

PLS Marketing Team Minutes

Wednesday, November 21, 2018

Attendance: SSF, SMPL, CSM, RCPL, SMCL, BPL

Absent: MPL, SBL

AGENDA

1. Status updates on Commuter Campaign
2. Advertising metrics
3. Radio ads
4. eMail blast
5. Overdrive Blog post

1. COMMUTER CAMPAIGN UPDATES

Radio station ads

- Anissa and Lorie will look into radio ads. We discussed Spotify and Pandora and PSAs.
- BPL looked into Spotify and Pandora and it is about 10k for a campaign
- We discussed advertising on local podcasts but it was not decided to follow this route

Bus shelter ads:

Will go up on Dec 1st. Payment has been processed. Ray will put final payment amount in the spreadsheet (both the Expenditures and the Campaign log)

Caltrain ads:

Ray will be dropping the train posters next week. They will be placed on the trains in January.

\$50 for space reservation

PLS Delivery Vans

One van has been wrapped.

Jenny will follow up to see if we have permission to remove the existing wrap on one of the vans.

2. ADVERTISING METRICS

The team agreed to gather metrics on the success of our advertisements. Jenny created a tab in the Commuter Campaign Log for metrics.

- Buses - ask samtrans for average impressions. Anissa
- Billboards - ask billboard co. for average impressions. Jenny
- Van wraps - traffic on the roads. Stephanie

3. EMAIL BLAST

The team drafted an email blast, which we agreed to send in January., and then quarterly to new IDC users. Jenny will send the Overdrive IDC contacts spreadsheet the first week of January. The email blast is saved in a separate file on sharepoint.

4. OVERDRIVE BLOG

Overdrive has asked us to contribute to their blog about the commuter campaign. The team agreed to help answer their questions over email. We will aim to have it complete by next week.

Next meeting agenda items:

- John cotton Dana award - PR award we may want to apply for. MAria will look for the application and proposal that SMCL submitted
- PR Excellence Award

Next Meeting: moved one week earlier to December 12, 2018, Burlingame Library at 9:30 a.m.

Recorder: