, the purposes of the messages need to be clearly defined. The way in which the message is conveyed relies on the type of message that we are trying to send, therefore it is also important to identify the purpose of the message, or what we are trying to achieve through the strategies.

A. GPO Marketing the FDL to Stakeholders

Federal agencies via GPO National Account Managers

Purpose of Message: persuasive (to convince the subject to understand and accept the benefits of the FDL through educational materials and other communication channels) and educational (to broaden knowledge to an extent where the subject possesses a sufficient understanding of the details, as to inform others or utilize themselves)

Congressional Offices

Purpose of Message: educational (to broaden knowledge to an extent where the subject possesses a sufficient understanding of the details, as to inform others or utilize themselves)

General public

Purpose of Message: persuasive (to convince the subject to understand and accept the benefits of the FDL through educational materials and other communication channels)

National Library Associations

Purpose of Message: educational (to broaden knowledge to an extent where the subject possesses a sufficient understanding of the details, as to inform others or utilize themselves)

B. FDLs Marketing to Non-FDLs

- Federal libraries (non-FDL)
- Special libraries (non-FDL)
- Libraries at educational institutions (non-FDL)
- Public libraries (non-FDL)
- Libraries at cultural institutions (non-FDL)
- Medical libraries (non-FDL)
- State libraries and State-wide programs

Purpose of Message: persuasive (to convince the subject to understand and accept the benefits of the FDL through educational materials and other communication channels) and educational (to broaden knowledge to an extent where the subject possesses a sufficient understanding of the details, as to inform others or utilize themselves)

C. FDLs Marketing to the General Public

- Students
- Educators
- Legal and business professionals
- General public
- Foreign language groups

Purpose of Message: persuasive (to convince the subject to understand and accept the benefits of the FDL through educational materials and other communication channels)

V. Key Messages

A. GPO Marketing the FDLP to Stakeholders

Audiences:

- Federal Agencies via GPO National Account Managers
- Congressional Offices
- General public
- National Library Associations

Message Components:

- What FDLs are
- What FDLs do
- What services FDLs offer
- Tripwires: ramifications of not having FDLs
- Ways to use the information found at FDLs
- Ways to reach FDLs
- Ways to get more information on FDLs
- Ways to empower groups to easily and effectively promote FDLs

B. FDLs Marketing to Non-FDLs

Audiences:

- Federal libraries (non-FDL)
- Special libraries (non-FDL)
- Libraries at educational institutions (non-FDL)
- Public libraries (non-FDL)
- Libraries at cultural institutions (non-FDL)
- Medical libraries (non-FDL)
- State libraries and State-wide programs

Message Components:

- What FDLs are
- What FDLs do
- What services FDLs offer
- Tripwires: ramifications of not having FDLs
- Ways by which FDLs and non-FDLs can partner
- Ways by which FDLs and non-FDLs can share information
- Ways FDLs and non-FDLs can market one another

C. FDLs Marketing to the General Public

Audiences:

- Students
- Educators
- Legal and business professionals
- General public
- Foreign language groups

Message Components:

- What FDLs are
- What FDLs do
- What services FDLs offer
- Tripwires: ramifications of not having FDLs
- Ways to use the information found at FDLs
- Ways to reach FDLs
- Ways to get more information on FDLs

VI. Marketing Strategies & Communication Channels

A. GPO Marketing the FDLP to Stakeholders

In the section below, strategies are highlighted that will be undertaken by GPO. Deliverables from these strategies will be:

- shared with the community for use in self-promotion by the community
- disseminated to current and potential customer groups in order for GPO to promote the FDLP and the services provided by FDLs and GPO

Strategy:

Launch a new marketing campaign entitled: **“Easy as FDL”** The tagline appearing underneath will read: *“Federal Depository Libraries: Free Information, Dedicated Service, Limitless Possibilities.”*

This campaign will serve to emphasize four aspects of FDLs:

1. Getting what you are looking for is easy with FDLs (conveyed in main headline).
2. Free information: wealth of valuable information on a wide variety of topics (deemphasize traditional Government information, and emphasize what other types of information are included in Government information: i.e. nutrition information, consumer information, etc.
3. Dedicated service: emphasize the value in the staff expertise, much greater value than going to search engines for research and information.
4. Limitless Possibilities: emphasize the vast wealth of knowledge and experience that these information professionals are tapping into, the vast amount of resources (i.e. print and online) to be utilized, and the fact that these collections are added to on a continuous basis.

Materials developed for the campaign are described below.

Promotional Videos – GPO staff will create and produce brief promotional videos, which will be available from the FDLP Desktop. Videos can also be made available as podcasts.

These videos will be based on the “Easy as FDL” campaign. Video topics include:

- Main “Easy as FDL” video with flashy explanation of tagline.
- What Happens at Your Local FDL?
- What can a FDL do for me?
- Local FDLs and GPO Working Together (description of FDL services and GPO offerings, i.e., GPO Access)

Posters – A series of posters will be developed that emphasize the “Easy as FDL” campaign. Each FDL would receive two copies of each poster, one to display and one to give to a non-FDL to display. Poster topics include:

- Explanation of the program benefits, as described in the campaign explanation above
- What can I find at my local FDL?
- Why should I visit a FDL?

Pocket Cards – A new pocket card will be created to support the campaign theme. A pocket card serves the same purpose as a flyer, but it is smaller in appearance. Pocket cards are handy and easy to disseminate, and they may not include as much information as a typical flyer.

Table Tents – A small table tent will be designed to reflect the campaign theme. Table tents are unique in that they can be disseminated in unique areas where it is difficult to gain the attention of potential patrons, i.e. student unions, other parts of the library, common rooms, dormitories, local Congressional offices, etc.

Promotional Items (to give to patrons) – A new bookmark designed to reflect the theme of the campaign will be available for order from the FDLP Desktop.

Promotional Items (for staff to utilize) – Buttons that read, “Ask me about FDLs!” will be available from the FDLP Desktop. (Buttons are a good way to start a conversation. Patrons will be likely to inquire about FDLs, and staff members will have “conversation starter” for pointing out the benefits of utilizing your local FDL.)

Color Mini-Posters for Printing – An 8 ½ X 11 mini-poster, as an Adobe Portable Document Format file, will be available from the FDLP Desktop. This mini-poster, reflecting the campaign slogan and tag line, will be printable, and libraries will be encouraged to display it.

***Some of these products will also offer instances of white space where libraries can customize certain aspects to include stickers with names and contact information, specific to the library at hand.

Communication Channels:

This campaign can be pushed by many resources. Below, channels are broken down by audience:

Circular Letters (to Federal Agencies)– Informational letters developed about the campaign and disseminated to all Federal Agencies.

Presentations (to Federal Agencies, National Library Associations, and Congressional Offices) – A presentation given to GPO representatives that work with Federal agency representatives daily, GPO leaders, as well as GPO Contact Center staff. This will enable GPO staff members to have the tools to assist in the spread of information to key leaders at other Agencies.

PSAs – Brief, informational announcements will be developed for radio spots.

News clippings – Targeted FDL informational pieces can be placed in national periodicals. (previously utilized by GPO through NAPS -- North American Precis Syndicate)

Web pages – New web pages will be added to the FDLP Desktop which are dedicated to the campaign and will list all resources developed for the campaign.

- The Web page will also include a “marketing tip of the month.” Potentially, this tip could also be broadcast via GPO’s various dissemination methods, i.e. GPO Express, FDLP-L, etc.

Listserves and RSS feeds – Announcements can be disseminated to large groups of opt-in individuals.

Public Outreach – Speaking about the campaign at conferences and other community outreach events will serve to increase awareness.

Outgoing GPO e-mail –All GPO staff in Library Services and Content Management will modify e-mail signatures to include the “Easy as FDL” tagline and a link to the new Web page.

FDLP information on external sites – GPO staff will work to canvas the Internet for information on the FDLP, such as Wikipedia, and work to increase the volume of information being presented on the FDLP in cyberspace.

GPO Access survey – GPO staff will institute a survey that aims to gather what the public uses FDLs for most and what they are looking to improve.

FEDLINK – GPO staff will work with FEDLINK and other like resources to determine ways to expand information sharing opportunities.

National Book Festival – GPO staff will reach out to the Library of Congress to determine if promotional opportunities exist at events such as the National Book Festival.

National Library Week – GPO staff will reach out to staff at the American Library Association to determine if promotional opportunities exist within National Library Week.

GPO’s role will not end at the campaign launch. In the weeks following the launch, a marketing campaign survey will be available from the FDLP Desktop. In this survey, library staff will have the opportunity to provide feedback on the promotional materials and marketing strategies, as well whether or not the campaign is working.

B. FDLs Marketing to Non-FDLs

In the section below, strategies are highlighted that can be undertaken by FDLs in marketing the FDLP and services provided by FDLs to non-FDLs. The below strategies can be utilized in addition to the materials provided by GPO.

Strategies & Communication Channels:

- 1. Designate a “Library Ambassador” from your FDL.** This ambassador would be responsible for reaching out to a staff member at each of the non-FDLs in your area, and informing them about the campaign and the library’s desire to collaborate. It can be as simple as asking the non-FDLs if they would be willing to display a poster, table tents, etc.
- 2. Hold information-sharing meetings.** FDLs, through the Library Ambassadors, could host a brainstorming meeting at the library, and invite representatives from the local non-FDLs. Explain to the representatives what you want to accomplish, and perhaps they have information that FDLs could share with their patrons as well. Label this as an information-sharing session on how the libraries can help each other. If time and resources are a constraint, set this up as a conference call.

3. **Create a FDL-focused area or poster.** Contact local non-FDLs and ask if there is a small space in the library in which the FDL could set up a display. This could be a collection of materials from the campaign or a hand-made poster created by the FDL to highlight items specific to the geographical area or library. Provide clear contact information for the FDL in the display, i.e., an address, Web site, phone number, etc. For the local angle, posters or displays can be labeled, “What’s Going on at Your Local FDL?”
4. **Hold joint community events.** Work with representatives from local non-FDLs to participate in or host joint events. These events do not necessarily have to be new events that will be out of the boundaries of budget restrictions. Planned events can be reformatted into joint events. Both the FDL and the non-FDL would be benefited in exposure to other audiences.
5. **Link Share.** Contact local non-FDLs, and ask them to place a link and one-sentence description of your institution on their Web site, and offer to do the same for that institution. Think maximum exposure.

- Consider creating a Web page geared specifically at patrons at non-FDLs. Web page topics include:

- What Can Government Documents at X Institution Offer You?
- Why Should You Use Government Documents?
- Current Events and Government Documents: an up-to-date list of publications that provide information about items that are in the news or relevant to the present culture.
- A “How To” Guide for Using Government Documents.
- About Library X: hours of operations, expertise and assistance available, directions, where collections are housed, campus maps, etc.
- Links to the main library Web site and contact links.

Contact the non-FDLs in your area and ask if they would consider putting a link to your new Web page from their main Web page and homepages of on-site workstations. Offer to do the same for them.

Consider offering the non-FDLs a graphic they can use on their Web pages that would serve as the link to your new Web page. The following link is an example of a graphic that would represent the traditional FDLP logo as well as induce curiosity to visit the link:



6. **Join professional networking sites that allow colleagues to collaborate, do business, and interact.** Contact local non-FDLs, and ask them if they have similar resources. If so, add them as a contact. If not, encourage them to create an account. These resources are largely free.

7. Join social networking sites. Develop a page on one or several social networking sites for the library. Contact local non-FDLs, and ask them if they have similar resources. If so, “friend” them. “Friending” is a method to add people or groups to your online social network. By “friending” a person or group, you have access to their other groups and friends, and they, in turn, have access to your groups and friends. If the FDLs do not have such a connection, encourage them to create one. There are many positive benefits to becoming visible on a social networking site:

- Setting up a page is free.
- Virtually no Web skills are required.
- The trend for the public to have personal pages has grown tremendously.
- It is the most cost-effective way to reach an incredibly broad audience.
- It is a fantastic vehicle for free advertising about your institution, either in reference to upcoming events, services, or general information.

8. Collaborate with local library staff on internal training opportunities. Develop best practices for customer service, i.e., addressing customers by name, asking follow-up questions, etc. Meet, brainstorm, and share service information. Hold mini refresher courses utilizing resources from several area libraries, both FDL and non-FDL. The best promotion a library can get is from the service of its own staff.

C. FDLs Marketing to the General Public

In the section below, strategies are highlighted that can be undertaken by FDLs in marketing the FDLP and services provided by FDLs to the general public. The below strategies can be utilized in addition to the materials provided by GPO.

Think “outside the box” of the traditional library setting and function. If your library is having difficulty bringing in new audiences, try some non-traditional approaches to reaching new patrons.

Strategies and Communication Channels:

1. Join social networking sites.

Develop a page on one or several social networking sites for the library. Develop a sign-up sheet for patrons who also have similar pages. “Friend” them. “Friending” is a method to add people or groups to your online social network. By “friending” a person or group, you have access to their other groups and friends, and they, in turn, have access to your groups and friends. There are many positive benefits to becoming visible on a social networking site:

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- It is the most cost-effective way to reach an incredibly broad audience.
- It is a fantastic vehicle for free advertising about your institution, either in reference to upcoming events, services, or general information.

Especially for younger demographics, social networking sites are immensely popular. These sites are a fantastic way to bring the library to a new audience.

Site members who have never set foot into the library can be reached and subsequently brought into the library through this vehicle.

In regard to campus libraries, professors also have pages on networking sites where they post forums, homework, etc. The library can “friend” the professor and be an immediately available resource to go hand-in-hand with assignments.

2. Increase library visibility on campuses.

- Establish tables in popular campus locations, i.e., cafeterias, student unions, common areas, etc. If your library does not have the resources to staff the table, create an informational display. Utilize campaign materials from GPO, or create your own, such as GPO’s table tents or pocket cards for student unions and dorms. “Advertise” to the students what they can find within Government documents and the kinds of expertise they can receive with the help of a Federal depository librarian.
- Consider offering reference services via alternative methods, such as text message. Establish a phone number where students can text in reference questions. Publicize that number on banners outside of the library, email the number to a master list of professors/students, and print the number in campus newspapers.
- Speak with professors, especially of freshman courses. Ask if a library representative can speak to classes about the offerings and benefits of the library and Government documents. Often, it is just a matter of creating an informed audience.
- Participate in campus events. Use any opportunity to set up an informational table or display. Provide information and materials at sporting events, rallies, holiday celebrations, social events coordinate by the school, etc.
- Develop a student advisory committee. Utilize the student staff members that are already working in the library. This advisory committee can serve as a vehicle to bring in feedback about the kinds of information students are looking for and what kinds of services they need. Libraries can use this information to tailor displays or programs within the library. Often, it is easier to obtain peer feedback than if staff were to solicit for the same feedback.
- Conduct library orientation sessions. Work with college or university administrators to establish orientation sessions for incoming students. Develop a standard session, including a tour and information on what patrons can get and how they can get it.
 - Create “welcome packets” that students receive with typical university orientation packets before they begin attending the institution. These packets can be very simple and include items such as 1) GPO’s “Easy as FDL” pocket card, 2) a map of the library, 3) a welcome letter detailing what students can find in the library through Government documents, etc.
 - If your institution sends welcome packets to new students from the school, ask if some of the promotional materials from GPO can be incorporated.
 - Speak with school administrators about sending a mass e-mail to all students. Utilize the tools from GPO. Highlight interesting services and facts about Government documents. Send another mass e-mail in September. It will serve as a refresher for returning students, and it can educate new students before classes begin.
- Some colleges and universities utilize plasma screens or different kinds of announcement mechanisms around campus. Contact administrators, and ask if library information can be broadcast in this way as well. Then, utilize the videos from GPO in that way too.

- Hold events in the library. These events do not need to be directly library-related. Often, getting the patron in the door is half of the battle. Encourage campus groups to hold meetings and socials within the library.
- Create games and contests for patrons. These are a good way to produce excitement and increase patronage. Such games and contests include drawings for prizes, trivia or guessing games, etc.
- Develop surveys about what current patrons like and dislike about the library, services, etc. Keep the survey short, but include questions that have a multiple choice answer as well as one or two questions where patrons can elaborate. Post the surveys on the social networking sites and have paper copies available in the library.
 - Develop statistics from your responses.
 - With the responder's permission, pull quotes from your responses.
 - Use these statistics and quotes for creating your own promotional posters or displays or for your library's Web site.
- Develop a contact list. Collect email addresses, social networking URLs, phone numbers for text messages, etc., and send out announcements about new programs, events, offerings, etc.
- Utilize the tools from GPO. Add a link to the GPO promotional videos to your library Web site. Disseminate the videos to free, social media sites.
- Utilize institution newspapers and publications. Purchase advertisement space in campus flyers, newspapers, etc.

3. Increase library visibility in the community.

- Contact local celebrities, i.e. local politicians, news anchors, sports figures, etc., and establish a spokesperson. Their duties would be minimal. They could:
 - provide quotes to be placed on the library Web site
 - pose for pictures to be placed on the library Web site, displayed throughout the library, or at events
 - attend a special event
- Hold events in the library. These events do not need to be directly library-related. Often, getting the patron in the door is half of the battle. Encourage community groups to hold meetings and socials within the library.
- Create games and contests for patrons. These are a good way to produce excitement and increase patronage. Such games and contents include drawings for prizes, trivia or guessing games, etc.
- Establish a table in popular community locations, i.e., recreational council events, police stations, community meetings, etc. If your library does not have the resources to staff the table, create an informational display and ask the venue to display the materials for a set period of time. Utilize campaign materials from GPO, or create your own. "Advertise" to the community members what they can find within Government documents and the kinds of expertise they can receive with the help of a Federal depository librarian.
- Participate in community fairs. If your library does not have the resources to staff a table, create a display and send promotional materials.

- Utilize the tools from GPO. Add a link to the GPO promotional videos to your library Web site. Disseminate the videos to free, social media sites.
- Conduct library orientation sessions in the library. Post large and highly-visible schedules of event that inform patrons of upcoming orientation opportunities. Contact local groups, churches, associations, etc. to advertise. Advertise the sessions outside of the library building. Develop a standard session, including a tour and information on what patrons can get and how they can get it.
 - Create “welcome packets” that patrons receive when they sign up for a library card. These packets can be very simple and include items such as 1) GPO’s “Easy as FDL” pocket card, 2) a map of the library, 3) a welcome letter detailing what patrons can find in the library through Government documents, etc.
- Develop surveys about what current patrons like and dislike about the library, services, etc. Keep the survey short, but include questions that have a multiple choice answer as well as one or two questions where patrons can elaborate. Post the surveys on the social networking sites and have paper copies available in the library.
 - Develop statistics from your responses.
 - With the responder’s permission, pull quotes from your responses.
 - Use these statistics and quotes for creating your own promotional posters or displays or for your library’s Web site.
- Develop a contact list. Collect email addresses, social networking URLs, phone numbers for text messages, etc., and send out announcements about new programs, events, offerings, etc.
- Contact local Congressional Office, along with State and Local government offices. Ask them to place a link and one-sentence description of your institution on their Web site.
- Utilize local newspapers and publications. Purchase advertisement space in community flyers, newspapers, etc.

4. Increase library visibility in private sector businesses.

- Develop a list of local law firms. Reach out to them, either via direct mail or email, and inform them of the benefits of FDLs.
- Research legal and business-related listservs. Join the listserv and post relevant, valuable information.
- Contact local news organizations, i.e. television stations, radio stations, or local community newspapers. Inform them of special events, unique aspects of service, spokespeople, and anything unique or newsworthy and relevant to the community.

5. Market different aspects/advantages of the library.

- If your library normally markets the information available, instead, market the expertise patrons are getting by soliciting the assistance of a Federal depository librarian.
- If your library normally markets the holdings, market the space, i.e. common rooms, etc. Again, often half of the battle is getting the patron in the door.

- If your library normally markets the wealth of knowledge, focus on the fact that all of the information sources are trustworthy in contrast to cold, internet searches

6. Encourage staff buy-in.

The most convincing “sales pitch” will come from the library staff itself.

- Develop best practices, such as addressing patrons by name, asking follow-up questions, etc.
- Encourage staff to point out promotional items or displays, i.e., wearing GPO promotional buttons.
- Hold refresher training sessions on customer service practices.

VII. Behavioral Objectives

GPO Marketing the FDLP to Stakeholders

- Federal agencies

Behavioral Objectives: Accept FDLs as the most trusted source for collections of Federal Government information. Inform customers of this free, Federal resource. Refer to the FDLP on agency Web sites.

- General public

Behavioral Objectives: Accept FDLs as the most trusted source for collections of Federal Government information. Seek out FDL assistance. Utilize the programs, offerings, and expertise offered through FDLs. Refer others to FDLs for information needs.

FDLs Marketing to Non-FDLs

- Federal libraries (non-FDL)
- Special libraries (non-FDL)
- Libraries at educational institutions (non-FDL)
- Public libraries (non-FDL)
- Libraries at cultural institutions (non-FDL)
- Medical libraries (non-FDL)
- State libraries and State-wide programs

Behavioral Objectives: Collaborate with FDLs on ways to promote services and expand awareness to patrons. Refer others to FDLs for Federal information needs. Utilize FDLs for information-sharing, strategy-sharing, and to promote optimal benefits for patrons.

FDLs Marketing to the General Public

- Students
- Educators
- Legal and business professionals
- General public
- Foreign language groups

Behavioral Objectives: Accept FDLs as the most trusted source for collections of Federal Government information. Seek out FDL assistance. Utilize the programs, offerings, and expertise offered through FDLs. Refer others to FDLs for information needs.

VIII. Success Evaluation

Success must be tracked by measurable factors. Measurable factors include:

- Feedback gained from GPO surveys
- Increased Web page hits to the FDLP Desktop
- Increased hits on library Web pages
- Requests for campaign materials from GPO
- Increased number of patrons visiting libraries
- Volume and type of feedback from library surveys
- Volume of contacts in social networking
- Participation in library events
- GPO Contact Center inquiry increases
- Increases in general inquires to libraries

IX. Phase II Objectives: Looking to the Future

In looking ahead to expand marketing efforts in the future, there are a number of additional initiatives that GPO is investigating. The following marketing-related ideas are currently under investigation by GPO staff for future implementation.

1. Presence in Virtual Worlds

GPO envisions the future use of virtual worlds to:

- Hold training events;
- Collaborate in real-time; and
- Offer attendance at conferences via personal avatars.

Current topics of investigation include technology requirements, current software options, community interest, and coordination with the laws and regulations that govern GPO and the FDLP.

2. Customization of Marketing Materials

GPO envisions the future use of customizable marketing products, so that each institution can have marketing products that are both representative of the common theme of GPO and the FDLP and stand as products that are unique to each institution. Such products are envisioned to allow institutions to customize based on any theme or vision that the library would like to convey.

Currently topics of investigation include design requirements, software options/requirements, cost analyses, and feasibility studies.

3. Follow-Up Campaigns

GPO envisions a series of campaigns for the future to support this critical need. Depending on the success of this Plan and campaign, GPO will expand its efforts with recurring cycles of campaigns in the future.

GPO will use the success evaluations noted in Section VIII above to determine if this campaign and marketing effort is successful and warrants follow-up activities. GPO will be reaching out to depository libraries that use the ideas and products in the Plan in order to gauge measurable statistics on the success of the initiatives.