



| Campaign Planning Update
February 2023

Priority Audiences & Goals

INTERNAL

GOALS:

- Brand adoption
- Ability to educate others

STRATEGY:

- Training and tools

LEGISLATURE

GOALS:

- Awareness of MSL's value
- Ability to connect MSL with its applications

STRATEGY:

- Cohesive, concise, memorable communications

REAL TIME NETWORK USERS

GOAL:

- Grow user base to 500: Surveyors, Ag/Farming, Fleet Managers

STRATEGIES:

- Build awareness
- Leverage use cases to overcome obstacles to adoption

TALKING BOOK LIBRARY USERS

GOAL:

- Expand user base beyond 2K current; potential to reach 20-30K + another 20K users

STRATEGIES:

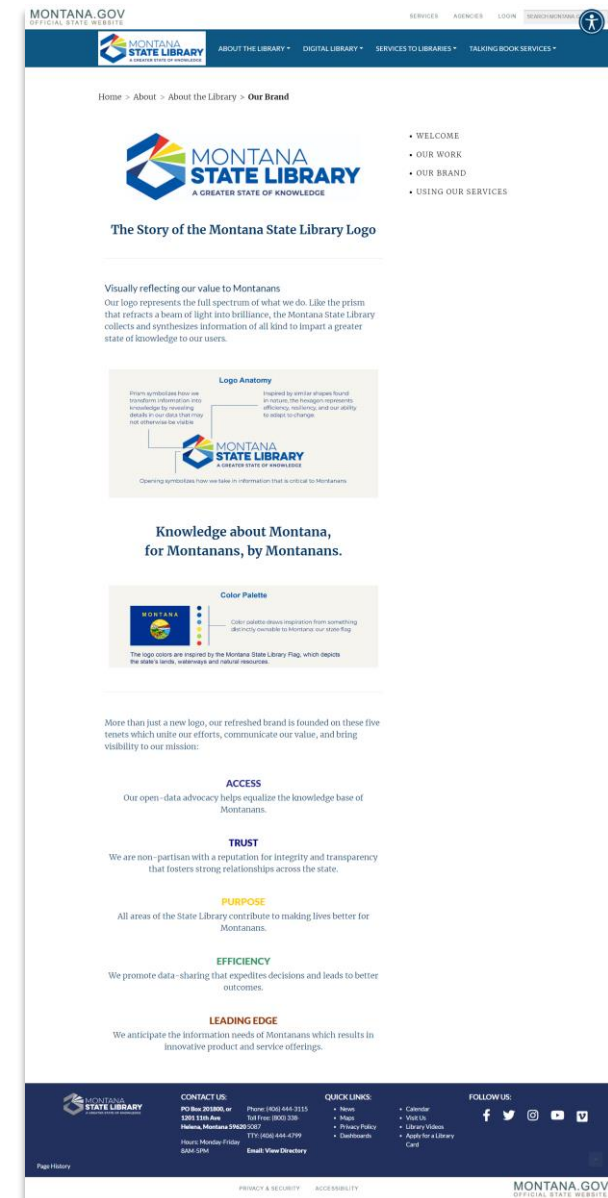
- Rely heavily on partnerships to conduct outreach
- Understand obstacles

Internal: Progress-to-date

GOALS: Brand adoption and ability to educate others

STRATEGIES: Training + tools to facilitate consistent usage

- ☑ HY to conduct brand orientation via Zoom to familiarize employees and Commission members with the tools and templates available; how to use the brand
- ☑ Reskin web/social properties to create cohesion among applications
- ☑ [Landing page](#) to educate around the meaning of the brand



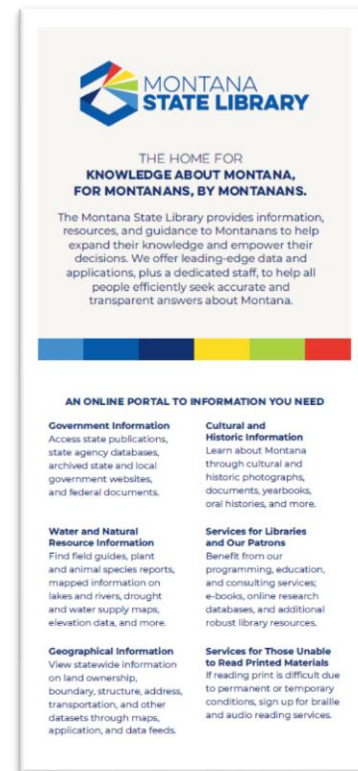
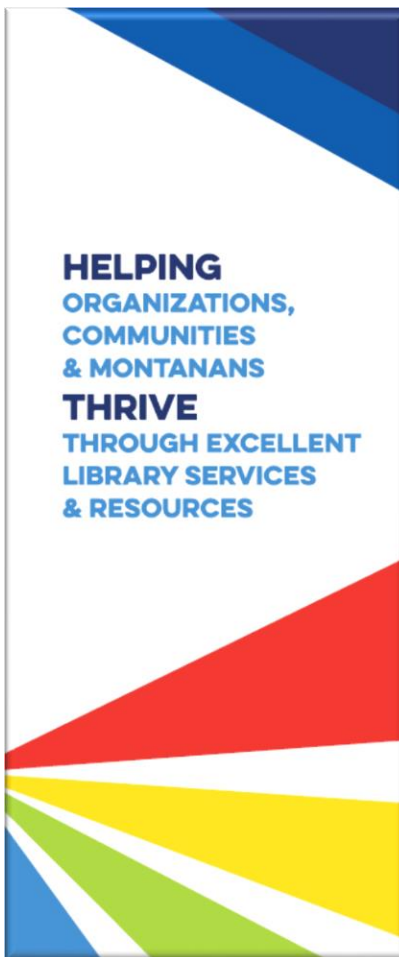
Legislature: Progress-to-date

GOALS: Awareness of MSL's value and the ability to connect MSL with its applications

STRATEGIES: Cohesive, concise, memorable communications

- Utilize case studies/ambassadors during legislative hearings
- MSL exhibition at Montana Library Legislative Night
- (in progress) HY to reach out to representatives for feedback on how best to reach legislature to inform future tactics

Montana Library Legislative Night





RTN Users: Progress-to-date

GOAL: Grow user base from 55 to 500: Surveyors, Ag/Farming, are key audiences

STRATEGIES: Build awareness; leverage use cases to overcome obstacles to adoption

- Speak with RTN stakeholders to understand challenges
- Develop integrated plan, inclusive of:
 - Outreach to user group organizations; take advantage of “shared media” opportunities
 - Engaging influencers to spread the message
 - Landing page improvements to support the campaign

TBL Users: Progress-to-date

GOAL: Expand user base beyond 2K current; potential to reach 20-30K visually impaired + another 20K users with applicable disabilities

STRATEGIES: Rely heavily on partnerships to conduct outreach, and better understand obstacles to adoption

- Meet with stakeholders within this community to inform plan development

Thank you.

