

Waukesha Public Library Marketing Plan Timeline

Information Gathering (July – September)

- Learn about the library's needs, vision, and capacities
 - Gather existing information from the library related to marketing and communications, such as a strategic plan, foundational elements, and existing communication channel information.
 - Complete a questionnaire to learn more about desired outcomes, realistic staff capacity, budget, and library marketing competencies.
 - Possible meeting or phone call with staff responsible for current marketing efforts to understand process(es)
- In-person Meeting
 - Review of materials and information gathered
 - Through facilitated, hands-on work, the library will determine their organizational brand and audiences

Plan Creation (October-November)

- WiLS will draft a plan that will include:
 - Recommended communication channels and messages
 - Communication schedule
 - Staff roles/assignments
 - Metrics and goals
- Library will review, edit and approve plan
- WILS will provide templates to help the library implement the plan. Example templates might include:
 - Suggested posts for different channels
 - Editorial calendar
 - Metric tracking – what numbers to track, sample surveys, etc.