Marketing Plan for Kanopy

William H. Hannon Library

Spring - Fall 2016

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EXECUTIVE SUMMARY

In Spring 2016, the William H. Hannon Library purchased access to a new streaming video platform, Kanopy. Kanopy provides access to online video content, including award-winning documentaries, training films and theatrical releases, utilizing a patron driven acquisitions model. It is our hope that it will not only supplement our physical video collection, but also provide a more sustainable and accessible option for faculty seeking to incorporate films into their courses.

The rollout of the product will begin in January 2016 and continue through the Fall 2016 semester, beginning with a round of targeted communications and ending with a steady stream of timely reminders about topical films of interest. All the promotional materials will be created in-house and utilize the time and expertise of three full-time librarians. Success of the roll-out will be measured by analyzing usage stats and referral links.

CURRENT MARKET

While Kanopy is the not our library’s only video streaming service, it is the first one that is truly interdisciplinary and has the potential to appeal to across disciplines at the university. The main competition comes from already established streaming video platforms that offer enough content to satisfy users and prevent them from seeking additional sources.

External competitors

  Netflix, Amazon, Hulu, Apple iTunes, Google Play, YouTube

Internal competitors

  Films on Demand, our own DVD collection (i.e. relating to course reserves)

Both students and faculty at LMU utilize streaming video services in the classroom for educational use as well as outside the classroom for personal use. Students are more likely to access streaming video for non-curricular use and are most familiar with these platforms.
TARGET MARKET

Audience #1: Faculty

This product should appeal to faculty in all disciplines, but especially those in the social sciences. The subject of the videos relate to coursework offered at LMU and the videos can be embedded in Blackboard. Faculty at LMU mostly utilize library collections (vs. services and spaces) and the level of use print vs. electronic varies by discipline. This audience primarily accepts communication via email and print mailers and is most responsive to new communications at the beginning of the semester.

Audience #2: Undergraduate and graduate students

This product should appeal to students in all disciplines, though the appeal is not necessarily connected to the student’s field of study. This product may appeal to students looking for a resource that provides both entertainment and/or edification. Students mostly utilize library spaces (vs. services and collections), though the use of services is likely higher than that of faculty. This audience primarily accepts communication via digital promotion on our website and digital displays, but the most impactful communication comes via their instructors. This group is most responsive to new communications at the moment of need (i.e. when needed for an assignment or looking for a film to watch on personal time).

GOALS

For faculty

Instructors will utilize Kanopy streaming video in class and/or require viewing of Kanopy titles for class assignments.

For students

Students will utilize Kanopy for academic research and personal edification.

Primary messages to convey

1. Kanopy is easy to use
2. Kanopy provides access to exclusive content.
STRATEGIES

Voice and style

The voice and style of communications about this product should depend on the audience. For students, it should be simple and direct similar to Apple’s approach to their user’s guide (i.e. it’s so easy you don’t need a guide). For faculty, we should utilize a step-by-step guidelines approach for how to use the resource in courses. The overall feeling that we are trying to convey is “simple,” “fun,” and “you never know what you will find!”

Frequency/saturation

The library website and digital signage should advertise the product for the entire semester (with a student audience in mind). Targeted communications to faculty (via email or announcement channels) should happen 2-3 times during the semester, at least one of these should happen via the faculty library liaisons.

Internal communication channels/partners

- Librarian/staff meeting
- ITS/ITA staff meeting
- Info Desk student workers
- Faculty library liaisons
- Ethnic and Intercultural Services
- Office of International Students

External communication channels/partners

- MyLMU staff/faculty announcements feed
- Library newsletter
- Social media
- Digital signage in library and on campus

Deliverables

1. Digital promotion in library, academic units, and residence halls
2. Emails to Faculty Library Representatives and partners, plus announcements/social media blasts
3. Step-by-step guide for embedding films in Blackboard (for faculty)
PROPOSED MEASUREMENTS

Kanopy use statistics

In coordination with the system administrator, monitor usage of Kanopy monthly, giving specific attention to usage patterns (numbers of hits, number of films watched) immediately following targeted communications.

URL/referral statistics

Using website traffic data (SitelImprove), social media URL stats (Hootsuite), and email newsletter click-through rates (Constant Contact), gather information about how many users (and where possible, what type of users) access Kanopy directly from our communications.

TIMELINE

January - February 2016: Internal Rollout
- Present about Kanopy at library staff meeting and ITS/ITA meeting
- Create flyer for student workers at the Information desk (Appendix A)
- Create email template for faculty library liaisons (Appendix B)
- Remind librarians to include links to subject collections in LibGuides

March 2016: External Rollout
- Post ads to library and campus digital signage (Appendix C)
- Send announcement to all faculty via MyLMU
- Post ads to social media (Appendix D and E)
- Create blurb for library e-newsletter
- Contact specific programs and other non-discipline specific units on campus (e.g. Ethnic and Intercultural Services, International Students, etc.

Summer – Fall 2016
- Create flyers for new faculty orientation
- Create “New Resource” highlight for library homepage
- Continue to highlight timely films on library social media
STAFF

Internal Partners

- Outreach & Communications Librarian
- Collections Assessment Librarian
- Subject Liaison to School of Film and Television

External Partners

- Faculty/Instructors who typically assign films in courses
- ITS/ITA staff

BUDGET

The cost for creating promotional material will be measured in staff time and labor. No financial or physical resources are necessary to create the deliverables. It is expected that 4-5 hours of time (divided among three librarians) will be required to create the visual and textual materials necessary.

SUMMARY

It is our hope that Kanopy will become a useful supplement to our physical film collection and, where possible, a replacement for assigned DVDs in courses. Following the initial roll-out, it would be beneficial to survey faculty to identify if specific films within Kanopy have been assigned (though, this data could be inferred from usage statistics) and to survey students about their awareness of the product (again, this data could be inferred from usage and referral statistics).
Kanopy

We've made it easier for you to access streaming video through a service called Kanopy. Kanopy's extensive offerings include thousands of award-winning documentaries, educational and training films, and theatrical releases. The collection includes a number of leading producers, such as the Criterion Collection, PBS, Kino Lorber, New Day Films, The Great Courses, California Newsreel, and hundreds more.

Watch now: imu.kanopystreaming.com

You can search films by subject, filmmaker, and year. You can create playlists and clips. You can even share videos on social media. Best of all, the makers of Kanopy constantly update the homepage with collections of films relevant to current events. For example, this month Kanopy is highlighting films about the African American experience and the history of race in America.
[created by Jamie Hazlitt, Librarian for Collection Development and Evaluation]

Dear <Name>,

I am pleased to announce that the William H. Hannon Library has recently added a new online video streaming service - Kanopy - to our collections. Kanopy's extensive offerings include thousands of award-winning documentaries, educational and training films, and theatrical releases. Each video is available in HD and accessible to an unlimited number of simultaneous viewers.

The collection includes a number of leading producers, such as the Criterion Collection, PBS, Kino Lorber, New Day Films, The Great Courses, California Newsreel, and hundreds more.

You can bookmark and browse the home page here: http://lmu.kanopystreaming.com, or you may also discover individual titles through our library catalog.

You and your colleagues in <insert department name> may also be interested in exploring the following subject collection/s:

<identify one or more links to subject collections in Kanopy>

You'll find that you can easily share films, create clips or teaching playlists, and embed them into MyLMU Connect. We hope you, your colleagues, and your students will find these an exciting addition to our library collections.

Thank you for sharing this with your department - please don't hesitate to get in touch with me if you have any questions!

<Salutation of choice>.

[Name]
Campus Digital Screens Ads

Watch now: lmu.kanopystreaming.com
Link to post: http://librarynews.lmu.edu/2016/02/new-streaming-video-service-kanopy/

[screenshot of Kanopy homepage]

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We'd like to recommend "Through a Lens Darkly: Black Photographers and the Emergence of a People," a film that explores the role of photography in shaping the identity, aspirations and social emergence of African Americans.

[embedded film]
Bob Dylan was recently awarded the Nobel Peace Prize for Literature. LMU Lions can check out this amazing film of Bob Dylan from our Kanopy collection: http://lmu.kanopystreaming.com/video/dont-look-back

Bob Dylan is captured on-screen as he never would be again in this groundbreaking film from D. A. Pennebaker. The legendary documentarian finds Dylan in England during his 1965 tour, which would be his last as an acoustic artist. In this wildly entertaining vision of one of the twentieth century’s greatest artists, Dylan is surrounded by teen fans, gets into heated philosophical jousts with journalists, and kicks back with fellow musicians Joan Baez, Donovan, and Alan Price.

Featuring some of Dylan’s most famous songs, including "Subterranean Homesick Blues," "The Times They Are A-Changin'," and "It’s All Over Now, Baby Blue," Don’t Look Back is a radically conceived portrait of an American icon that has influenced decades of verite behind-the-scenes documentaries.

(h/t Librarian Rhonda)