**[CAPE Marketing Campaign Document]**

Marketing Project title:

**CONTEXT**

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| **How does the campaign relate to the wider strategy?** *(What is the strategic fit of the campaign?)* |
| **What do we already know about our users, and what can we find out?** *(Has this product / collection / service has been marketed before, and are there any useful lessons learned or documents you can link to here? Is there more general market research / UX and ethnography that would be useful Link to it here?)* |
| **What are our capabilities and resources?** *(What is required for this project in terms of resources - financial and personnel)* |

**AIMS**

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| **What do we want to achieve?***(What is the primary aim of this marketing campaign? What are you promoting and why?)* |
| **What are the specific objectives** *(Be specific about how you will achieve the aims)* |
| **Which segments is this campaign aimed at?***(Divide your audience into a manageable number of sub-groups. For example by status, or by user behaviour - power users, remote users, casual users and non-users etc - or any other useful way which will help you tailor your messages to speak more directly to each segment)* |

**PROMOTION**

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| **What are the key messages** *(What is the key message you’re trying to convey? Make sure the benefits to the user, rather than the features of what the library provides, are made explicit to the user. Is there a slogan, graphic, or hashtag which will unite the campaign?* *NB: your key message may be subtly different for each of your segments. Although the main content may be the same, if it’s possible to ‘top and tail’ the message to appeal more directly to each group, it will make a huge impact.)* |
| **What are the platforms?** *(What are the means of distribution for your message? Think about online - and if so which platforms - plus in print and in person. You may use different platforms for different segments - you wish to list by segment, or by platform, below)* |
| **Who is doing what, and for how long?** *(Sketch-out a timeline for your campaign. This can be updated as you go along - it doesn’t need to be set in stone here. It may need two-parts - who does what work before the campaign starts, then when the actual promotional materials go live)* |

**EVALUATION**

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| **What are the outputs?** *(What were the final outputs - for example presentations, tweets, blog posts, printed materials?)* |
| **What are the outcomes?** *(What happened as a result of the outcomes above? For example did usage of a resource or space change? Did users give feedback via social media or other channels? Can this campaign be seen as a contributing factor in changes in overall perceptions, survey scores etc?)* |
| **What will we do differently next time?***(How successful was the campaign? What worked well? Should we run a similar marketing project again in the future? If so what would you change about the campaign?)* |