

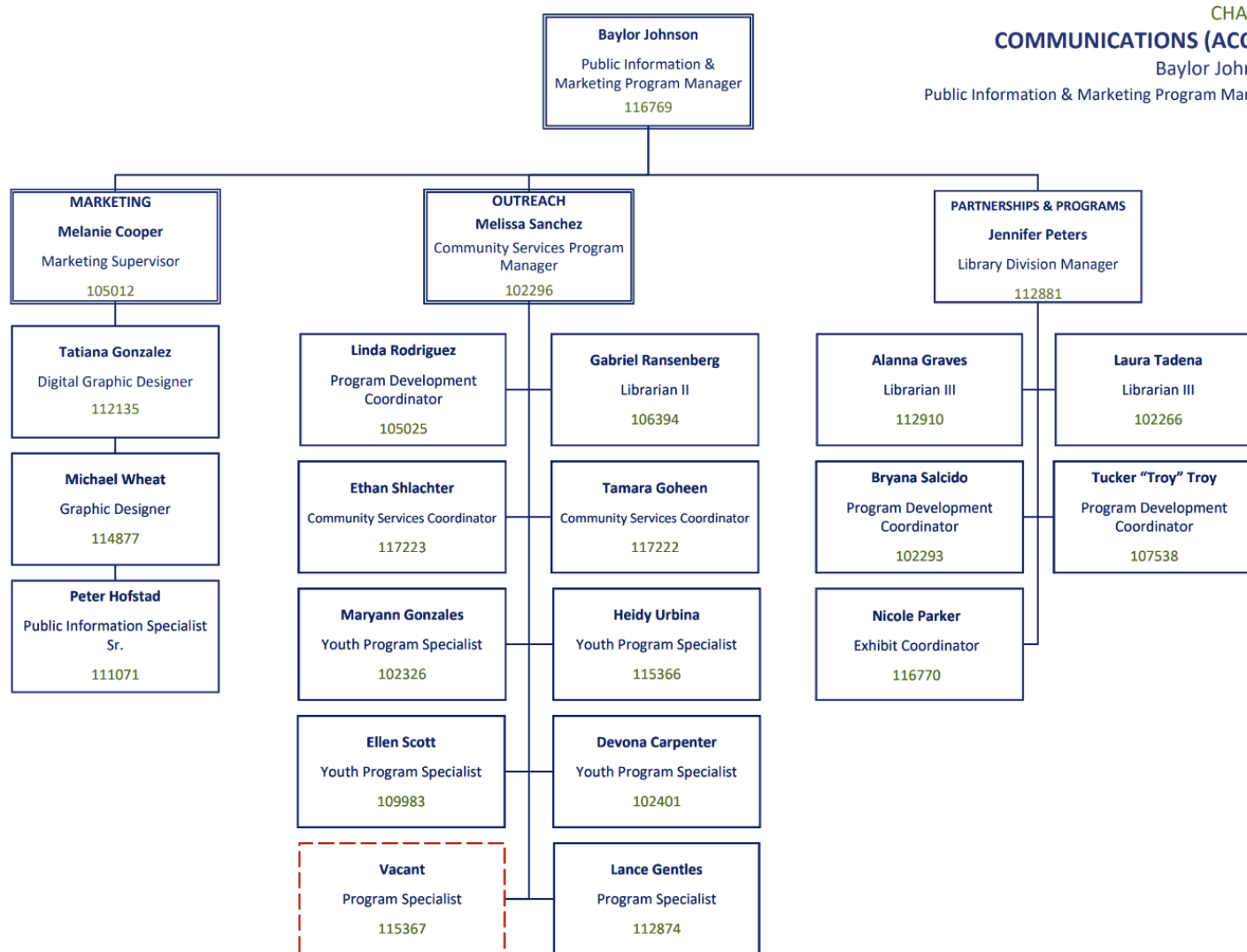
# Marketing Team Overview

Baylor Johnson, Public Information & Marketing Program Manager  
Melanie Conner, Marketing Supervisor  
For Austin library Commission, September 2023

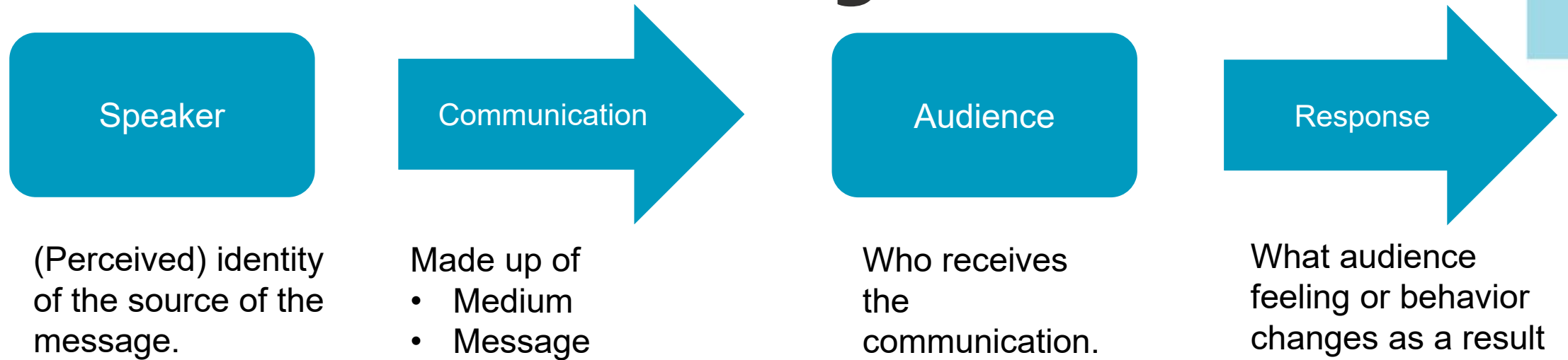
# The Communications Division (ACOM)

## Three Teams:

- Marketing
- Outreach
- Programs and Partnerships



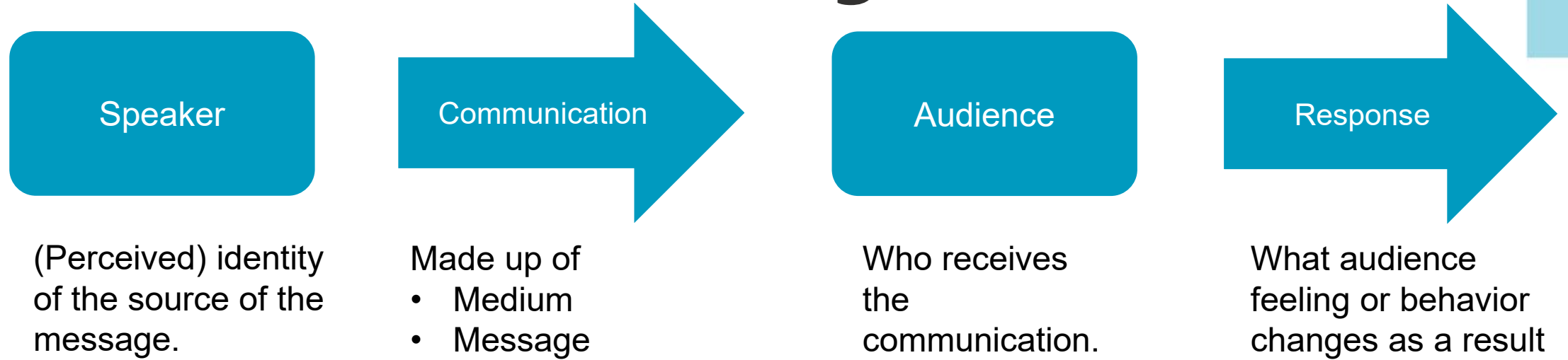
# Communications Diagram, Part 1



Over time, this flow builds the **relationship** between Speaker and Audience.

For products and institutions, that relationship is the **Brand Relationship** – how a person thinks and feels about the product or institution.

# Communications Diagram, Part 2



The order a brand makes these decisions in matters:

**If we start making decisions here...**

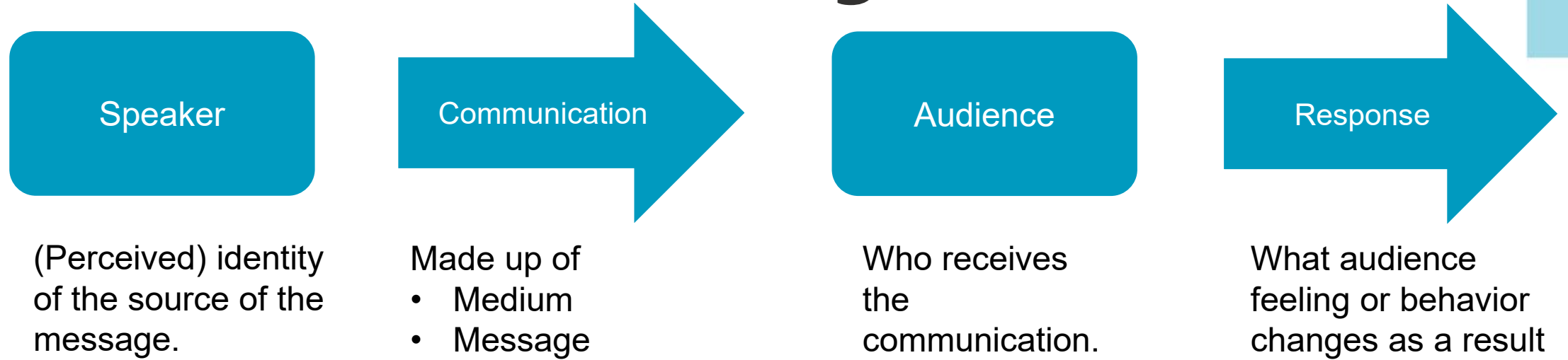
**Let's do  
Tactic X!**

**...we are already locked in downstream.**

**Audience  
that receives  
Tactic X**

**That audience's  
response to Tactic X**

# Communications Diagram, Part 3



Strategic Communications means starting with the Response and building “upstream.”

**START HERE!**

**3. HOW** do we reach (Medium) and motivate (Message) the Target Audience?

**2. WHO** do we want to change their behavior? (Target Audience).

**1. WHAT** is the desired outcome? (Goal)



# Current APL Marketing Team

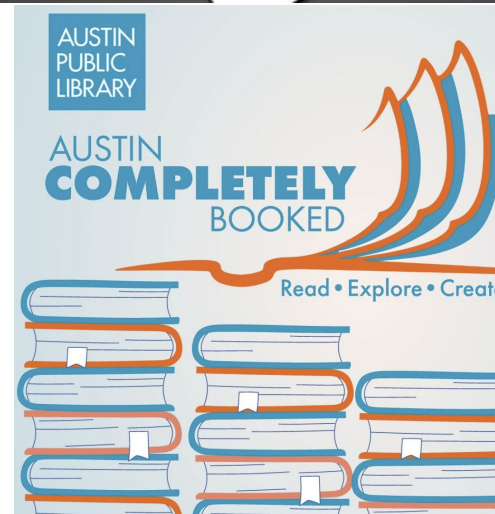
- **Melanie Conner – Marketing Supervisor**  
Focus on APL marketing strategy, oversee marketing operations (team/projects/tools/processes/reporting), website admin, purchasing support, manage advertisements, translation support, special projects.
- **Tatiana Gonzalez – Digital Graphic Designer**  
Focus on website UX/design, org-wide branding/materials, gallery design lead, managing volunteers, admin support, special projects
- **Michael Wheat – Graphic Designer**  
Focus on designing "Signature and Multi-Site Program" collateral, org-wide branding/materials, gallery design support, admin support, special projects
- **Peter Hofstad – Public Info. Specialist, Sr.**  
Digital content management (social media, website content, email newsletter), copywriter, team data/reporting, admin support, special projects



# Design

Creating branded materials, signage, templates, etc.

- **Brand guide**  
(92 pages, developed in 2015)
- **All printed materials, informational signs, and APL swag.**
- **Templates and resources for staff use.**
- **Goal is to create unified, professional, friendly, accessible, “One APL” brand experience**



# APL Social Media

- APL Active on major social media platforms
  - Facebook - 26,564 Followers
  - X (Formerly Twitter) – 12,905
  - Instagram – 34,007  
*(Note: 28% growth in past 2 years)*
- Comparable to, or higher, level of followers compared with peer libraries as % of population of service area.
- BUT! followers  $\neq$  engagement (and that's what really matters)

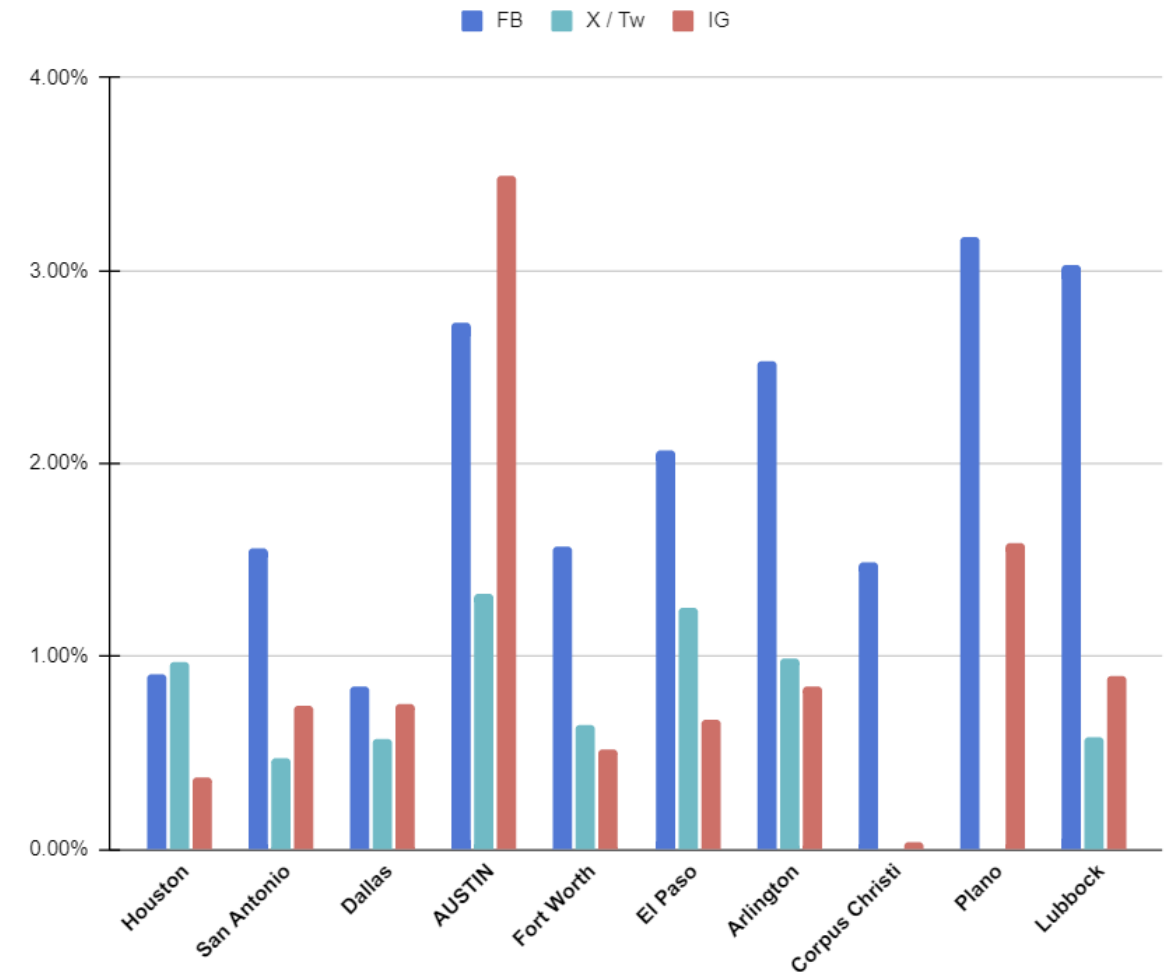
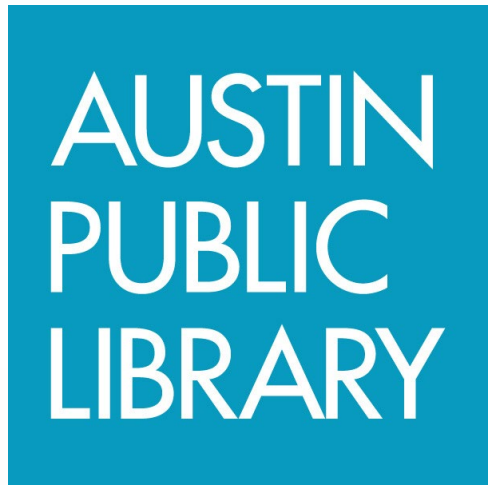
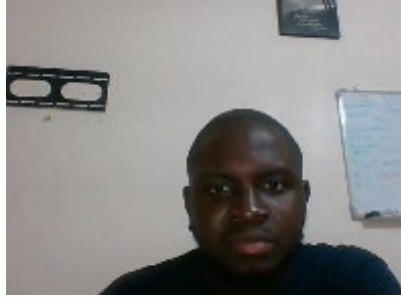
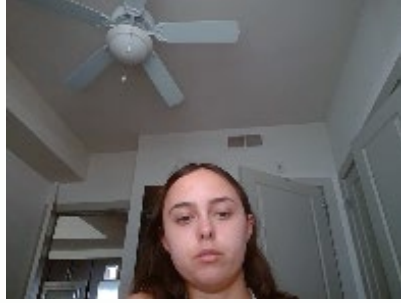


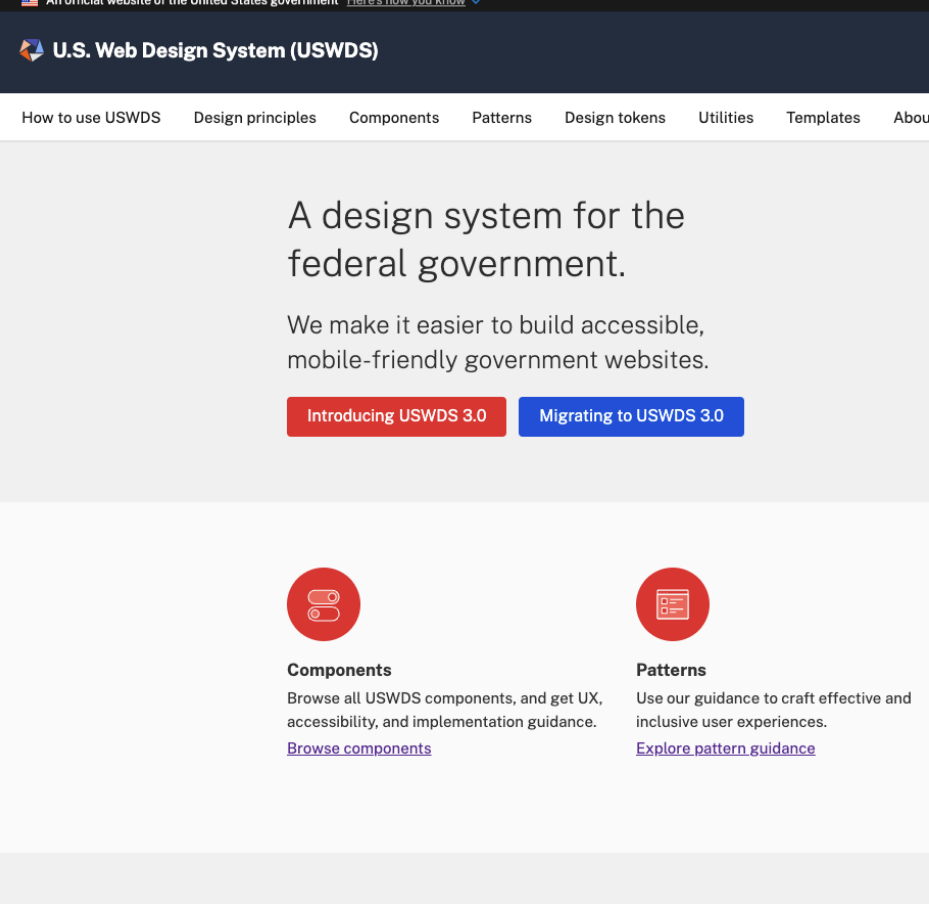
CHART: Social media reach of 10 largest TX cities' public library systems, as % of service pop.



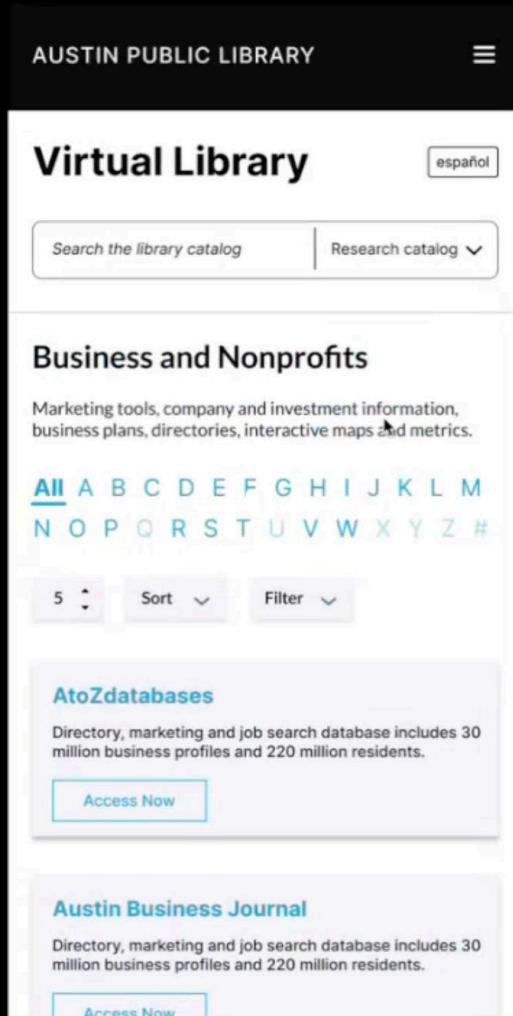


# Human Centered Customer Focused Website Update





- US Web Design Standards
- COA [Digital Style Guide](#)
- Market Study Other Libraries
- Market Study adjacent businesses
- Alignment with current COA site



- Following ADA practices
- ACC capstone UX
- User testing at the Library
- Responsive Design
- Ustesting.com with CTM staff

Left: ACC mockup

Cards 18

[View instructions](#)

Austin History Digital Collections

About

Summer at APL

☰ ebooks & Audiobooks



Personal Recommendations

Research & Databases

Streaming Entertainment

Meet with a Librarian

book carousel page

Business

## ACC – capstone group project homepage

Heuristic analysis conducted on homepage

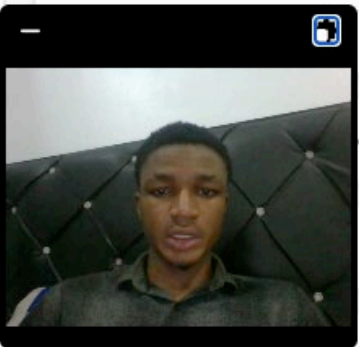
Staff & Customer User Research

- Discoverability is low on the library site
- Less than half of the navigation items are used
- Library services mostly unknown to customers

## Library conducted

Website audit, remove and evaluate all web pages  
market research other Libraries and businesses

Left: Usertesting.com Austin user tree testing



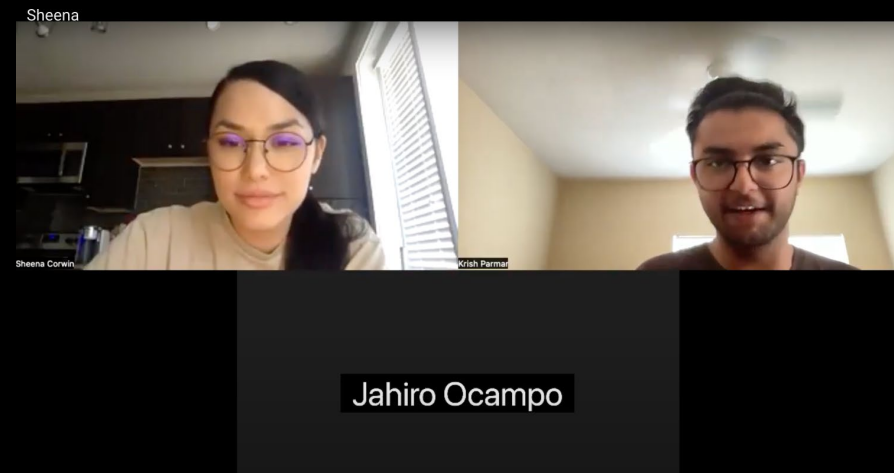
## ACC – capstone group project

### Virtual Library

Customers not aware of multiple apps with books/media

- Too many links and too much information
- organization works overall
- curate databases & clean up design for user success
- differentiate between databases and entertainment/books (most users are interested in ebooks etc.)
- Virtual Library name is an issue, confusing customers, name is ambiguous

Left: ACC user interviews





## Popular placements matrix ②

	Header	Books, Movies, ...	Services	Research & amp; ...	Footer	unsorted
Log in	88%	2%	6%		4%	
Locations	75%		10%		15%	
Events	58%	10%	29%		4%	
About	56%		6%		38%	
Browse	56%	37%	2%		6%	
Library Card	50%	4%	40%		6%	
Summer at APL	33%	21%	25%	12%	10%	
Magazines & Newspapers		96%		4%		
Streaming Entertainment		96%	2%	2%		
ebooks & Audiobooks	2%	94%	2%	2%		
Personal Recommendations	10%	65%	17%		8%	
We Recommend - book carousel ...	27%	62%	6%	2%	4%	
Youth	21%	52%	17%	2%	8%	
Suggest a title	13%	50%	19%	6%	12%	
Teen	25%	42%	15%	8%	10%	
Get a Passport	2%		98%			
Meeting Rooms	2%		94%	2%	2%	
Rent our Spaces	8%		83%	2%	8%	
Meet with a Librarian	6%		73%	19%	2%	
Digital Makerspace	6%	12%	67%	15%		
Job Help		4%	67%	27%	2%	
Interlibrary loan	4%	31%	58%		8%	
APL Shop	17%	8%	50%		25%	
APL Used Bookstore	10%	25%	50%		15%	
Homework Help		4%	48%	48%		
Puppet Shows	8%	38%	44%	6%	4%	
Research & Databases	2%	2%	4%	92%		
Genealogy		8%	15%	77%		
Austin History Center	6%	4%	10%	75%	6%	
eLearning		4%	21%	75%		
Austin History Digital Collections		27%	4%	69%		
Information Guides	12%	2%	10%	69%	8%	
Business	6%	13%	25%	44%	12%	
Art & Culture Exhibits	6%	19%	27%	42%	6%	
How are we doing?	13%		10%		77%	

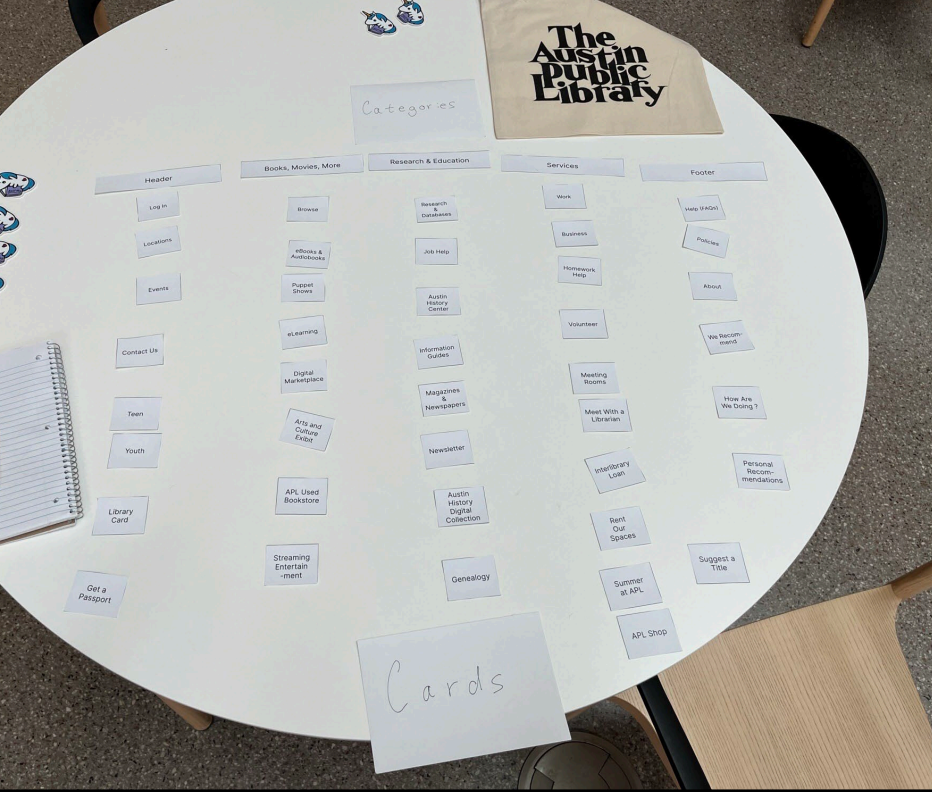
## Library conducted

- User research, journey mapping, empathy mapping
- Staff Content Owner meetings and initial feedback
- Card sorting Library navigation
  - Over 100 card sorts conducted for statistically accurate findings
  - Looking for 80% accuracy or above
- CTM access to usertesting.com and collaboration with content strategist in COA

## Personas

Avid Readers, Parents, Staff, Researchers, Building/Space User

Left: Cardsorting analysis



**Tree testing tasks** using updated navigation terminology to understand users mental model

- Looking for 80% accuracy or above
- Too many services, creating high of cognitive load
- Digital Makerspace read as Digital Marketplace and confused customers
- Too many options under Research

**Ongoing testing & content edits**

- Planned Spanish testing
- Simplifying text, plain language
- Ongoing website testing
- Release website to staff with survey
- UT Graduate class studying AHC Information Architecture and Users

**Homepage** <https://test-apl-cms.pantheonsite.io/>

Left: In Person Cardsort







AUSTIN  
PUBLIC  
LIBRARY

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Marketing Supervisor

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