



**Description of future central
Web-marketing and communication efforts of
The European Library**

M 4.3

August 2007

URL of The European Library: www.TheEuropeanLibrary.org

Report Author: Fleur Stigter – The European Library Office

The EDL Project is funded under the
European Commission *eContentplus* Programme.

Executive summary

[The European Library](#) gives online access to the cultural heritage accessible in the national libraries of Europe.

This report is produced in context of [EDLproject](#), a Targeted Project funded by the European Commission under the [eContentplus Programme](#) and coordinated by the [German National Library](#).

It describes future central online web marketing and communications efforts of The European Library from October '07 onwards. The report focuses on planned PR efforts, web-marketing actions and the use of key performance indicators (KPI's).

The European Library intends to use key performance indicators to measure the performance of the portal against its business goals, and specifically to monitor the effects of (central and local) marketing efforts. These KPI's are being created and tested in context of The European Library marketing goals of EDLproject.

Report M4.3 contributes to the overall The European Library marketing and communications plan (2007-2008) which is due for autumn 07. The latter will provide updated target numbers, and information on all dissemination activities undertaken by all The European Library participants, including (former) project partners. It will also include updated information on the Key Performance Indicators, and an overall marketing schedule.

Table of Contents

1. Audience, goals and key performance indicators	4
Target Audiences	
Goals	
Key Performance Indicators	
2. Description of future web-marketing actions	5
Main Activities	
Linking	
Website Optimization	
Additional web-marketing actions	
Web2.0	
3. PR Campaign	7
Main activities	
Press Releases & articles	
Press conferences	
Broadcasting (TV/radio/video)	
Web-communications	
Newsletter	
Miscellaneous	
Media Calendar	10
Appendix: EDLproject template local marketing & communications plan	11

1. Audience, goals and key performance indicators

TARGET AUDIENCES

The European Library targets a global, higher-educated audience. Special attention however goes out to the European (academic) research community. Actions are specified according to target groups. Target groups are among others:

- Staff and users of libraries, museums, archives
- Staff and users of educational institutions (schools, universities, etc.)
- Government agencies and policy makers (Ministries of Culture, Education etc.)
- Researchers
- Information professionals
- ICT SMEs
- Professional associations (not necessarily academic)
- Individual users

GOALS

- Establish brand familiarity especially in educational, research and library community
- Enhance the visibility of The European Library in different (country-specific) corners of the web
- Have both central and local PR campaigns to increase brand familiarity, in particular to academics and professional researchers
- Set up and execute an (dynamic) extensive online marketing program
- Increase the number of actual users as well as the using frequency by already existing users (usage of search boxes and services)
- Encourage that all actors within the network share relevant information and best practices
- Encourage all partners to actively promote The European Library
- Get all partner-libraries accustomed to, implement and report according to key performance indicators

Against a slower traffic rate than initially predicted, mostly due to changing search engine algorithms, a target number of 10 million users in 2007/8 is challenging.

Besides the actions described in this report and constant improvements of the portal in other areas, it is vitally important that each partner takes responsibility to market The European Library in their own countries.

Links from relevant EU websites and communications could give an additional push.

KEY PERFORMANCE INDICATORS

Under EDLproject The European Library proposes and implements key performance indicators for online marketing and traffic generation. These indicators are meant to give insight into the performance of The European Library against its business goals. Simultaneously they are intended to increase the understanding of the market and its requirements.

So far The European Library developed 6 indicators. While some indicators reflect quantitative developments (e.g. traffic rates), others are qualitative, indicating the value of the generated traffic.

The development of performance indicators is an iterative process. In time the indicators are to be fine-tuned, for instance, by focusing on segmented target groups and associating the indicators with expenditure.

During 2007/2008 the practice will be extended to all CENL partners, which will be requested, in their turn, to have a web-statistical reporting tool in place and to report on its measurements according to the chosen indicators.

A first reporting of the key performance indicators is due for January 2008. This report will be based on measurements of The European Library and EDLproject partners.

2. Description of future web-marketing actions

To keep up with new developments and demands of the market The European Library maintains a dynamic web-marketing strategy. Web-statistical measurements, log file analysis, key performance indicators, campaign codes and tagged links are used to facilitate this approach. Above all they are important instruments in finding out how closely the portal matches the needs and understanding of our targeted audiences.

The recently installed User Advisory Board helps shaping the portal according to expert user needs and knowledge. As such it is integral to creating and developing strategy for The European Library's product and market development. A limited number of invited experts drawn from libraries, academic and educational institutions, publishing houses and professional societies as well as Ministries and similar bodies, has become member of this board.

Summary of main promotion actions:

- Linkage program: inclusion in portals, directories, relevant sites
- Optimisation of the portal
- Web promotion
- Web communications
- Central and local PR campaigns to increase brand familiarity among targeted groups, and to announce provided services
- Promotion via web2.0 sites and tools

MAIN ACTIONS

Linking

To ensure that the content and services of The European is found from multiple points, links are and have been placed from global, regional and national (portal) sites of libraries, academic / research institutions and other places frequently visited by the target groups of The European Library. To a great extent, the linkage program ensures that the targeted audience is reminded, and finds its way to The European Library at the point of need. Most

sites refer to the search/homepage. Others prefer to link to the static pages of the portal (for instance libraries or treasures pages). Currently the possibility to include The European Library in library information systems is being researched.

A mini version of The European Library search box has been developed. Other website owners can install this free widget on their own websites. Entries in this so-called '[Mini Library](#)' lead directly to The European Library search results. Installers of this widget can accustom the lay-out, language and collection (either by default or by country) to their own preference. In the future more options and functionalities will be added. The possibility to offer the mini The European Library as web2.0 application, for instance in Facebook, is currently explored.

The possibility of a more systematic interaction between The European Library (centralised access to national library resources) and Wikipedia (user-generated content with a constant demand for reliable resources) will be further explored. The European Library has been adding content-related references to The European Library. Currently partner-libraries are translating the article on The European Library. This insures the visibility of the portal in different language versions of Wikipedia.

All partners, EDLprojects especially, are requested to participate in all areas of the linking program.

Website optimization

More and more attention goes out to content creation and presentation, and issues of usability.

Main actions:

- Ensure that the portal is accessible to search engines. This means the usage of meta tags, prevention of broken links, follow sitemap protocols, etc..
- Ensure a user-friendly architecture (navigation) and presentation (lay-out)
- Promote the use of OAI and the use of a central database. Emphasize the need for more digitised objects. Alert by remote server problems, and other possible technical hick-ups
- Enhance keyword terminology: seek possibilities to use other keywords in addition to keywords such as 'library'. For instance well-known names (of people and geographic places) that need little or no translation. When possible, guide users directly to associated bibliographic records.
- Explore possibilities to connect popular keywords with themed collections
- Create and recycle already existing content, and present it in different and innovative ways so that it can be found. Offer unique, informative and trustworthy content that is both user-friendly and crawler-friendly. Among others, present the (deep-web) richness of the national libraries via descriptive and keyword-sensitive pages. Static multilingual content that gives insight into the content held by Europe's national libraries, for instance manuscripts or music collections. Connect these pages with the possibility to search by themed collection
- Use optimised pages to promote different types of content to targeted audiences
- Enhance the customer service ethos to the site: help pages, user manual, FAQs, etc.
- Encourage the use of rich media: video, etc..
- Promote to search engines: keep in contact with Google and Yahoo. Allow the OAI available material and collection descriptions to be crawled.

- Service marketing: create services such as tagging, email alerting to new content and RSS feed. Explore additional services that may add value to libraries and end-users

Additional web-marketing actions

- Start a second Google Keyword Advertisement campaign to give a further push to the newly created pages.
- Consider more direct mailings
- Execute separate campaigns to increase the number of registered users, newsletter subscribers and mini library owners
- Explore means to communicate with audience: make more use of blogs, etc.. (please note 'PR campaign' for more details on web-communications)
- Random postings at relevant discussion groups, blogs and forums - ranging from library forum, to literature, books or famous historical people (communications, targeted traffic, good channel for campaigns).
- Explore metadata marketing possibilities

Web 2.0

Various web2.0 sites are frequently visited by researchers, information professionals and other target groups of The European Library. Especially the younger generation makes use of social networking sites and user generated content mechanisms. The European Library attempts to increase the brand familiarity in these communities via a pro-active presence and clear communications.

Further research will identify and – if applicable – elaborate possible opportunities such as targeted applications and direct interaction with users. Currently much interest goes out to possible forms of cooperation with Wikipedia.

The European Library also uses or is present in: Facebook, Wordpress, delicious, swicki and YouTube. This list is not exclusive: For instance the possibilities of Second Life and Technorati are still to be investigated.

3. PR Campaign

The European Library uses various online and offline promotion mechanisms to reach its audiences. Local audiences are mainly targeted by partner-libraries. Frequently used distribution channels are:

- The European Library portal (media center, newsletter, etc.), related websites and national library websites
- Blogs: <http://edlproject.blogspot.com/> and <http://telfleur.wordpress.com>
- List serves, mailing lists, among others The European Library press list
- discussion groups The European Library has joined
- (trade) conferences, exhibitions, etc..

Summary of main promotion actions:

- Media offensive aimed at pushing relevant stories to the (trade) press. Articles as well as regular press releases announcing new features and progress. The European Library Office will also endeavour to take part in the industry debate and try to participate in the creation of particular (electronic) articles.
- Conduct a regular news flow to the library and information media to ensure that The European Library is mentioned individually and in all general articles about virtual libraries.
- Support partners in their PR actions; for instance help EDLproject partners announcing the inclusion of their collections in The European Library portalsite (local media coverage is planned and executed by partner-libraries)
- Encourage all actors to promote The European Library as educational and research tool in formal educational environments, for instance via business-to-business meetings with educational (e-learning) institutions and other relevant organisations
- Web-communications
- Continue to issue a newsletter every two months
- Distribute marketing collateral for use at exhibitions, conferences, etc..
- Take speaking opportunities offered and seek others: keep an updated events and media calendar
- Seek interaction with (possible) users via blogs

MAIN ACTIVITIES

Press releases & articles:

- The European Library Office has scheduled a number of press releases. All partner-libraries are requested to translate and distribute these locally. The here included Media Calendar indicates when press releases are produced. Examples of topics:
 - site releases
 - content related developments (collections)
 - Central EDLproject developments
 - Effects of projects on The European Library
 - Technical requirements (e.g. offering 3 dimensional content)
 - Announcement: meetings, advisory board, possible new projects, etc..
- Spontaneous press releases may relate to general developments of the portal and/or network
- Try to get feature piece in DIGICULT or other EU distributed magazine
- Try to tie to hot topics and get articles published by international (trade) press organizations.
- Increase the central list of media contacts
- Encourage all partner-libraries, especially EDLproject partners, to use their own local contacts to get articles published in national newspapers and trade magazines
- Support partner-libraries in getting media coverage (for instance suggest storylines)

Press conferences:

- Local press conferences are convened by EDLproject partners to announce the integration of their collections in The European Library

- In general, press conferences take place following newsworthy developments and meetings such as the annual CENL meeting. Please note the PR schedule for an initial overview.

Broadcasting (TV/radio/video)

- Contact and submit agenda of events to potentially interested press organisations, for instance broadcaster EUX.TV
- Investigate YouTube possibilities
- Local programs are contacted by EDLproject partners to announce the inclusion of their collections in The European Library

Web-communications

- placing site announcements, postings in discussion groups and relevant blogs, email shorts to editors of relevant websites (for instance europeanhistory.about.com), and getting publications in e-journals
- translate Wikipedia 'The European Library' article in different languages
- Communications on EDLproject via EDLproject blog
- Interact with users: publish short communications, answer questions and collect feedback via (recently created) TELfleur blog
- Communicate via web2.0 tools such as Facebook

Newsletter:

- The European Library Office produces a bimonthly newsletter in English to which everyone can subscribe (without costs). It is intended to inform partners, professionals, and the general readership about recent events and information related to The European Library; it serves as both a source of news and a platform for an exchange of information for all partners.
- "In Focus" is a collaborative section that provides edited coverage of national libraries and partners. Especially the interviews published in this section are actively promoted via discussion groups, forums, etc..

Miscellaneous:

- Have The European Library brochure available for local distribution, and research relevant printed publications
- Encourage all actors of the network to accept and seek possibilities to give presentations at relevant conferences
- Ensure relevant The European Library Power Point multimedia presentations / slides are available to partner-libraries
- Starting November 07 The European Library will offer room to announce and display exhibitions

MEDIA CALENDAR

On request The European Library provides a more detailed and updated overview

Activity	Date(s)	Responsible actor
Press release EDLproject: The European Library strengthen its base with 9 new partners	First week of September	The European Library office
Press Conference: CENL meeting Helsinki	September 26 th	NL Finland
Press release The European Library - Open Access	Mid October	The European Library office
Press release The European Library office- EDLproject: Requirements for bringing in VideoActive and Dismarc - Jigsaw goes 3 dimensional (sound, vision and text)	Yet to be determined. Possibly mid October	The European Library office
Press release The European Library-EDLproject: Announcement of international conference EDLproject	Late October	The European Library office
Press release The European Library office: site release 2.0	Late November	The European Library office
Press Conference EDL Foundation *	Late November	
Press release EDLproject: content-related	December	The European Library Office
Press release The European Library-EDLproject: stakeholders changes bring forth user flowers	December	The European Library office
Press Conference EDLproject *	January '08	

* = yet to be confirmed

ANNEX:

EDLproject Template local marketing & communications Plan



THE EUROPEAN LIBRARY

MARKETING AND COMMUNICATIONS PLAN

May 2007 – January 2008

NATIONAL LIBRARY OF XXX

{name of marketing contact}

{possibly; job title}

{mail address}

BACKGROUND INFORMATION

The European Library is a web service of the 47 member libraries of the Conference of European National Librarians (CENL), providing currently unified access to the digital and bibliographic collections of 23 European national libraries.

MARKETING OBJECTIVES

- Establish brand familiarity in educational, research and library community
- Increase the number of actual users as well as the using frequency by already existing users (usage of search boxes and services)
- Enhance visibility in country-specific corners of the web, for instance Google Sweden (<http://www.google.se/>)
- Get accustomed to, implement and report according to Key Performance Indicators

*All partners stick to one and the same brand (name, logo, colors, etc.). Our name is **The European Library**; not TEL or a translation of The European Library! This doesn't mean however you have to translate marketing collateral literally. After all, you know best how to speak to inhabitants of your country, how to get their attention...*

AUDIENCE

Primary target group is the 'European (academic) researcher'. However, it is important to bear in mind that the end goal is a *global*, higher educated audience. If you can also reach audiences outside Europe, please go for it!

Target groups:

1. Staff and visitors of research, academic and central public libraries
2. Staff and visitors from archives, museums and other cultural institutions
3. Academic circles: lecturers, students, secondary school teachers and pupils.
4. Publishers and creative staff of publishing houses.
5. Professional associations (not necessarily academic)

Contacts with educational institutions/ministry departments deserve special attention.

GOALS

NB: The European Library has indicated its expectations towards your input. Now, we ask you to react and give your own expectations. The target numbers in the box below are based on the overall marketing goals of The European Library. Please revise if necessary! Complete all blanks, even if this means filling in a zero.

Library traffic to portal	
Number of visits to The European Library from separate countries (e.g. visits to the portal from Spain)	30% increase – compared to measurements March 2007
Site-owners / webmasters	
Number of links	50-70
Number of mini search box – owners	30
Subscribed users	
New Newsletter subscriptions	20

New Registered users	30
Events	
Events organized and actively participated	1 per month
Business-to-business meetings	4 per year
Press coverage	
Number of translated & distributed press releases	All
Number of articles in (trade) press	3 per year
Frequency of web-promotion activity	
E-mailings	Regular
Postings to DGs and forums	Regular
Wikipedia	Translation of article
Content	
The European Library brochure	Translation
Users' manual	Translation
Restyled landing pages	Translation
Publications on developments of your library	Forward

ACTIONS TO ACHIEVE GOALS

The actions you list here really need to reflect what you are really planning to do in marketing TEL locally. Please revise (add, or if absolutely necessary delete) according to the goals you want to achieve. This list includes the list of required actions that was sent to you a few weeks ago.

Research

- collect and report on users' feedback regarding use of portal
- recommend someone for The European Library Users Advisory Board
- implement and report on (web-statistical) Key Performance Indicators according to the guidelines provided by The European Library Office

Input in Site development

- Help develop a customer service ethos to the site, among others with translated help pages
- Inclusion of more digitised objects, preferably in central database
- Adding relevant and targeted content: translated landing pages, forwarded national library press releases, etc.
- Act upon The European Library alerts of remote server problems
- Investigate how to include non-national libraries and other cultural institutions collections into The European Library

Positioning

- Promote The European Library within educational, research and cultural environments.
- Emphasize the added value of The European Library in (e-) learning context. Explain the great benefits of The European Library to teachers and students of different disciplines – who doesn't need quality and reliable (primary) resources?

Place

- Business-to-Business marketing to establish brand familiarity of The European Library in different environments

- Establish links from national library website to the portal at locations that are easily found by regular library users – preferably add mini search box in list of catalogues and databases
- Implement linking / mini search box campaign to ensure that content of The European Library is found specific sites and portals that especially are visited by researchers and information professionals
- Have The European Library included in niche and national search engines, and submitted to directories
- Try to get TheEuropeanLibrary.org mentioned in study material and/or (electronic) bibliographies as a “free educational and research tool for beginners and advanced”.

Promotion (online / offline)

- Translate and distribute press releases announcing new features and progress
- Translate / create some collateral (brochure and users’ manual) for use at exhibitions, conferences etc.
- Organize actions to get media coverage. For instance conduct additional regular news flow to the library and information media to ensure that The European Library is mentioned individually and in all general articles about virtual libraries. Other possibilities: press conferences, contact journalists of national newspapers, etc.
- Web communications: placing site announcements, email shorts (mailing lists, newsgroups and list-serves), getting publications in e-journals and complement / translate Wikipedia articles on relevant areas. For instance promote parts of The European Library newsletter via discussion groups
- Take speaking opportunities offered and seek others
- Participate in Site optimisation: To ensure a high unpaid (without ads) position in the results, The European Library creates ‘landing pages’ for the search engines to crawl. These pages help us to promote certain areas or subjects that are hidden in the databases, such as music. Translate these landing pages to help increase traffic to the portal and the library websites from non English language web searches.

Communications

- Inform and keep informed staff of your national library
- Use EDLproject blog and other communication channels to share relevant (market) information and best practices with other partners of The European Library network

EDLProject NATIONAL LIBRARY MARKETING SCHEDULE

The schedule only includes deadlines and dates of planned teleconferences. You can however use it to keep a clear overview of all of your marketing actions. Just add the dates of actions, timing of linking program, publishing and conference dates, etc.

Who	Type of action	Description of action	WHEN	Audience
FS/NL	Teleconf	Teleconference 1	April 23-27	X
NL	Report	Report on marketing activities via regular updates of the marketing questionnaire (www.edlproject.eu)	On-going	X
NL	Plan	Deadline M&C Plan	May 16	X

NL	General	Start implementation of plan	May 17	inhabitants, esp. librarians, researchers, students, educators
FS	Report	Key Performance Indicators report	May 16	X
NL	Software	Implementation web-statistical software	May – July 7	X
FS	Teleconf	Teleconference 2	June 11-15	Edlpartners
ALL	Campaign	Campaign registered users	July	Global
NL	KPI	Start measuring Key Performance Indicators (trial)	July 9	X
NL	KPI	Deadline analysis according to indicators (trial)	aug-07	X
NL	Report	Deadline local marketing developments report	aug-07	X
FS	Report	Deadline report M4.3	August	EC
NL	KPI	Start measuring indicators (for 'real')	sep-02	X
NL	KPI	Deadline analysis according to indicators	Jan	X
NL	Report	Deadline final local marketing developments report	Jan	X
FS/Eremo	Report	Deadline report D4.2	Feb 15	EC