



**What's this,
what's this,
there's
databases
everywhere!
*Database trial
marketing***

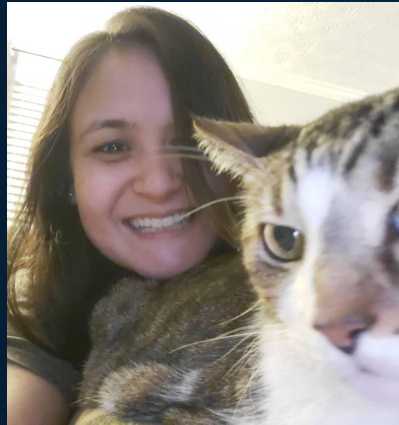
by Jackie Blanton-Watkins & Jennifer Jacobs

About us

Jackie Blanton-Watkins

Electronic Resources Librarian

- Also a Cat Mom
- Talk to me about gardening and fantasy video games!
- 3 years at KSU, 7 years in electronic resources management



Jennifer Jacobs

Strategic Marketing Librarian

- Cat Mom
- Romance, Manga, and Anime enthusiast
- 3 years at KSU, 5 years in marketing and outreach



What we'll be covering



Database Trials at KSU



Success & challenges



Marketing them



Adapt for you





Database Trials @ KSU

- Twice per year, once per semester
 - March, October
- Trials run for 3 weeks / 21 days
 - Whichever is longer
 - 3 weeks recommended over 2 weeks
- Start and end at the same time
- Build in cushion on the back-end

Collaboration



Internal Partnerships

Marketing & Outreach Librarian
&
Electronic Resources Librarian
&
Liaison Coordinator
&
Electronic Resources Assistant



External Partnerships

Campus entities:
Strategic Communications
&
University Information
Technology Services (UITS)
&
Student Services

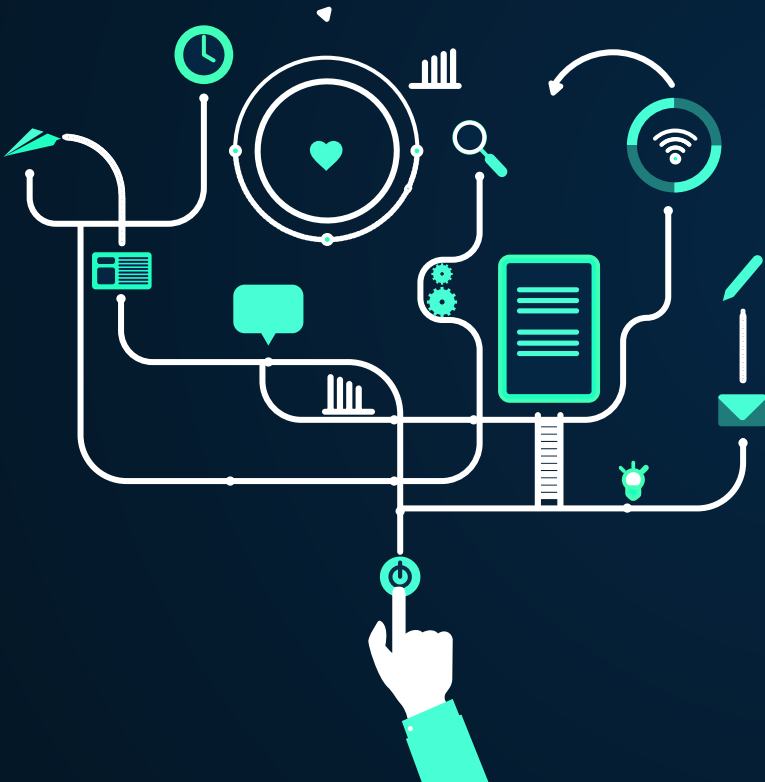


Database Trial Marketing Plan

Lays out:
responsibilities,
tasks and event timeline,
marketing strategy

[Marketing Plan](#)

Challenges



- Other campus departments
 - Strategic Communications
 - UITS
 - Student newspaper, *The Sentinel*
- Cost
 - Physical materials
 - Campus advertising
 - Budget
- Technical difficulties
 - Vendor-side
 - Library-side

Successes



Qualtrics survey

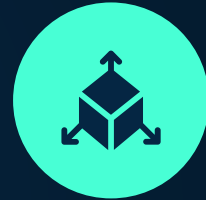
~300% response rate
increase



Creativity

More student friendly
content

More graphically
pleasing



Marketing

KSU Inform / Student
Inform
OwITV
Owl Radio
KSU Library System
website
Social Media



Best practices in ERM

- Library website
 - [Trial information page](#)
 - [FAQ](#)
- Qualtrics
 - Anonymous surveying
- Trial management
 - Oh, Alma
 - Microsoft Excel
- Working with vendors
 - Communication



External Partnerships

A library cannot exist alone. Through external partnerships the library is able to reach a wider audience.

External Partnerships



Strategic Communications

Communications via
social media, OwlTv,
Owl Radio, etc.



University Information Technology Services (UITS)

Helps with the
technical side of things



Student Services

Helps spread the word
about library events,
services, and sources

Marketing and Database Trials



BRANDING



MARKETING



ADAPTING



BRANDING



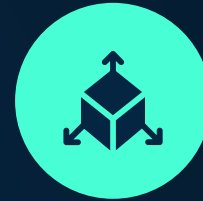
MESSAGE

Creating the message necessary to get responses



BRAND

Your voice, your image



COLLABORATION

Collab with those around campus, relevant supporters

MARKETING



Social Media

Easy way to connect to students



Campus Wide Email

Markets to a wide variety of people



Digital Slides/Emails

Continuous digital media/personalized experience

Timeline

1st step



Release
marketing 2
weeks before

Release new
marketing day of |
Continuous email
blasts/posts



2nd step



3rd step

Ending marketing

How you can adapt



IMAGES

Use images from the database if possible: show them what they're getting



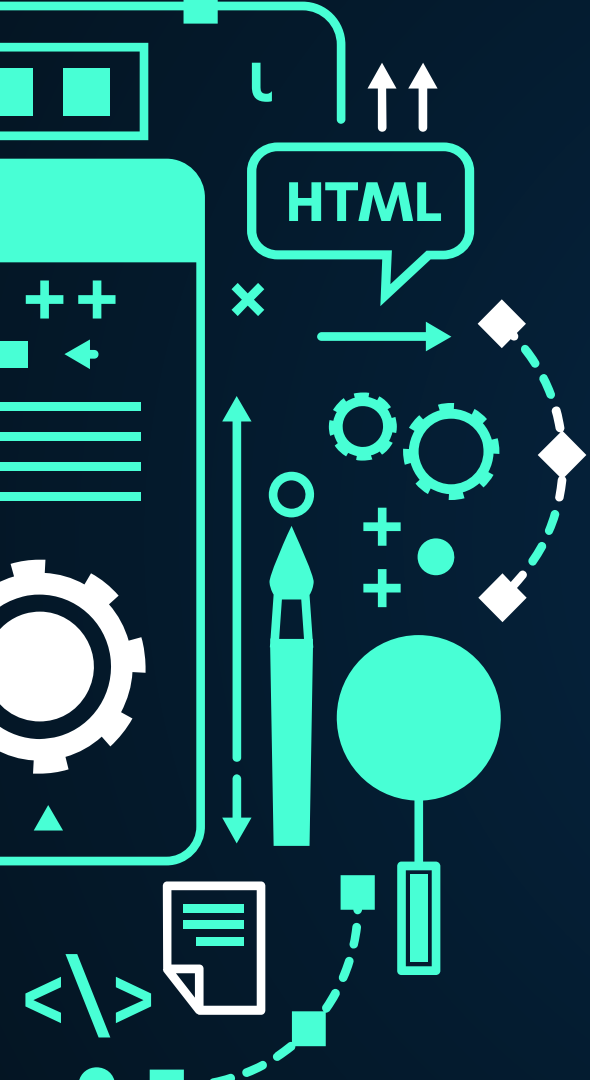
USER EXPERIENCE

Use a survey that is user friendly and quick



INFORMATION

Adapt our [Database Trial Marketing Plan](#)
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THANKS!

Does anyone have any questions?

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