



CONSULTING WITH THE AMES FREE LIBRARY

MEET THE STAFF



ABOUT EBL & CO.

- Your future starts here
- Located in downtown Easton, between Farmer's Daughter and Towneship.
- This location is in the heart of the town, in close proximity to Stonehill students, local businesses, a large number of residents as well as the Brockton greater area.
- Serve as consultants to local libraries and aid in their marketing campaigns

THE PROJECT

- Client: Ames Free Library, a private library located in Easton, MA
- Goal: We want to build and maintain a loyal customer base, steadily increase our follower base and increase the amount of usage on Lynda.com
- Mission: Help the entire community, regardless of age, improve their skills on Lynda.com and other online and library resources

ENVIRONMENTAL FACTORS

- Competitive
- Technological
- Economic
- Socio-Cultural

SWOT ANALYSIS

- Strengths
 - Efficiency
 - Reputation
- Weaknesses
 - Outreach
- Opportunities
 - School/Resume building
- Threats
 - Youtube
 - Atomic Learning
 - Khan Academy

SEGMENTATION STRATEGY

- 4 variables to be taken into consideration when segmenting a market
 - Geographic
 - Easton and surrounding area
 - Demographic
 - Age, occupation, education & income
 - Psychographic
 - Interests & needs
 - Behavioral
 - Benefits sought after

TARGET MARKET

- Easton population: 23,908
- Brockton population: 95,314
- Student population: 7,500
- Elderly population: 13%
- Age range - 13-24, 65+
 - People looking to advance their skill set in a variety of different subjects
 - Students → looking for help in their studies and in entering the workforce
 - Elderly → those looking to acquire new skill sets from learning how to navigate the internet to financing their retirement funds to learning how to upload and photoshop photos and videos

TARGET SPECIFICATIONS

- Size → The student population and elderly population combines to form 16% of the population of Easton & Brockton
- Income → the database is free to use, so income is irrelevant
- Reachability → easily accessible through internet
- Needs → the database allows for as many people who want to watch videos to advance their skill sets
- Benefits → improving skills, building resume, keeping up with technology, etc...

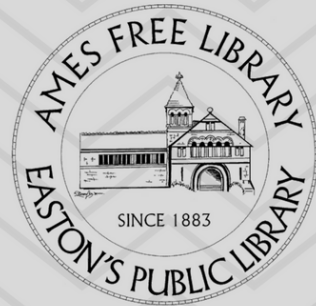
POSITIONING

- Engaging, enhancing & reliable
- EBL & Co: "Your future starts here."
- Applies to both the students and the elderly
- The future begins with Lynda.com

PROMOTION

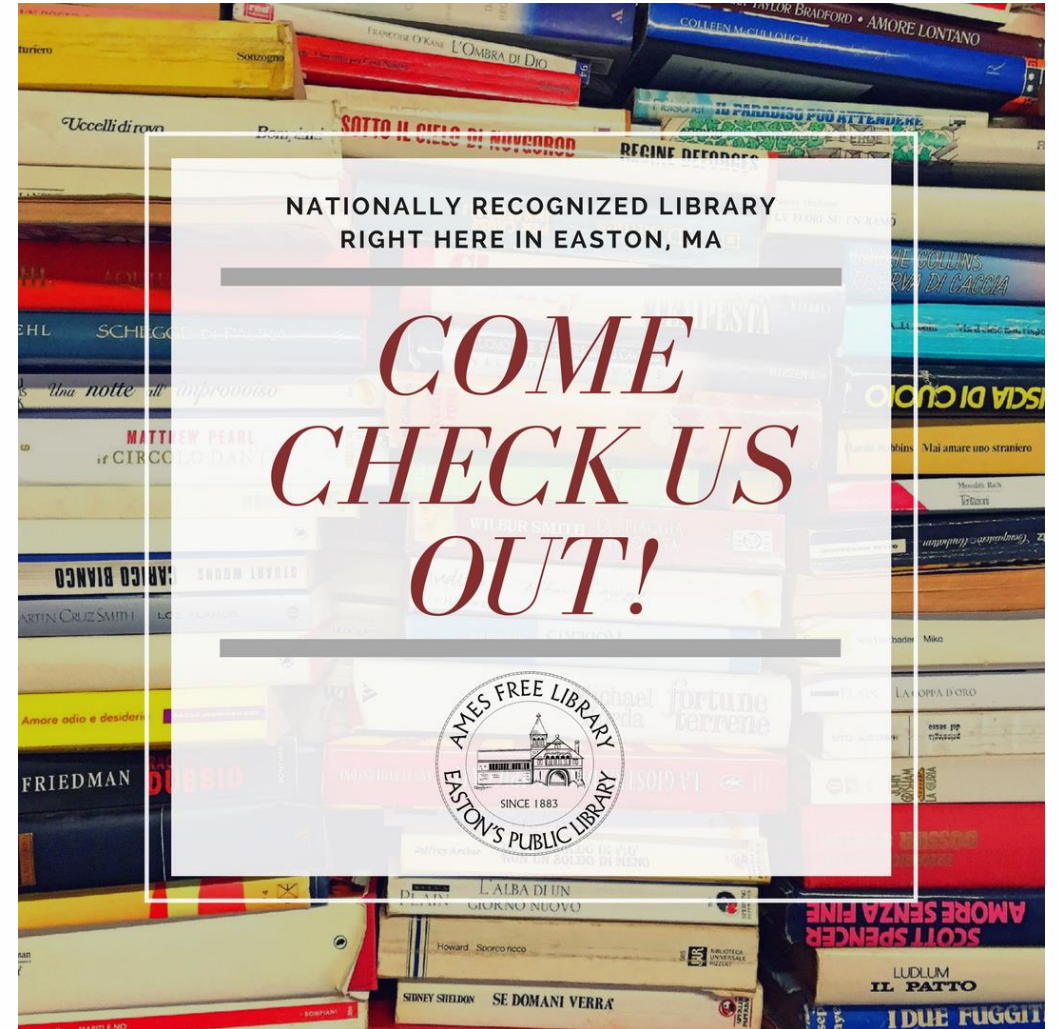
- Posts on Instagram and Facebook to reach different segments
- Post about Lynda.com success stories of those who used it
- Show different clips and videos of the professionals teaching skills
- The goal is to as well as inform the consumers of Lynda.com's availability to library card holders, demonstrate the value of the classes available and show the benefits of taking those classes.

EXAMPLE POSTS



"Lynda.com helped me
get my dream job by
adding new skills to my
LinkedIn."

Colin Quinn, newly employed



EXAMPLE POSTS



AMES FREE LIBRARY

*LEARN
NEW
SKILLS
FROM THE
COMFORT
OF YOUR
HOME*

The Library offers FREE
tutorials through [Lynda.com](https://www.lynda.com)



Submitted by Library card holder, @scanadiaz

**LEARN TO TAKE PICTURES LIKE
THIS WITH LYNDA.COM**