**STEP 1. Your SMART Goals**

**How is your campaign…**

**S**pecific: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**M**easurable:

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**A**chievable:

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**R**ealistic:

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**T**ime-related:

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**4 Ps of Success**

1. **Product**
2. **Place**
3. **Price**
4. **Promotion**

**The 4Ps of Marketing are used to categorize the choices we need to make about marketing and answers these questions: Does it meet their needs? (product); Do they know how and where to find it? (place); Will they consider it's priced favorably? (price); Will the marketing reach them? (promotion). Keep asking questions and making changes until you are satisfied that you have optimized your marketing given the information and facts and figures you have available.**

(file:///C:/Users/yasglmygglandcarter/Downloads/BiteSizedTraining-Marketing.pdf)

**STEP 2. Your Advertisement**

**Write in text box below in the following font, size and order:**

Name of program (title case, Calibri, 12)

Description of program in (30 word max, Calibri, 11—this font and size continue for remaining info)

Age Range

Date(s) of program

Time(s) of program

Location of program

Cost of program (if no cost, FREE is in all upper case)

Contact info (if applicable)

Special notes (if applicable)

Link to / copy of image (if applicable)

**Example:**

Write Night

Express your thoughts and ideas on paper in a welcoming and encouraging atmosphere using a variety prompts and writing exercises. (20 words)

Ages 18 and over

Wednesdays, September 19 – November 28

6:30 – 8 pm

MEETING ROOM B

FREE

leanne@sgpl.ca

Write your advertisement here

**STEP 3. Your Article**

A promotional article must achieve 3 things: 1. Arouse curiosity, 2. Create awareness, and 3. Establish interest. Suggested length for a newspaper submission is 500 words, for the website 250 words, for Twitter 140 characters, and for Facebook 80 characters. Write the newspaper article first, and then you can create the other promos from it. The article should follow this format:

**Introduction** – “The Spruce Grove Public Library (SGPL) [presents]…[Who, What, Where, When]”. *SGPL* can now be used throughout the article.

**Body** – Answer these questions to create engaging content:

* What makes this event special/different than what we have done before/what others are doing/have done before?
* How does this event meet/exceed community needs as per our current Plan of Service?
* Why would people choose to spend their time at this event?
* What will the benefits be after attending this event?
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Conclusion –** Rephrase the info from the introduction and include “for further information, please call 780-962-4423, visit [www.sgpl.ca](http://www.sgpl.ca), or send an email to library@sgpl.ca.

Outline your article here

**STEP 4. Your Poster**

Posters will be found in our LibraryAware online account and reflect the basic layout below:



**3 Steps to Success**

1. **Take a break from writing, then come back and proof read with words in a larger font**
2. **Return font to original size and send to a coworker for an additional proof**
3. **Submit to designated coworker or Marketing Manager for final edit and publication**

**Advertising Check List**

**Programmer (who to submit to in parenthesis):**

**[ ] Create, proof and request approval for posters (Leanne/Manager)**

**[ ] Print posters**

**[ ] Print handouts from the poster (2-in-1 or 4-in-1); request training if needed**

**[ ] Place horizontal 81/2 x 11 poster in Reference document holder and at Circ 1 & 2**

**[ ] Place horizontal 81/2 x 11 poster in bathroom door document holders**

**[ ] Tack posters on bulletin boards**

**[ ] Put handouts in holders throughout the library**

**[ ] Deliver/mail/fax/scan posters to community partners**

**[ ] Request approval for in-house display (Byron)**

**[ ] Submit short article for sgpl.ca “Latest News” page and Patron e-News (Leanne/Trained Staff Member)**

**[ ] Invite The Examiner to send a reporter (thomas.miller@sunmedia.ca)**

**[ ] Submit for SGPL Website “Calendar” page (Leanne/Trained Staff Member)**

**[ ] Submit for SGPL Website “Programs” (Leanne/Trained Staff Member)**

**[ ] Request SGPL Home Page Banner (Leanne)**

**[ ] Take photos during event following proper FOIP procedures**

**[ ] Post on Facebook (only if you have received SGPL Social Media training) following procedures**

**[ ] Tweet on Twitter (only if you have received SGPL Social Media training) following procedures**

**Marketing Manager / Clerk:**

**[ ] Call-out for program and service info for the seasonal guides**

**[ ] Create SGPL seasonal guides**

**[ ] Include in CaPs guide**

**[ ] Submit details to Examiner’s Events Guide**

**[ ] Submit media release and/or article and/or images to Examiner**

**[ ] Submit info to CKUA for PSD**

**[ ] Submit media release to Edmonton television media for community announcement**

**[ ] Email to Chamber of Commerce, Talk of the Town**

**[ ] Email details to City (via Tammy), SGPL Board, SGPL Staff, SGPL Friends and area libraries**

**[ ] Email appropriate ListServs, businesses and organizations**

**[ ] Patron e-News**

**[ ] Email school divisions (Children & Youth Services only)**

**[ ]  Email to TRI-Cala, Seniors Calendar (if applicable)**

**[ ]  Submit to What’s On Edmonton and Alberta’s Culture Calendar websites (if applicable)**

**[ ]  Submit to Where Edmonton & Vue magazines (if applicable)**

**Review the 4 Ps**

|  |  |
| --- | --- |
| **The 4 Ps** | **Key Points** |
| **Product** |  |
| **Place** |  |
| **Price** |  |
| **Promotion** |  |

**Style Guide**

**Months of the year**

* always spell out
* if range includes one of each, spell out both: January 14 – March 7
* also spell out if standing alone or with a year alone: i.e. January 2011

**Days of the week**

* spelled out in complete, no abbreviations
* Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday
* If range of days: Monday – Wednesday
* If more than one day a week: Mondays and Wednesdays
* If more than one day a week but offered as an either/or: Mondays or Wednesdays

**Times**

* am and pm should be in lower case and NOT include periods
* if on the hour, do not use “:00”, just use the hour --> 4 pm
* if on the half hour, use “:30” --> 4:30 pm
* if a range of time: 2:30 – 6 pm
* if both times are am or pm, only use once
* if one time in range is morning and one is afternoon, use both --> 10 am – 3:30 pm
* if event begins or ends at noon, use noon (not 12 p.m.) --> noon – 4:30 pm

**Location**

* 35 Fifth Avenue, Spruce Grove, Alberta T7X 2C5
* all uppercase: MEETING ROOM A
* spell out “and”: MEETING ROOMS A, B and PROGRAM ROOM

**Numbers and Ages:**

* spell out numbers up to nine. Use digits for numbers 10 and higher.
* always use digits for ages and grades: i.e. Ages 7 – 9, Grade 4
* spell out the word years, do not use abbreviations --> 12 years old or 12-17 years
* may use “ages” 🡪 for children ages 2-4
* when using “Grades”, Grades should be capitalized --> for children in Grades 7-12

**Phone numbers:**

* 10 digits (i.e. 780-999-9999)
* if an extension is given, can use abbreviation --> ext. (do not capitalize i.e. Ext.)

**Costs:**

* if free, use all uppercase: FREE
* if per person cost, $45/person
* if per session cost, $45/session

**Other miscellaneous items:**

* websites: do not include the “http” portion of the url just from www. and on such as www.sgpl.ca, keep hyperlink
* drop-in (when referring to drop-in events) should be hyphenated; however, if you are saying “Please drop in and visit us” there is no hyphen.