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
- OwlTV
- 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

2nd step
- Continuous email blasts/posts
- Release new marketing day of
- 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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