

## MINITEX Information Network Library

**Client:** The MINITEX Library Information Network, a division of University of Minnesota, provides all of the administration for public libraries in Minnesota.

**Goal:** MINITEX requested that we help secure an increased budget for its new database – Electronic Library of Minnesota (ELM) – and encourage the increased use of ELM by all public libraries in Minnesota through an integrated marketing campaign.

**Specifics:** *Affinity Marketing* hosted weekly “Webinar” events for 90 days that allowed head librarians from all the public libraries in Minnesota to logon and learn about ELM and receive tips on how to increase use of ELM by library patrons. We also helped plan and support the MINITEX booth at the Minnesota State Fair.

**Support:** Prior to the “Webinar” events, we created and managed a comprehensive marketing campaign that included:

**ELM Website:** Even though ELM was a powerful information portal, the user interface was not user friendly. We created a new site ([www.elm4you.org](http://www.elm4you.org)) for MINITEX that dramatically increased usage.

**Library Kit:** We also developed a Library Kit to provide the librarians with marketing material to create a “ground-level” buzz in the libraries by the patrons. The Library Kit included:

- Brand Brochure
- Posters
- Table Tents
- Bookmarks
- Stickers

**ELM Fan:** We created a 7” x 8” two sided information sheet and attached it to a wooden stick, creating the ELM Fan. Thousands of fans were distributed at the Minnesota State Fair and created quite the buzz.

**Public Relations:** Press releases were sent to the media alerting them of ELM, the Library Kit and the participation of ELM at the State Fair.

**Fundraising:** Unlike a typical sponsorship solicitation effort that we are very experienced in, this client required a different approach. Its organizational setup prevented it from securing traditional sponsorships, relying solely on legislative funding. Fortunately, through the use of the Library Kit, we were able to generate tremendous buzz about ELM and raised the importance of funding ELM at the State Legislature.

**Results:** The client was convinced that if it wasn’t for our efforts, they would not have received funding at all. Through the increased use and awareness that the campaign provided, the Minnesota Legislature increased the funding for ELM, making it more widely available.

