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# The FDLP Marketing Plan Promoting Your Library: It's Easy as FDL!

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## What is a Federal depository library?

- A library in a prison...
- A library where the users donate books...
- A library that only the Feds can use...
- Where the secret publications are...

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## The Reality...



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## A Call to Action...

- The Depository Library Council's "Knowledge Will Forever Govern: A Vision Statement for Federal Depository Libraries in the 21st Century."
  - *"Expand awareness of both the Federal Depository Library Program and Government information generally via excellent public relations and marketing."*

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## A Call to Action...

- Requests from depository librarians:
  - Spring and Fall Council Meetings
  - ALA, AALL, PLA, SLA, and the list goes on...
  - Phone and E-mail requests

## GPO's Task...

- To market the services of the FDLs to the widest audience possible...
- To provide FDLs with the tools necessary to market their own services to both the general public and non-Federal depository libraries...

## FDLP Marketing Plan: 3 Main Components

- The Campaign

Easy as FDL

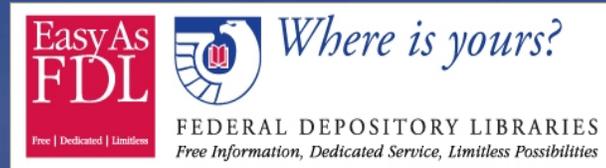
*Free Information, Dedicated Service, Limitless Possibilities*

- Targeting Non-Depositories
- Targeting the General Public

## Strategies: Non-Depositories

- Library Ambassador
- Information-sharing
- Display or presentation
- Joint-community events
- Link share

## Strategies: Non-Depositories



## Strategies: Non-Depositories

### New Web page topics:

- What can Government documents at X institution offer you?
- Current events and Government documents
- A “how to” guide for using Government documents
- About library X: hours of operations, expertise and assistance available, directions, etc.
- Links to the main library Web site

## Strategies: General Public

### On Campus:

- Social networking sites
- Focus on new areas
- Student advisory committee
- Packets for incoming students
- Library orientation sessions

## Strategies: General Public

### In the Community:

- Local Celebrities
- Community events
- Community orientation sessions
- Local government officials
- Local news organizations
- Local businesses

## Think Beyond...

What are some aspects, services, or collections that FDLs offer that are not well-known?

## Think Beyond...

What comes to mind when you hear the word, "library?"

- Books
- Silence
- Boring
- Intimidating

## Think Beyond...

What makes your library unique?

- Virtual Reference
- Library Events
- Study Groups
- Games/Contests
- Hidden Perks

## Think Beyond...

So what's a typical Federal publication anyway?

- Tax forms
- Laws
- Legal documents – for use in court
- Congressional investigations
- Government-ease

## Think Beyond...

What can be found at Federal depository libraries?

- Health & Nutrition
- Military & U.S. History
- Travel
- Maps
- Business & Statistics
- Pictorials

## Think Beyond...

Unique, Fascinating, & Entertaining?

- Do you Know Oatmeal?
- The Meat Handbook
- Distinguishing Bolts from Screws
- I lost \$350 in Two Weeks. Ask me How!
- Patents in Space
- "Slam" your way to good health by eating five fruits and vegetables a day!
- History of Air Training Command, 1943-1993
- Sprocketman comic book

## Get Staff Buy-In...

The most convincing promotion will come from the library staff.

- Develop best practices.
- Encourage staff to highlight promotional items or displays.
- Hold refresher training sessions on customer service practices.

## Let the Slogan be your Guide...

- What do you have that people don't know about? Do they know they can access it all for free?
- How can your expertise enhance their experience?
- What other unique products and services do you offer?

Yes, the possibilities are LIMITLESS!

## Let's Get Started Together...

### What we're doing:

- Campaign release
- Congressional & Federal agency education
- Reaching new audiences

### What you can do:

- Read it!
- Order the products.
- Think beyond.
- Use the products with the strategies.

## Questions?

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<http://www.fdlp.gov/promotion/marketingplan.html>