1. Introduction
   We offer several online services, such as Freegal, Universal Class, and Transparent Language. The most expensive service is Zinio, a downloadable magazine platform provided by Recorded Books. The costs for the platform plus subscriptions totaled $2261, and the total circulation in FY16 was 75. So far this fiscal year, the Zinio circulation is 34 (July 2016 - April 2017). The cost per circulation works out to be $30, much too high. I would like to see the usage of our Online Services, especially Zinio and One-Click Digital, increase by 10-15%. The Zinio platform itself comes bundled with the One-Click Digital platform, which, right now, no one uses. Even though the OCD platform is free, the rights to the online books last for Fy2016 cost $1294.08, and the annual circulation was 7.

2. Communication goal
   Get the word out about online services, especially Zinio and One-Click Digital, that are expensive and under-utilized.

3. Objectives
   a. Increase use of Zinio by 10-15%.
   b. Increase use of One-Click Digital by 10-15%.
   c. Collect at least 10-15 testimonials about the services
   d. Get feedback as to which magazines would be most desired by patrons.

4. Positioning Statement
   The library is the place to get the best, most recent, and useful online content for free.

5. Key message
   a. “A little library with a big impact.”
   b. “You can use the library without getting dressed!”
   c. “Your 24-hour library”

6. Key audiences
   a. Staff
   b. Adult patrons
   c. Parents (there are some juvenile magazines in our collection)

7. Communication strategies
   a. Recorded Books has a good Marketing area for their services, and we don’t use it very much. Currently, print magazines that have a presence on Zinio have a sticker on their covers, and there are Zinio shelf-talkers on the magazine shelves. There has been no marketing done for OCD in the library. I would start with the Marketing materials provided by Recorded Books.
   b. I would ask for a focus group to meet, especially anyone who uses Zinio and/or OCD, or who would like to. I would start out by sending out an online survey to users of these services asking for input, then meet with 5 or more patrons who use or who would like to use them. If they use these services, what do they like or not like about them? What subscriptions or
titles would they like to see us provide? If they don’t use them, why not? Do we need to do trainings? (I did that previously with very limited success. We seem to do better with one-on-one trainings. I need to remember to include Zinio and OCD in my Overdrive trainings.)

c. I would also get the staff, Trustees, and Friends board familiar with the services, even if they themselves do not use them. Currently, staff or Trustees do not use Zinio or One-Click Digital, and are not familiar with them. I’d have a short training session with them to help them become familiar with what is offered and how to use it. Even if they are reluctant to use it themselves, they should be able to support the marketing materials when patrons ask.

d. We have an active Facebook page. I will post new One-Click Digital releases as they come out, and do occasional posts about magazines in Zinio. I will alert certain of our “Facebook fans” to ask them to try the services and help spread the word.

e. Ask SAILS staff about linking to our One-Click Digital titles in the online catalog, such as is currently done with libraries that subscribe to Hoopla.

8. Evaluation
   Monthly circulation reports from Recorded Books
   Word-of-Mouth testimonials