

Kim McGrath  
Marketing Plan

SLA's 23 Things Project:  
A Marketing Plan for the 2011 SLA Annual Conference & INFO-EXPO  
June 12-15  
Philadelphia, Pennsylvania

**Overview:** **23 Things** is a self-guided 10-week introductory program to Web 2.0 tools; it demonstrates how information professionals may utilize these resources in both personal and professional settings. This marketing plan was focused around the program revisions and updates of 2010. The main benefits we sought to promote through this plan were that **23 Things** is:

- **Easy** to use
- **Fun** to learn
- **Practical** for personal and professional use
- **Free** to SLA Members

**History:** SLA's **23 Things** project was introduced at the 2008 Annual Conference & INFO-EXPO in Seattle. After surpassing the initial membership goal of 1,800 people, and with the rise of even more Web 2.0 resources, the program was due for an update. As an intern in 2010, I worked with board members of SLA to revise, edit, and update **23 Things**. I also created a new set of tools to incorporate social media and networking sites that were not as commonly used in 2008.

**Goals:** The goals were focused on promotion and membership. Numerical targets were also established in order to fully evaluate the marketing efforts. The main objectives were as follows:

1. Promote the services of SLA to both existing organization members and to their respective workplaces.
2. Obtain a 23 Things membership level of 3,500 registrants (in other words, an addition of roughly 1,500 participants) by December 31, 2012.
3. Of the 1,500 additional participants, ensure that 35% (in other words, roughly 500 individuals) are *new* SLA members.

**Execution:** I created a number of publications for this plan, including a flyer, business cards, a poster, and a press release. Blog posts from various SLA members were also highlighted. A timeline for promotional tactics was designed, and an evaluation survey was amended so that the marketing plan could be assessed.

For more information, or to see a full copy of my marketing plan, visit my portfolio:

<https://sites.google.com/site/mcgrathportfolio>