UPPING OUR MARKETING GAME

Getting into the Game of Customer Intelligence

Empowering Big Data
to Understand and Reach Users

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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

- **Up and Coming Families**
  - Family Portrait
  - Suburban Periphery
  - Married Couples w/Kids
  - 32.6
  - Upper Middle
  - Prof/Mgmt/White
  - Single Family
  - White
  - Have New Car

- **Green Acres**
  - Rural
  - Married-Couple Families
  - 42.3
  - Upper Middle
  - Prof/Mgmt/Skilled
  - Some College
  - Single Family
  - White
  - Do Gardening, Woodwork
  - Have Home Equity Line
  - Watch Auto Racing on TV

- **NeWest Residents**
  - Global Roots
  - Principal Urban Centers
  - Family Mix
  - 27.4
  - Lower Middle
  - Skilled/Service
  - No HS Diploma
  - Multiunit Rentals
  - White; Hispanic
  - Listen to Hispanic Radio
  - Have Renter’s Insurance

- **Industrious Urban Fringe**
  - Global Roots
  - Urban Outskirts
  - Family Mix
  - 29.5
  - Middle
  - Skilled/Service
  - No HS Diploma
  - Single Family
  - White; Hispanic
  - Order Products
  - Use Credit Union
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

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

OUR PARTNERS

[List of logos]
GROW YOUR MARKET BY KNOWING YOUR
CORE CUSTOMERS

Diverse number of market segments in each library service area

<table>
<thead>
<tr>
<th>Library</th>
<th>General population</th>
<th>LandScape market segments in library jurisdiction</th>
<th>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>
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<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>
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<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>
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<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>
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</table>

Percent of Checkouts by Core Customers

<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: 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
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?

**FACTS**
- **AGE**: 28.9
- **INCOME**: $39K
- **HOUSING**: 85% RENT & MOBILE
- **EDUCATION**: 36% GRAD 69% COLLEGE
- **DIVERSITY**: 56% WHITE + DIVERSE
- **OCCUPATION**: PROF, SALES, OFFICE
- **INTERESTS**: TECH, CONVENIENCE, ONLINE, TV, MUSIC, GYMS

**TICKS**
- **LIVING COLLEGE LIFE STYLE**
- **GYM LIFE/FITNESS**
- **DATING/CLUB SCENE**
- **LOVES TECH**
- **VERY MOBILE - NO COMMUNITY TIES**
- **AWAKE 24-7**
- **HOOKING UP**
- **FINDING HOTTIES**
- **NEXT SELFIE**
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.
**PROGRAMS & 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

Health and Wellness Fairs
Agency Information
Computers
Community Assessment
AARP Tax Assistance
Veterans Support
Nurse-Family Partnership
Southern Nevada Nonprofit Information Center
E-Government Access
Three Square Meals to Families and Food Drives

**SOCIAL SERVICE CONNECTIONS**

Social Media
Meet-Ups
Film Festivals
Authors
Artists
Performing and Visual Arts Camp
Dance Recitals
Entertainment

**COMMUNITY & CULTURE**

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

**LIMITLESS LEARNING**

Project-Based Learning
Access to Technology
Scholarships
Digital Literacy
Financial Literacy

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
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
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

Denver: Alignment between Core Customers, Cardholders, and General Population by Segment
MARKET FOR REACH & RELEVANCE

SKOKIE, ILLINOIS
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

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