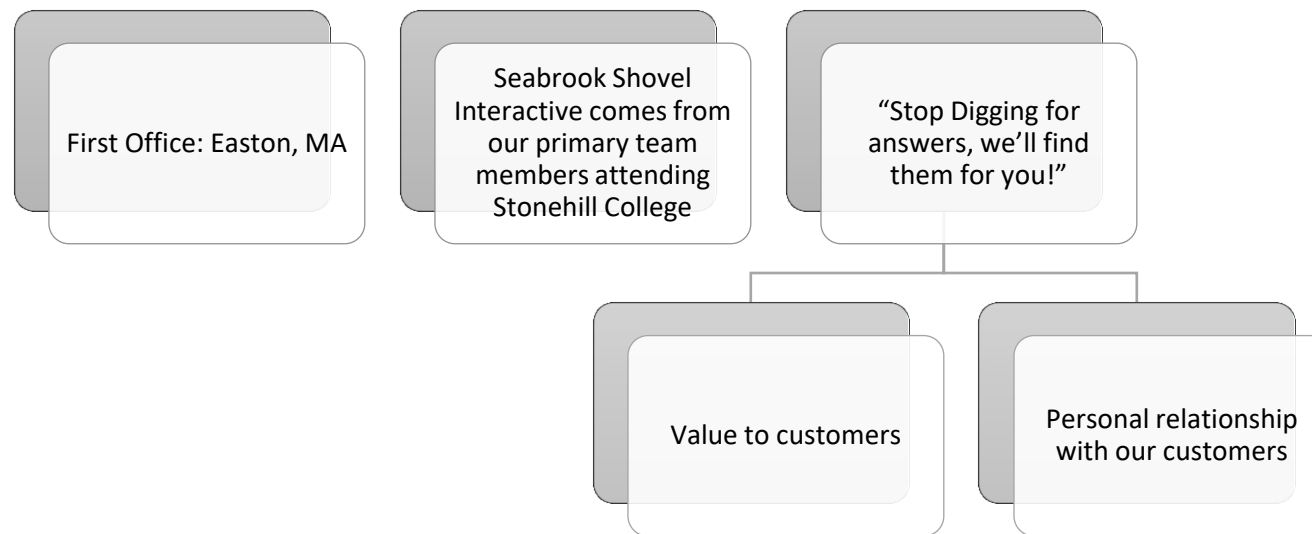


# SEABROOK SHOVEL INTERACTIVE



# About Us



# What Are We Doing?

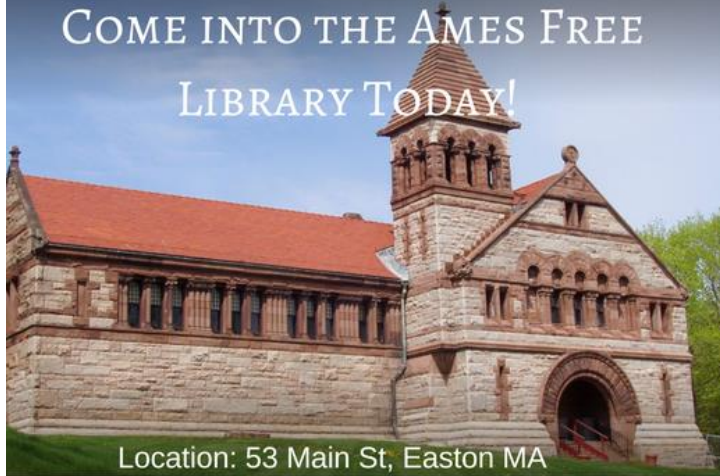
Teaming up with the Ames Free Library in Easton, MA in an effort to create awareness for Lynda.com

Lynda.com is an online database that holds over 6,000 courses to learn any type of skill you would like!

- EX) Business, Software, Technology, Creative Courses

Completely free with a library card, when there is usually a monthly fee!

COME INTO THE AMES FREE  
LIBRARY TODAY!



Location: 53 Main St, Easton MA

*1 library card means more than just books, it means access to over 6,000 online courses!*

Learn a new skill online, on your time

6,213 courses in Business, Technology and Creative Skills taught by industry experts.

Try Lynda.com free for 30 days.

Start My Free Trial

Lynda.com

Advertisement by SSJ



# Our Recommendation

- Create an Email list based off current cardholders and future
  - Must subscribe in order to receive library card
- Segmented Email Campaigns → Example
  - Tailored to different audiences based off surveys
- Online surveys to library cardholders to gain needed insights and spark interest about Lynda.com
- Simple flyers around Easton, MA promoted both the Ames Free Library and Lynda.com

## Ames Free Library Case

- The Problem
  - People are unaware that the library offers free access to Lynda.com
- Goals
  - Generate more public awareness
    - Through email campaigns, flyers, and surveys for people to increase the number of library cardholders
  - Informing people about not only the uses of Lynda.com but also the Library
    - Help cardholders discover the offerings of the Library
    - Increase flow of traffic in and out of library
  - Educate the community

# Who Are We Targeting?

- Market Size: The online learning market is growing exponentially, with the advancements in technology the number of individuals, corporations and institutions are recognizing its effectiveness and its convenience.
- Marketing to each generation.
  - Baby Boomers, Millennials, Gen Z
- Target Market includes:
  - Oliver Ames Library Card Holders
  - Residents in Easton MA

# Creating an Email List

1

Creating an email list can be difficult

- Incentivizing to receive consumer emails

2

Landing pages off of Social Media pages

3

Subscribing from the website

# Flow of Traffic

Having an email list opens doors

Not only for Lynda.com but any programs, info sessions

More people can benefit from in-person programs or

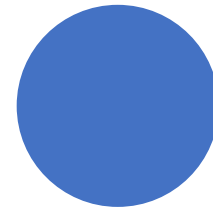
- Technological advancements provide easier methods to reach out to the community



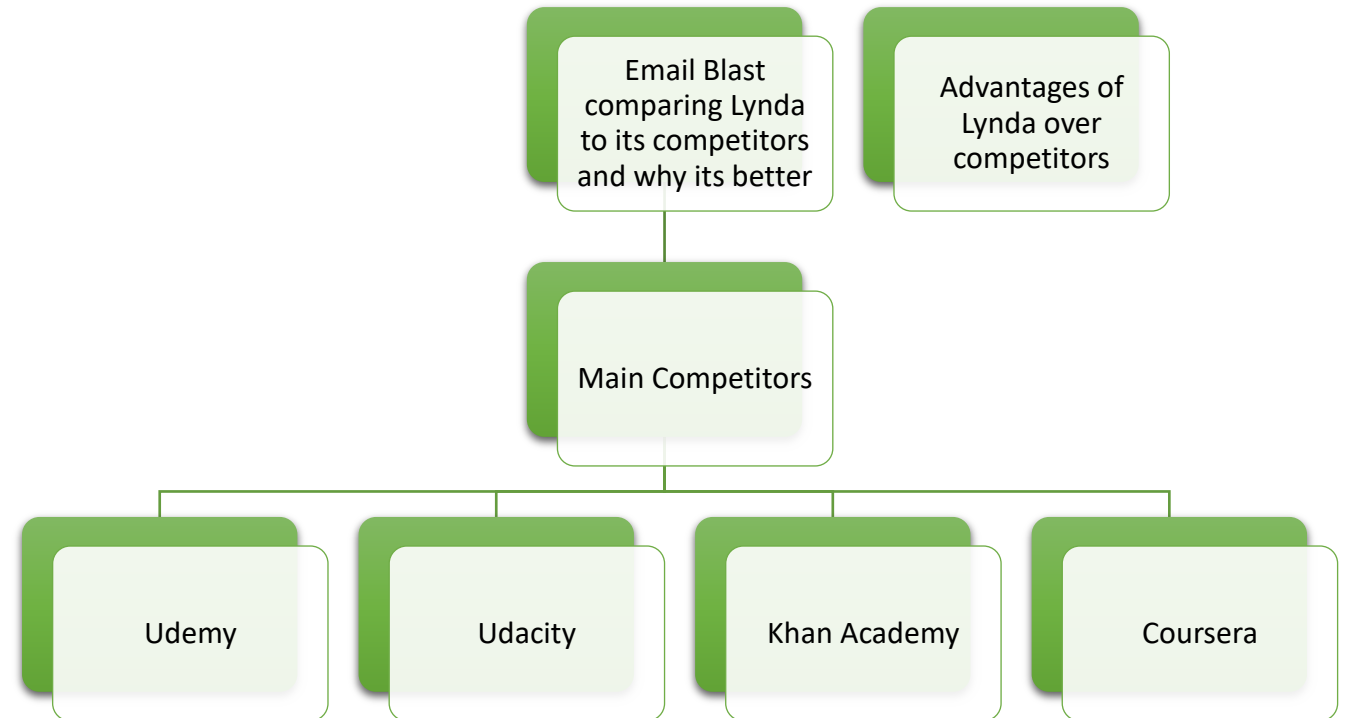
- Emailed surveys to email lists
  - Interests in online learning?
  - Do you know what Lynda.com is?
  - [https://docs.google.com/forms/d/e/1FAIpQLScxig9oUsRf4x121k3ZbdeL-wKe-0DOnlBhQugkkFMNywI7\\_Q/viewform?c=0&w=1](https://docs.google.com/forms/d/e/1FAIpQLScxig9oUsRf4x121k3ZbdeL-wKe-0DOnlBhQugkkFMNywI7_Q/viewform?c=0&w=1)

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# Survey



# Comparing Lynda



# Segmented Email

1

Segmented Email  
based off of surveys

2

Segment by  
interests, traits, and  
personalities

3

Email about new  
offerings that can  
relate to their  
interests

# SWOT Analysis

- Strengths
  - FREE to AFL card holders
  - Growing Global Market
  - Variety of eLearning
  - Mobile Apps
  - Listening to consumers
- Weakness
  - General knowledge to AFL card holders
  - Similar to other eLearning platforms
  - Lack of early education

# SWOT Analysis

- Opportunity
  - Gain attention with growing market
  - Marketing directly through AFL to hit target market
  - Potential for growth in target market
- Threats
  - Competitors
  - Keeping up current trends and information

# Segmentation Strategies

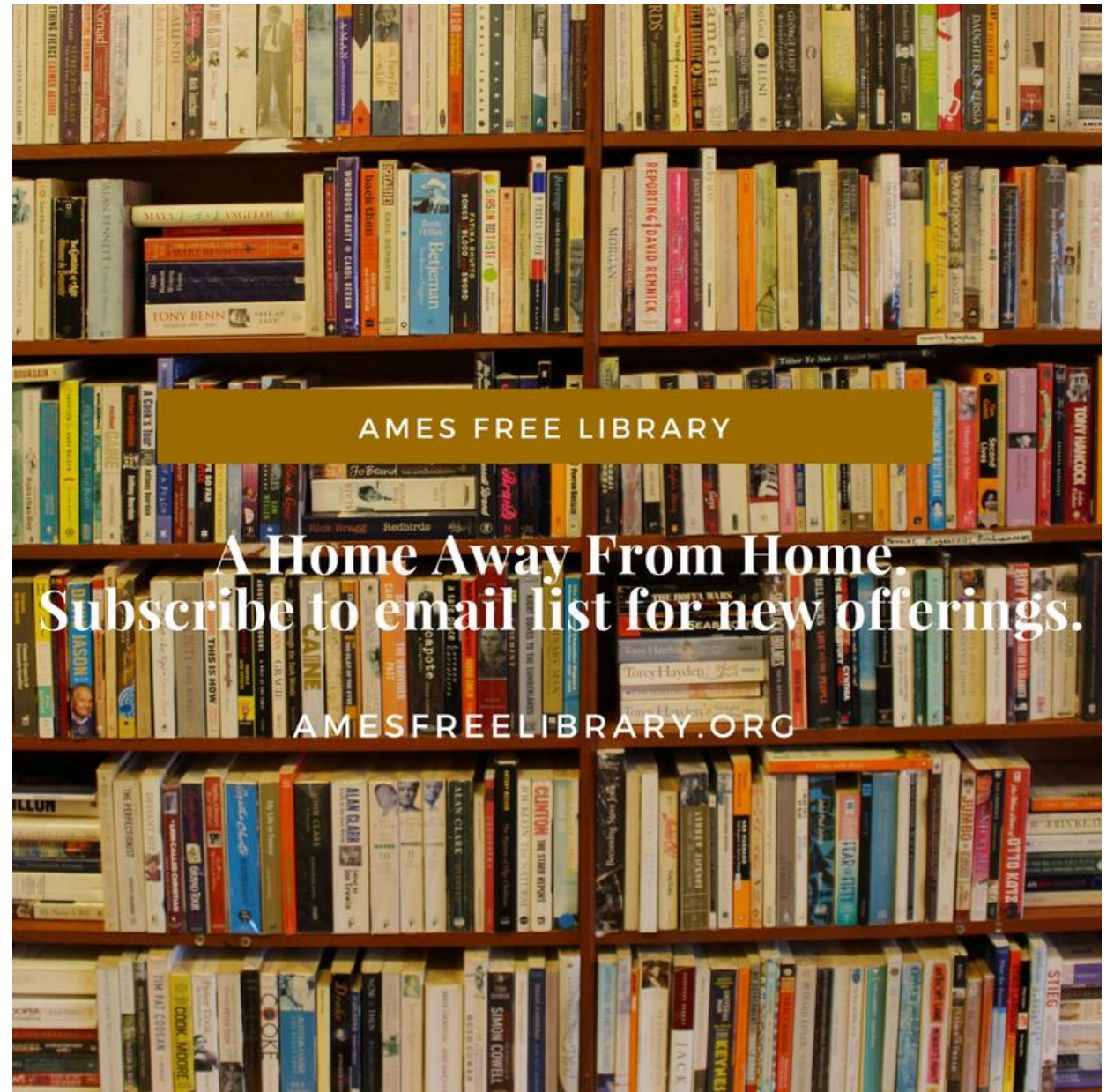
- Geographic
  - Target Market: AFL cardholders & All Easton Residents
- Demographic
  - People aspiring to learn
  - Trends towards each generation
    - Baby Boomers
    - Millennials
    - Generation Z

## Segmentation Strategies

- Psychographic
  - What each person wants to learn
  - Lynda.com has variety of lessons
- Behavioral
  - Good reviews → Positive word-of-mouth

# Marketing Mix

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AMES FREE LIBRARY

**A Home Away From Home.  
Subscribe to email list for new offerings.**

AMESFREELIBRARY.ORG