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# Queset House

— Apex Marketing —

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# Introduction

Once upon a time there was a beautiful library in a town called Easton. Every day the librarians watched as people passed by their beautiful dwelling, wondering if someone one day would come in. One day a traveler from out of town stumbled upon this magnificent mansion. Inside he found wonders that he could only have dreamed of. There were hundred foot walls stacked to the brim with books about everything in the entire world. “What is this place?” he gasped as he stumbled back in awe. He had never seen something so amazing in his life. “Why, this is the library,” a voice sweetly whispered to him. Bewildered, he just could not leave, this might be the most magical place he had ever seen. Because of that, everywhere he went he told everyone about this enchanted palace he had discovered. Because of this, people came from all over to see this magical, beautiful library that had become famous. Finally, the library became so popular people would meet here, read here, learn here, and grow here every day. **The End.**

# Apex Marketing

Easton, MA



Passionate. Precise. Professional.  
Apex Marketing - Utilizing Social  
Media Platforms to Bring Marketing  
to New Heights.

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# Our Mission

At Apex Marketing our mission is to not just achieve our client's goals but to exceed them. Our goal is to provide the most exceptionable services in marketing through professionalism and outstanding skill. We are committed to maintaining a distinguished firm that will get every project accomplished.

# Goals

- Be professional and courteous
- Understand our clients goals
- Implement an effective strategy

# Objectives

Effectively implement social media marketing techniques to showcase the Queset House

# Environmental Factors

**Competitive**

# Library Competitors

- Brockton Public Library
- Brockton Law Library
- Turner Free Library
- Stoughton Public Library
- East Bridgewater Public Library
- Boyden Library
- Boston Public Library
- Joseph P. Healey Library

# Queset House Competitors

- Westport, CT
- Darien, CT
- Skokie, IL

# Technological

# Technology at the Queset House

- The learning commons
- Provide accessible technological resources that will help anyone achieve their goals
- Great for anyone looking to expand their knowledge, students, group projects, etc.
- They offer “digital silos for different types of learning ranging from podcasting and web creation to robotics and crafting rooms”.

# Technology cont...

- Reading trends as of 2017:
  - According to PEW...
    - Sales of E-Readers and E-Books peaked in 2014, but have recently slowed down
    - E-Book sales fell 20% within the last year and print books have risen 8%
- What does this mean for us?
  - With the rise of printed books in higher demand more people will be going to the library
  - More of the quaset houses technology will be in use as we enter an age of digital native people growing more and more by the day

**Economic**

## How does the economic cycle affect us?

- In some ways we are not affected by the economic cycle
- We work as a non-profit and in that way we are not as affected
  - But with lower average incomes due to economic cycle donations are lower
- In the case of a lower economy we may actually start to see business grow

## What consumer behaviors are different due to this?

- In cases of an economic down turn we might actually see more people come to the library as they don't want to spend money
- We can provide help with finances through classes offered at the Queset house

# What income level are usually our patrons?

- At the Queset House we welcome and accept any patrons on any income level
- We are a non-profit organization that offers hundreds of free programming and free books to anyone that comes
- The Queset House can accommodate people of all income levels

# Socio-Cultural

# Socio-Cultural

- Trends that we are seeing about our current target market:
  - According to the Bureau of Labor Statistics (2016)...
    - 4.7% of men and 5.9% of women attend a class to further education per day
    - 5.2% of men and 7.1% of women do homework each day
    - 17.0% of men and 21.8% of women read for pleasure each day
    - About 50% of 15-25 year olds never read for pleasure
- Why is this important?
  - The queset house can provide a space for all these people to spend their lives and work
  - We want to model Starbuck's "third home" technique and make the queset house a place that you feel comfortable and slow it down and stay awhile
  - The queset house will become an experience for people

# Socio-Cultural Cont.

- Some trends we see that affect our market include;
  - Seasons, holidays, unemployment
- There may be a spike in people who attend the library in the summer
  - Due to no school, school required reading lists, and more free time
- During holidays the Queset House offers a wide variety of programs accessible to everyone for the holiday
  - In example at Christmas time the Queset House hosts an Artisans Fair and Holiday Tea

# Summary SWOT Analysis

# SWOT Analysis

## Strengths

- One of the first of its kind
- Open 47-54 hours a week
- Low debt
- High reputation (finalist for many awards)
- Excellent cost management
- Highly trained staff
- Location
- Many libraries don't have the extra space
- Open to everyone

## Weaknesses

- Poor branding
- Non-profit can lead to financial trouble
- Slow move towards social media
- Not many people know about the Queset House

## Opportunities

- Social media advertising will attract target market
- Technological advances (such as lynda.com)
- Good for hosting groups
- Connects the community
- "Makerspace" allows for creation
- Partnerships with local businesses

## Threats

- Places like Starbucks are becoming a more popular meeting area
- The term library is dated
- e-Readers taking business away from print
- Younger generations don't read as much
- Target market is very busy
- Competition from other libraries

# Segmentation Strategies

# Geographic

- Not only do we want to engage the locals of Easton but also those of neighboring towns
- We are interested in the southern greater Boston area
- About 281,266 people in this demographic

# Demographic

- Our target market consists of the ages 18 through 40
- We want to target both men and women
- We are interested in all income levels, education levels, and occupations

# Psychographic

- For the Queset House we are interested in targeting people who want to further their education
- People who are up to date with technology and enjoy using it
- Connected individuals who stay up with latest social media trends

# Behavioral

- We are interested in targeting people who want to come back to the library
- Following the concept of a third home- people will feel comfortable here and want to stay

Target Market

# Market Size

- Greater Boston Area
- Ages 18-40
- About 191,920 people in demographic
- Both Men and Women
- All races, ethnicities, and religion welcome

# Market Characteristics

- People who want to further their learning
- People who want to broaden their knowledge
- People looking for a creative space to accomplish specific tasks such as group projects or school assignments

# Target Market

We will look to target individuals aged 18-40 looking to broaden their knowledge and take advantage of the many opportunities presented by the Queset House

# Positioning

# How will we position the Queset House?

- Technology center
- Place of learning

# Positioning Statement

The Queset House provides the people of Easton with a technology center that is better than any other learning space. We do this by offering seminars, new technology, and an open atmosphere.

# Marketing Mix

# Personal Marketing Strategies

The Queset House allows for a person to continue a life of learning with the most current technology on the market.

# Public Relations Strategy



# Advertising Strategy

- This advertisement would appeal to our target market-
- We are using bright colors to pop and appeal to people
- The ad shows photos of quaset house to show our market what we have to offer
- The ad provides information on how to contact the quaset house and where to find it



**Come learn with us.**

**ADDRESS**  
Quest House  
51 Main Street  
North Easton, MA 02356

**PHONE**  
+1-508-238-2000  
ext. 108

**E-MAIL**  
[info@amesfreelibrary.org](mailto:info@amesfreelibrary.org)  
[admin@amesfreelibrary.org](mailto:admin@amesfreelibrary.org)

**QUEST HOUSE**

# Sponsorship Strategies

- Sponsoring local businesses and creating events will bring more awareness to the Queset House.
- An example of a sponsorship idea would be to sponsor the Shovel Town Brewery and create a beer tasting event. This would create mutual benefit for both the Queset House and the brewery.
- At this event, there would be an information desk in which people will have the opportunity to learn more about what the Queset House has to offer while enjoying beverages and food provided by the brewery.

# Web-Based Strategies

- updating their facebook page is a main goal of ours and will help engage more locals
- posting promotions such as raffles and giveaways online will spark more interest.
- tagging their other social media outlets will bring more traffic to their other forms of social media.

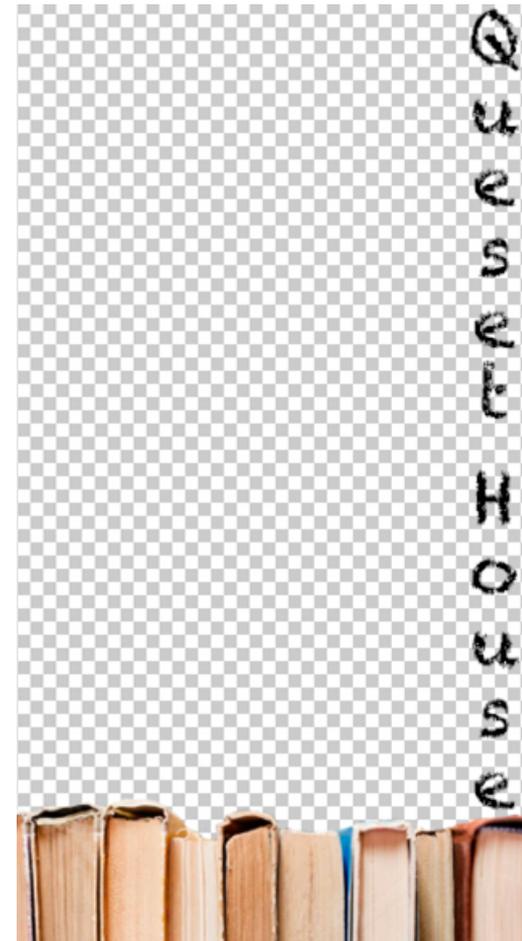
# Social Media Strategies

- Want to utilize popular social media outlets such as twitter and instagram
- Creating a geotag on snapchat would be a helpful way of getting our clients noticed
- It will evoke curiosity about the location and will get more people involved.
- This will allow us to target a younger demographic which will help get more people involved with what the Queset house has to offer.

Sample Instagram Post



Sample Geotag



**Questions?**