

Marketing Campaign Ideas

Oklahoma Dept. of Libraries' Public Info leading by providing these resource templates.

Web site
Flyers
Brochures
Newsletters
Facebook
Press release – local newspapers, local newsletters
Public service announcements

Target groups

General public
Teens – schools, teen centers (Schools are required to offer financial literacy in Oklahoma.)
Senior centers
Work place venues (Pioneer has offered these classes at job sites during the lunch hour very successfully.)

Thinking beyond traditional marketing outlets

Doctors' offices
Laundromats
Human Services Centers – case workers
Unemployment Service Center of the Oklahoma
Employment Security Commission
High schools, colleges, and technology centers
Literacy programs
Civic organizations
Technology centers
Head Start
Salvation Army
Churches
Chambers of commerce
Community action groups
Local cable channels
Neighborhood associations

To promote Library Collections, Databases, Resource Centers and the Web Portal.

Local cable stations
Press releases to all community newspapers
PSAs on local radio stations

Campaigns will also take place before new sessions are beginning, as well as Smart Money Week activities and VITA programs during tax season. The Libraries' websites, Facebook and other social media may also be utilized.

Pioneer Library System staff (Phil Clark, Heather Thompson, Aiden Street and Cylinda Richardson-Martin met on 10/31/16) recommended these strategies. They have all been involved with their very successful FINRA series – Fiscally Fit Boot Camp.

Military ideas

- Network ombudsman for spouses
- Commissary signs
- Veterans Resource Center
- Job fairs
- Public Access Cable
- Base library

Attendance

- They had a passport to financial literacy and if participants came each session they got a prize.
- I haven't thought about keeping attendance. Maybe have them sign-in each time? What do you think?

Other ideas

- Schools
- Bulletin boards
- Gyms
- Day care
- Dry cleaners
- School counselors
- Police officers
- Have a big table at big community events
- Casinos
- Food banks
- PTA Presidents
- Insert in utility bills