



FY24 Campaign Plan

June 2023

Hoffman York

Situation

Based on the new brand developed in 2022, Montana State Library (MSL) seeks to continue the implementation of its rebranding strategy in fiscal year 2024. As MSL provides a multitude of services not offered by traditional libraries, the new brand allows the agency to fully represent its services and value to librarians, state agencies and local municipalities, professionals and other Montanans.

As MSL's marketing and media partner, Hoffman York (HY) will support this initiative through campaign planning, creative development and execution, as well as media buying, monitoring and reporting, under four discrete programs:

1. Overall Brand Awareness (continuation from FY23)
2. Talking Book Services (execution of plan developed in FY23)
3. Real Time Network Campaign (builds on brand work started in 2023)
4. Cadastral Relaunch

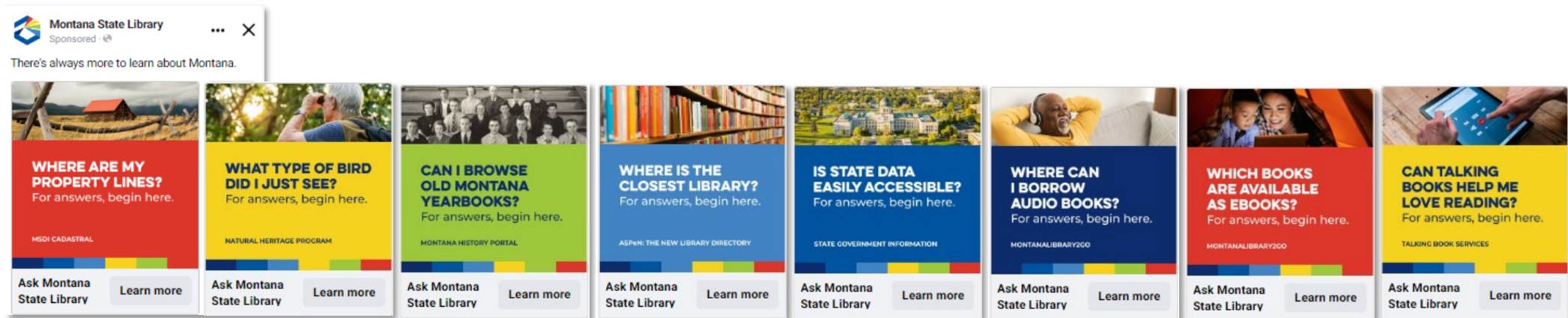
1. Overall Brand Awareness



Overall Brand Awareness

Extend the current awareness-building social media campaign through the end of calendar year 2023 utilizing a series of two 3-week “pulses.”

- September + Late Oct or Early Nov



Overall Brand Awareness

RATIONALE:

- Build on momentum from the summer campaign while preventing creative wearout.
- Maximize the investment MSL has already made in this creative.

HOW WE WILL MEASURE SUCCESS:

- Impressions and reach
- Increased page traffic
- Sustained improved usage of key services (Cadastral, History Portal, etc.) over time

2. Talking Book Services

A decorative horizontal bar at the bottom of the slide, composed of several colored segments: blue, red, yellow, dark blue, light green, and blue.

Campaign Goal

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

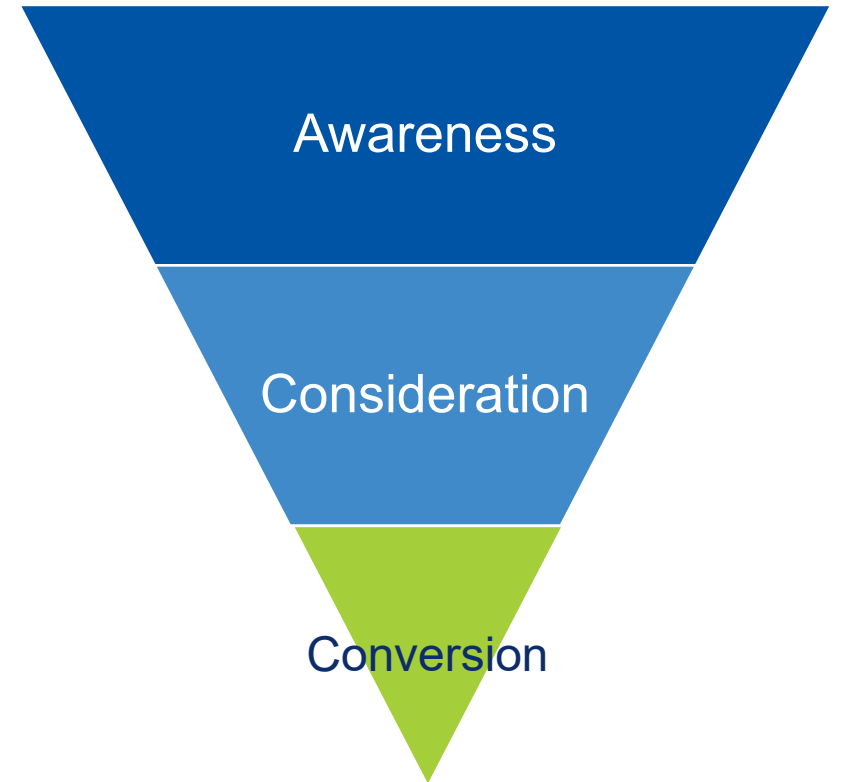
Age	Female	Male	Unknown	Total
Under 25	26	26	0	52
25-65	191	180	0	371
Over 65	860	472	2	1,334
Unknown	61	9	78	148
Total	1,138	687	80	1,905

*MT estimated to have 21,800 residents with a visual disability in 2016 (source: NFB)

Campaign Strategy

Identify and overcome obstacles to adoption:

1. Low awareness
2. Lack of understanding about the benefits of TBL/BARD and how they differentiate from competing solutions
3. Difficult to sign up



Print-Disabled Audience Strategy

Goal of growing usership across all

LOW-VISION ADULTS & SENIORS

PRIORITY: High

OBSTACLES:

- Perception of TBL as “not for them”
- Low awareness among caregiver audience, which is challenging to identify and reach

STRATEGY:

- Grow awareness among community and caregivers*

LOW-VISION/BLIND YOUTH

PRIORITY: High

OBSTACLES:

- Low awareness of TBL/BARD
- Potentially more appealing competitive solutions

STRATEGIES:

- Awareness via partnerships and event attendance
- Education and differentiation

ADULT BLIND COMMUNITY

PRIORITY: Mid

OBSTACLES:

- Aware of TBL but may not be aware of accessibility improvements/ease of sign-up

STRATEGIES:

- Educational outreach through MAB and other orgs

DYSLEXIC YOUTH

PRIORITY: Low

OBSTACLES:

- Disorganized community
- Low-to-no awareness of TBL/BARD
- Teachers may view audiobooks as “cheating”

STRATEGIES:

- Partner with OPI MFPE to conduct educational outreach to teachers and counselors

*(AARP: 112,000 family caregivers in Montana)

Recommendation Overview

Strategies	Tactics
Increase awareness	<ul style="list-style-type: none">• Radio PSA• Earned Media (PR)• Build and leverage partnerships
Educate/differentiate	<ul style="list-style-type: none">• Clearly define value proposition• Improve web UX: update and optimize site content• Promote across owned channels• One-sheeter (handout, download)• Thought leadership: solution comparison, video, use cases• Event attendance/presentation
Improve ease of conversion	<ul style="list-style-type: none">• Paid search to increase visibility• Streamline sign-up process

Awareness-building



Radio PSA

Goal: Build awareness of Talking Book Services among print-disabled and their caregivers

Approach

- :30 recorded spots + script/talking points
- Messaging appropriate for a broad audience
- Explore using vanity URL to aid measurement

Timing: Launch once site is updated; 3 month test

Earned Media

Goal: Generate media coverage for Talking Book Services in order to build awareness and address obstacles to adoption.

Approach

- Press release addressing frequently asked questions; feature Marilyn Bennett and a user and/or partner organization.
- Distribute to statewide Montana media print, online and broadcast as well as the Montana state newswire.

Timing: October is National Blindness Awareness Month.

- MAB Summer Orientation Program in June/Billings could be an opportunity as well

Key Messages

- Who can benefit from Talking Books/BARD?
 - You don't need to be legally blind to use the service
 - As a caregiver, teacher or librarian, you may know someone
- Where you can try it out
- Improved access: There is a new, streamlined sign-up process and you no longer need a medical professional to endorse the application
- Website to visit

Partnerships

Goal: Systematically build partnerships with organizations across Montana that support the print-disabled community and caregivers.

Approach

- Manual outreach with turnkey content/tools at the ready to offer: “we have something we think your audience(s) might benefit from.”
- Establish an email list for automated outreach/updates moving forward

Timing: Ongoing once site and one-sheeter are ready; outreach continues as new updates and tools are available.

Partners by Type*

Assistive Technology

- [MonTECH](#)
- [Bozeman MAB Low-vision Center](#)
- [Montana Assistive Technology Loan Program \(MALT\)](#)

Blind/Low vision-specific

- [Montana Association for the Blind](#)
- [Montana School for the Deaf and Blind](#)
- [Blind and Low-Vision Services](#) (DPHHS)
- [Fort Harrison VA Medical Center](#)
- [Montana DeafBlind Project](#) – Rural Institute, University of Montana

*See appendix slides 44-53 for detailed partner information

Partners by Type

Caregivers

- AARP Montana: [Prepare To Care](#)
- [Montana Hospital Association](#)
- [Shodair Children's Hospital](#)
- [Montana Office on Aging: Senior and Long Term Care Division](#)
- [VA Caregiver Support Program](#)
- [Family Caregiver Alliance](#)
- [Adult Resource Alliance of Yellowstone County](#)
- Virtual Support Groups
- Local hospital support groups

Adjacent/Related

- [National Association of Social Workers – Montana](#)
- [Montana School Counselor Assoc.](#)
- [Montana Occupational Therapy Assoc.](#)
- [MFPE - Educators](#)
- Public Libraries
- [Ability Montana](#)
- [Montana Disability and Health Program](#)
- [Montana Board of Optometry](#)
- [Montana Academy of Ophthalmology](#)

Turnkey Content/Tools

1

ONE-SHEETER

WHAT: Digital and hard-copy handout with an at-a-glance overview of TBL and BARD.

WHY: Keep MSL top of mind and information at hand when audiences encounter individuals with print disabilities.

AUDIENCE: All organizations

2

THOUGHT LEADERSHIP

WHAT: Bite-sized branded content that can be shared with partners to distribute via web/social/email, such as: use cases, product demo video, comparison chart.

WHY:

- Organizations are hungry for educational content
- Raise the profile of MSL

AUDIENCE: All organizations

A word on paid media...

Enjoy the freedom to read your way.


The National Library Service for the Blind and Print Disabled (NLS) is a **free library service** for people who:

- Are **blind**.
- Have **low vision**.
- Have a **physical or reading disability** that prevents them from using regular print materials.

NLS offers readers audio books and magazines, braille books and magazines, music materials, a digital library called BARD, and the BARD Mobile app, which NLS patrons can use to access tens of thousands of titles on their smartphone or tablet.

Apply for the service today.

Visit www.loc.gov/ThatAllMayRead
or call 1-888-NLS-READ
(1-888-657-7323).



- Stand on the shoulders of MSL general awareness campaign + NLS campaign
 - Targeted MT audience too small to be cost-effective for TBL
- Paid radio could be a consideration depending on PSA coverage

Education & Differentiation



Value Proposition

Goal: Clearly articulate the benefits of Talking Book Services

Approach

- Conduct competitive audit to help determine ownable positioning
- Use messaging consistently across web, collateral, etc.

Timing: #1 priority as it lays the groundwork for all efforts.

Competitive Overview

Value Proposition

“Free”



A **free** braille and talking book library service for people with temporary or permanent low vision, blindness, or a physical, perceptual, or reading disability that prevents them from using regular print materials.

...Circulates books and magazines in braille or audio formats, that are instantly downloadable to a personal device or delivered by mail **free of charge**.

- Readers Advisors service
- Montana-interest books and magazines

“Makes reading easier.”



People with dyslexia, blindness, cerebral palsy, and other reading barriers can **customize** their experience to suit their learning style and **find virtually any book they need for school, work, or the joy of reading.**

- “**The largest library** of textbooks, bestsellers, children's books, career resources, and more for people with reading barriers.”
- “**Read on almost any device**”

“We Ignite Imaginations”



Audible is the leading producer and provider of audio storytelling. We spark listeners' imaginations, offering **immersive, cinematic experiences full of inspiration and insight to enrich our customers' daily lives.**

Value Proposition Building Blocks

Why TBL/BARD?

- Montana-interest books and magazines you can't find anywhere else
- Always free of charge (“Your lifetime library”)
- Readers’ Advisors offer one-on-one support
- Braille or audio formats to suit your preference
- Interface designed specifically to support reading barriers

Web User Experience (UX)

Goal: Streamline web landing pages to better optimize for search and improve the user experience.

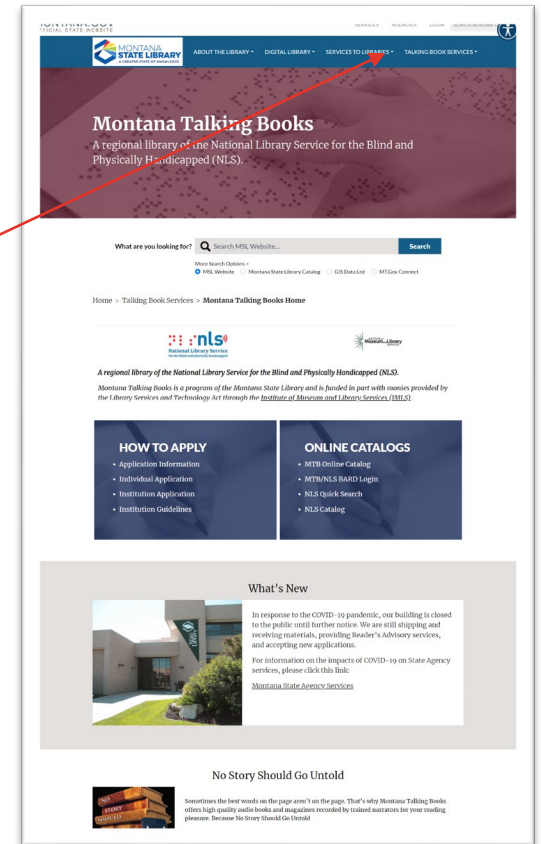
Approach

- Improve taxonomy to eliminate orphan pages and redundant information
- Rewrite content to better communicate features and benefits by audience; utilize keywords
- Improve application process
- Bookshare is best-in-class

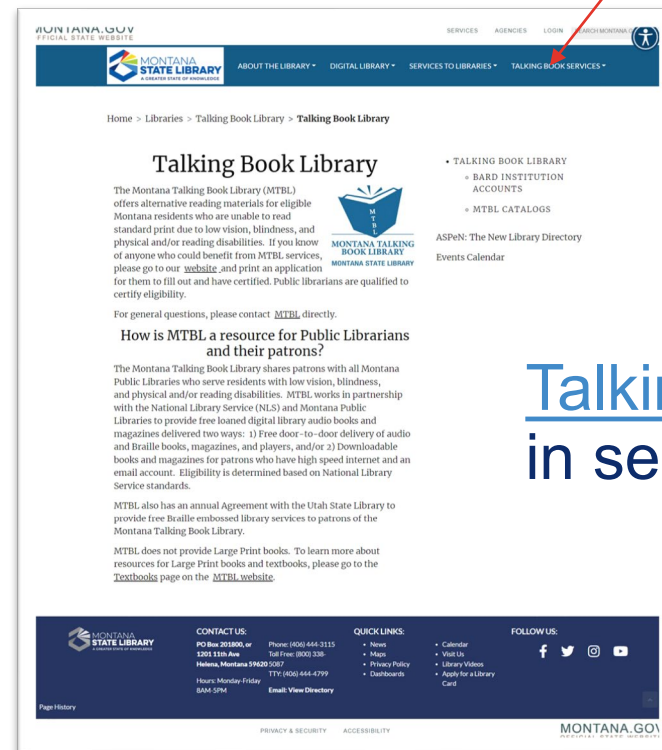
Timing: #1 priority as it will support all initiatives.

Montana Talking Books Home – top page for organic search but doesn't offer much information.

Neither landing page is accessible via site navigation



Consolidate Landing Pages



Talking Book Library – #2 page in search; has richer resources.

Content Consideration

- Why Talking Books Services? (value proposition)
- FAQs (*link to or repurpose [NLS content](#) where possible*)
 - How it works
 - Who can apply
 - Competent Authorities (who are they, how can I become one?)
 - Types of equipment
 - Where you can try it out
 - Video demonstration
- Solution comparison: Talking Books vs. Bookshare vs. Audible
- Audience-specific (individual or caregiver vs. institution)
 - Page content is currently mixed, which is confusing

Owned Communications

Use owned channels (social, email, NFB Newslines) to promote:

- Web improvements
- New application process
- FAQs
- Thought Leadership content

Schedule a virtual “learning lunch” and invite key partners to preview our presentation.

Turnkey Content/Tools*

1

ONE-SHEETER

WHAT: Digital and hard-copy handout with an at-a-glance overview of TBL and BARD.

WHY: Keep MSL top of mind and information at hand when audiences encounter individuals with print disabilities.

AUDIENCE: All organizations

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THOUGHT LEADERSHIP

WHAT: Bite-sized branded content that can be shared with partners to distribute via web/social/email, such as: use cases, product demo video, comparison chart.

WHY:

- Organizations are hungry for educational content
- Raise the profile of MSL

AUDIENCE: All organizations

3

PRESENTATION

WHAT: 40-50 minute presentation to educate folks on TBL and inspire them to partner with MSL for this assistive technology need.

WHY:

- Raise the profile of MSL
- Give audiences a reason to make MSL part of their partner network

AUDIENCE: Orgs with high-profile upcoming events

*Content could include areas of customization for different audiences

Upcoming Events

Event Details	
	ONGOING Robust Webinar Series
	JUNE 12-JULY 2 2023 MAB Summer Orientation Program - Billings
	AUGUST 18 2023 MontCOMM – Missoula
	SEPTEMBER 19-22 2023 Annual Healthcare Conference – Billings
	OCTOBER 3-4 2023 Governor's Conference on Aging – Great Falls
	OCTOBER 19-20 2023 2023 MFPE Educator Conference – Billings
	APRIL 11-12 2024 Montana School Counselor Assoc Spring Conference. – Helena
	SPRING 2024 MHA Health Summit (Spring 2024)

Ease of Conversion



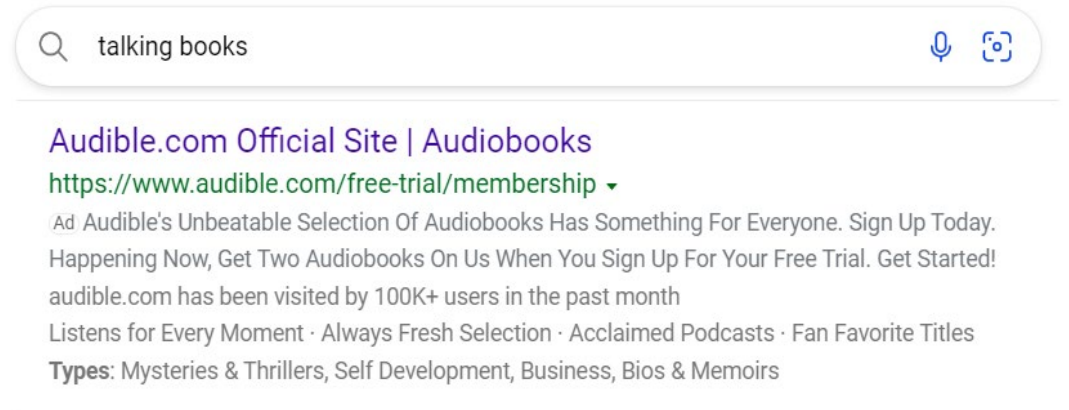
Paid Search (SEM)

Goal: Improve visibility of TBL landing pages when audience is actively seeking solutions.

Approach:

- 3-5 ad groups comprised of common possible search terms
- For each ad group, HY will customize RSA (responsive search ad) copy consisting of a minimum 3 headlines and 2 descriptions each

Timing: Six-month test once website updates are complete.



A screenshot of a search engine result for the query "talking books". The search bar at the top contains the text "talking books" and has a magnifying glass icon on the left and a microphone icon on the right. Below the search bar, the first result is from Audible.com, titled "Audible.com Official Site | Audiobooks". The URL is "https://www.audible.com/free-trial/membership" with a small downward arrow. The ad text reads: "Ad Audible's Unbeatable Selection Of Audiobooks Has Something For Everyone. Sign Up Today. Happening Now, Get Two Audiobooks On Us When You Sign Up For Your Free Trial. Get Started! audible.com has been visited by 100K+ users in the past month". Below the ad text, there are several categories: "Listens for Every Moment · Always Fresh Selection · Acclaimed Podcasts · Fan Favorite Titles". At the bottom of the ad, it says "Types: Mysteries & Thrillers, Self Development, Business, Bios & Memoirs".


Keyword Search Term Areas

(initial discovery)

- **Talking Library:** audio book library, public audio library, digital library, free audio books, digital audio books, braille books, etc.
- **Resources:** resources for blind, teaching resources for visually impaired students, disability services for the blind, seeing impaired resources, deaf blind resources for parents, websites for the blind, etc.
- **Activities:** daily living activities for a blind person, hobbies for blind people, things to do for the blind, entertainment for blind seniors, fun activities for the blind, etc.

= 172 search phrases

Unify Application Process


MONTANA TALKING BOOK LIBRARY
MONTANA STATE LIBRARY

MONTANA TALKING BOOK LIBRARY
PO Box 201800, Helena MT 59620-1800

Phone: 406-444-2064 Website: msl.mt.gov/tbl
Toll Free in Montana: 1-800-332-3400
Fax: 406-444-0266 E-mail: mtbl@mt.gov

APPLICATION FOR FREE LIBRARY SERVICE - INDIVIDUAL
(Please Print or Type)

PATRON NAME: _____
(Last) (First) (Initial)

ADDRESS: _____
(Street or PO Box)

CITY: _____ **COUNTY:** _____ **ZIP:** _____

DAYTIME PHONE #: _____ **BIRTH DATE:** ____/____/____ Female Male
(MM/DD/YY)

PATRON EMAIL: _____

ALTERNATE CONTACT: Name of a person to contact if you cannot be reached for an extended period. (If the applicant is a student, the contact must be the student's parent or guardian.)

NAME: _____ **DAYTIME PHONE:** _____

ADDRESS: _____
(Street or P.O. Box) (City) (State) (Zip)

Relationship to patron: _____ **EMAIL:** _____

NAME & PHONE NUMBER OF PERSON FILLING OUT THIS APPLICATION IF OTHER THAN ABOVE:

CONFIDENTIALITY STATEMENT: All library records are confidential pursuant to Montana Code annotated 22-1-1103.

VETERANS:
 Please check if you have been honorably discharged from the U.S. Armed Forces.

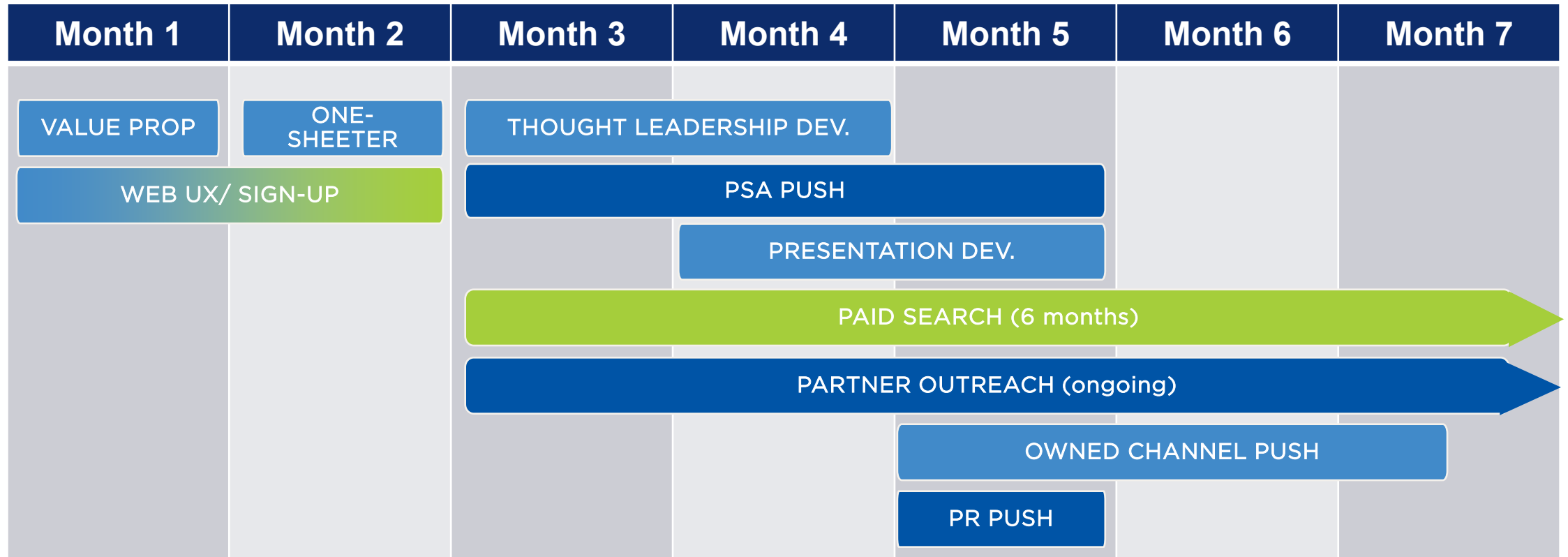
Applications for Institutions (public libraries, independent & assisted living facilities, nursing & retirement homes, hospitals and schools) are available on our web site or contact us directly.

BLINDNESS: Visual acuity of 20/200 or less in the better eye with correcting

1

- Each point of entry links to different application processes
–(PDF, Okta, 404 error)
- Okta sign-up is a barrier; creating a new application via DocuSign could be a workaround.

Campaign Timeline



3. Real Time Network



Campaign Goal

Increase paid subscriptions to the state's Real Time Network among targeted audiences. 500 users needed for the service to be self-sustaining.

RTN Audience

TITLES

Land Surveyor, Surveying or Quantity Surveyor, Agriculture, Farming, Forestry, Construction and Extraction, Transportation and Moving, Architecture and Engineering, Utilities, Public Safety, Emergency Response, Scientific Research, Environmental Research, Mapping



Recommendation Overview

Strategies	Tactics
Increase awareness	<ul style="list-style-type: none">• Earned Media (PR)• Build and leverage partnerships
Educate	<ul style="list-style-type: none">• Clearly define value proposition• Improve web UX: update and optimize site content• Promote across owned channels• One-sheeter (handout, download)• Thought leadership: use cases/testimonials, demo video• Event attendance/presentation
Ease of conversion	<ul style="list-style-type: none">• Streamline subscription process

Earned Media

Goal: Generate media coverage for MSL with a focus on the Real Time Network.

Approach

- Develop press release introducing the RTN featuring experts and users of the tool.
- Distribute to statewide Montana media print, online and broadcast as well as the Montana state newswire.

Anticipated Results

- 2 to 3 million impressions across online, print, broadcast.



Feature the experts

We'll identify experts and users of the tool to be quoted in the press release and featured on the website.

Possible experts:

Evan Hammer	Montana State Library
Kazi Arifuzzaman	RTN Coordinator
Wally Gladstone	RTN-Private Sector Surveyor

Influencer Engagement



- Reach out to FastAg (73K YouTube followers) and provide talking points and/or other support for channel content.

RTN Landing Page: Recommended Optimizations

- Real Time Network as a listing within megamenu navigation
- Optimize landing page URL and content for search (vs. <https://msl.mt.gov/mtsrn/>)
- Landing page content should include:
 - What it is
 - Who benefits (audiences and high-level value propositions)
 - Call-to-action/contact
 - Secondary: contact for speaking engagements
 - Use cases
 - FAQs (to help overcome obstacles to adoption)
 - Downloads and/or links: one-sheeter, technical specifications

RTN Outreach & Partnership Opportunities

User group organizations:

- [Board of Professional Engineers and Professional Land Surveyors \(mt.gov\)](#)
 - Quarterly Board Meetings
- [MARLS \(Montana Association of Registered Land Surveyors\)](#)
 - Annual Conference (February)
- [Montana Society of Engineers](#)
- [MT Department of Agriculture](#)
 - March 20-26 Montana Agriculture Week
- [MT Agriculture Business Association](#)
 - [Annual AgTech Innovation and Investment Summit \(January\)](#)
- [Montana Mining Association](#)
 - Annual Meeting (June)



RTN Outreach & Partnership Opportunities



Montana University System

- MSU: [Land Surveying - Academics | Montana State University](#)
- MSU: [Precision Agriculture Program - College of Agriculture | Montana State University](#)

Shared Media Tactics

- Ask partners to include a link to MSL's RTN landing page and/or a PDF of the one-sheeter on their website resources page.
- Inclusion of RTN in partner newsletters:
 - Sign up
 - Grant opportunities
- Speaking opportunities and/or exhibition at conferences.
- Guest lectures in the classroom.
- (when available) Provide video assets such as demos, testimonials for them to post on social/YouTube/web.

4. Cadastral Relaunch



Background

In FY24, MSL will be improving the functionality and user experience of their Cadastral application, which provides an opportunity to create awareness and ultimately increase usership.

HY client service and media teams will collaborate with MSL to develop and execute a plan to relaunch the Cadastral and increase usership.

Thank you.

