UPPING OUR MARKETING GAME
Getting into the Game of Customer Intelligence

Employing Big Data
to Understand and Reach Users

Marc Futterman
President and CEO
CIVICTechnologies
marc@civictechnologies.com

Danielle Milam
Director of Planning and Development
Las Vegas-Clark County Library District
milamd@lvccld.org
Before you can decide how to up your marketing strategies, reach and effectiveness ….
You have to answer the question…

WHO DO YOU LIBRARY FOR?
Public Libraries are NOT all things to all people!

To grow community REACH, RELEVANCE, and RESILIENCE they should REFLECT the unique mix of populations in the community.
Customer Intelligence data is **UNIQUE** to your community.

Relevance is **LOCAL**.
FAST, CURRENT, DYNAMIC DATA FOR CUSTOMER INTELLIGENCE

- National market segmentation system data
- Demographic data
- Geocoded cardholders
- Checkouts, program attendance, computer and database use, summer reading participation and more
- Robust discovery feature
- Dashboard with KPI’s
- Customer relationship management
- Tons of reports
- Multi-library sharing
- State library version
Start with the CUSTOMER.

Their interests, needs, life stages, and lifestyles
Segmentation is a tool that leads to deep customer insights.
UNDERSTAND HOUSEHOLD DIVERSITY QUICKLY, WITH CONTINUOUSLY UPDATED DYNAMIC DATA
VISUALIZE COMPLEX MARKETS

THIS LAS VEGAS LIBRARY BRANCH SERVES 21 DIFFERENT KINDS OF HOUSEHOLD MARKET SEGMENTS
BIG DATA ANALYSIS

MKTG BENEFITS:

• Hidden Insights
• Fast Decision-Making
• Community Specific
• Targeted
• Effective
CORE CUSTOMERS STUDY OVERVIEW

NUMBER OF LIBRARIES: 10
TOTAL POPULATION: 7.8 million
TOTAL CUSTOMERS: 4 million
52% of total population

STUDY YEAR: 2014
NUMBER OF CHECKOUTS: 67.4 million
Print and non-print materials

OUR PARTNERS

[Civic Technologies]
Diverse number of market segments in each library service area

<table>
<thead>
<tr>
<th>Library</th>
<th>General population</th>
<th>Total number of LandScape market segments in library jurisdiction</th>
<th>Total number of Tapestry market segments in library jurisdiction</th>
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</thead>
<tbody>
<tr>
<td>Anythink</td>
<td>359,495</td>
<td>40</td>
<td>23</td>
</tr>
<tr>
<td>Brown County</td>
<td>251,462</td>
<td>40</td>
<td>26</td>
</tr>
<tr>
<td>Denver</td>
<td>648,937</td>
<td>47</td>
<td>46</td>
</tr>
<tr>
<td>Houston</td>
<td>2,195,914</td>
<td>56</td>
<td>34</td>
</tr>
<tr>
<td>King County</td>
<td>1,431,286</td>
<td>50</td>
<td>44</td>
</tr>
<tr>
<td>Las Vegas - Clark County</td>
<td>1,551,347</td>
<td>56</td>
<td>53</td>
</tr>
<tr>
<td>Omaha</td>
<td>523,083</td>
<td>57</td>
<td>44</td>
</tr>
<tr>
<td>Pierce County</td>
<td>563,650</td>
<td>47</td>
<td>37</td>
</tr>
<tr>
<td>Skokie</td>
<td>64,784</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Topeka &amp; Shawnee County</td>
<td>175,357</td>
<td>43</td>
<td>28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7,765,315</strong></td>
<td></td>
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<table>
<thead>
<tr>
<th>Library system</th>
<th>Percent of core customer checkouts to total checkouts</th>
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</thead>
<tbody>
<tr>
<td>Anythink (CO)</td>
<td>73%</td>
</tr>
<tr>
<td>Brown County (WI)</td>
<td>76%</td>
</tr>
<tr>
<td>Denver (CO)</td>
<td>77%</td>
</tr>
<tr>
<td>Houston (TX)</td>
<td>73%</td>
</tr>
<tr>
<td>King County (WA)</td>
<td>76%</td>
</tr>
<tr>
<td>Las Vegas - Clark County (NV)</td>
<td>76%</td>
</tr>
<tr>
<td>Omaha (NE)</td>
<td>74%</td>
</tr>
<tr>
<td>Pierce County (WA)</td>
<td>78%</td>
</tr>
<tr>
<td>Skokie (IL)</td>
<td>78%</td>
</tr>
<tr>
<td>Topeka &amp; Shawnee County (KS)</td>
<td>78%</td>
</tr>
</tbody>
</table>
Comparison of the Geographic Distribution of Top Ten Core Customer Segments in Las Vegas-Clark County and Houston Metro Areas

Las Vegas-Clark County Metro Area Top Ten Core Customer Segment Location: Fragmented Distribution

Houston Metro Area Top Ten Core Customer Segment Location: Clustered Distribution
BROWN COUNTY WI - Market Segments and Core Customers

BROWN COUNTY LANDSCAPE SEGMENT MAP

LEGEND
- Charmed Life
- Kids and Teen
- Managing Business
- Pastoral Vote
- Regents

S* seeks S*
- Sublime Suburb
- Suburban Singles
- The Sweet Life
- Urban Moms

BROWN COUNTY CORE CUSTOMER COUNTY CHECKOUT MAP

LEGEND
- Library Site Locations

Number of Checkouts per Census Block Group
- 1,367 - 3,927
- 3,928 - 5,498
- 5,499 - 7,919
- 7,920 - 10,877
- 10,878 - 41,502
Brown County: Alignment between Core Customers and General Population by Segment

- Urban Moms and Dads
- The Sweet Life
- Pastoral Vistas
- Sublime Suburbia
- Charmed Life
- Kith and Kin
- S* seeks S*
- Suburban Singles
- Regents
- Managing Business

Legend:
- % of core customer
- % of total population
Measure reach & relevance

King County, WA

Skokie, IL

- % Core Customer
- % Total Service Area Population
76% of households in Las Vegas are families.
26 KINDS OF FAMILY HOUSEHOLDS
LIFESTYLE AND LIFE STAGE
• Mid 20s-30s
• Married, w kids
• Some college - Not far in career
• Good earning potential

WHAT ARE THEIR INTERESTS?
• Homes, Cars, Games, Media
• Going to theme parks, zoos
• Science fiction, comics, and family DVDs

WHAT DO THEY BUY?
• Baby and maternity clothes
• Furniture
• Dine at Chili’s, Olive Garden, or fast food

HOW DO THEY GET INFORMATION?
Cable – Oxygen, eMail; FB, Twitter, YouTube, Texts

1/3 ARE UP AND COMING FAMILIES (238,290)
2/3 are Vegas family households with annual incomes under $50K

- Low education levels
- Low income levels
- Probable digital divide but mobile
- Low English language proficiency
- May need cultural bridge
SPEED UP YOUR DATA-BASED APPROACH TO CUSTOMER-DRIVEN MARKETING: WHAT MAKES THEM TICK?

<table>
<thead>
<tr>
<th>FACTS</th>
<th>TICKS</th>
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<tbody>
<tr>
<td>AGE = 28.9</td>
<td>• Living college</td>
</tr>
<tr>
<td>66% ↓ 35 yrs</td>
<td>• Life style with $ in pocket</td>
</tr>
<tr>
<td>INCOME = $39k</td>
<td>• Gym life/fitness</td>
</tr>
<tr>
<td>↓ U.S. Avg</td>
<td>• Dating/Club scene</td>
</tr>
<tr>
<td>HOUSING = 85% RENT &amp; MOBILE</td>
<td>• Loves Tech</td>
</tr>
<tr>
<td>EDUCATION = 36% Grad</td>
<td>• Very mobile - no community ties</td>
</tr>
<tr>
<td>69% College</td>
<td>• Awake 24-7</td>
</tr>
<tr>
<td>DIVERSITY = 56% WHITE</td>
<td>• Hooking up (finding hotties)</td>
</tr>
<tr>
<td>+ Diverse</td>
<td>• Next selfie</td>
</tr>
<tr>
<td>OCCUPATION = PROF, SALES, OFFICE</td>
<td></td>
</tr>
</tbody>
</table>
Jamie is a high school sophomore. His grades range from C’s to D’s and he is not sure he is headed for college or not. He has learning disabilities, gets bullied at school, and gets distracted easily. He struggles with all of the testing and sitting in the classroom during the lessons. He’s fidgety and paces around the house.

One day he finds the DJ lab at ENTERPRISE LIBRARY a couple blocks from his home. Not only does he learn some scratchin’ -- he helps other teens get their beats on.

He gets a gig at FIRST FRIDAY as DJ DEADGOAT.
PROGAMS & PARTNERS

Teachers in the Libraries
TechArt Studio
DJ Lab
VROOM
Raising Las Vegas
Brain-Building
Libraries at the WIC
Homework Help
Citizenship
littleBits
Books for Babies
English Language Instruction
Maker Spaces
DIY

CAREER & BUSINESS SUCCESS

NV Workforce Connections
SCORE
Job Fairs
AARP Tax Assistance
Employment Search
OneStop Services
Computer Labs
Job Assessment
Small Business Development
Online Courses
Career Online
High School

Meeting Rooms
Wi-Fi
Co-Working Spaces
Resumé Writing
Start-Up Support
Business Databases
MorningStar
Reference USA
BusinessDecision
Job Training
Lectures
Interview Rooms
Employer Support

COMMUNITY & CULTURE

Trainings
Book Clubs
Art Galleries
Community Events
Theaters
Vegas Valley Book Festival
Intergenerational Activities
Cultural Celebrations
Volunteer Opportunities
Music
Civic Conversations

SOCIAL SERVICE CONNECTIONS

Social Media
Meet-Ups
Film Festivals
Authors
Artists
Performing and Visual Arts Camp
Dance Recitals
Entertainment
MARKETING STRATEGY
IMPLICATIONS FOR FAMILIES

• Market segment growth potential: keep current customers!

• What do the customers want?
  • Collections & programs for young families with young kids, student support, career path & steam programs, DIY programs, WiFi, internet and computer access, out of school learning experiences, maker spaces, DJ labs

• How will they learn about it?
  • For up & coming & aspiring – TV, e-newsletter, social media, web, peer to peer, library quarterly magazine
  • For inner city tenants, industrious fringe and newest – peer to peer, TV, latin media, social media, print fliers in community

• Branches with biggest need: SU, RB, CH, GS, SV
DENVER SERVES SINGLES

46% of Denver Households

BREW HA! HA!

This event brought together over music, theater, and conversations around craft beer, coffee, tea, and kombucha. The Denver library card was good for discounts at over 30 local establishments on library-inspired brews. The library’s marketing department targeted new audiences via social media and new customers were able to get library cards online.
DENVER SERVES LATINOS

22% total pop / 20.5% cardholders / 11.8% core customers
MARKET FOR REACH & RELEVANCE

SKOKIE, ILLINOIS

[Image of a map with a legend and a photo of children and adults standing in front of a library bus named "Skokie Public Library"].
UP your MARKETING GAME

DYNAMIC DATA
Customer Intelligence
Community Information
Innovation & Outreach
Staff Observation

RELEVANCE IS LOCAL
Target the Right User
At the Right Time
IN the RIGHT WAY

THANK YOU
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