

# What's the ROI?

## Tracking LibQUAL+® Marketing with Short URLs

### BACKGROUND

Academic campuses have extremely diverse communities, making marketing a survey a formidable challenge. Audiences are best reached in very different ways. Still, it is crucial to get the attention of all segments in order to receive representative feedback.

With a reduced timetable to launch LibQUAL+® in 2015, our primary goal was to streamline the process. Vanderbilt Libraries began using analytics tracking with the previous 2012 survey launch. By mining 2012's analytics in our planning stages in 2015, we were able to identify & focus on efforts that had previously been most statistically impactful, & eliminate strategies that hadn't paid off.

### SHORT URLS

#### WHAT ARE THEY?

Short URLs are condensed web URLs intended to be easier to remember and enter into a browser. Popular URL shortening services include Goo.gl, bitly, tinyURL. Some services provide traffic monitoring of short URLs that includes click analytics over time.

#### HOW WE USE THEM:

We assign a unique short URL to each marketing channel (flyers, social media, etc.). We then track the analytics of each short URL to see which marketing efforts brought the most users to the survey. Analytics include daily statistics and a geographic distribution of survey respondents.

### FUTURE PLAN

Reviewing analytics from short URLs across survey results from 2012 and 2015 revealed interesting insights about our campus:

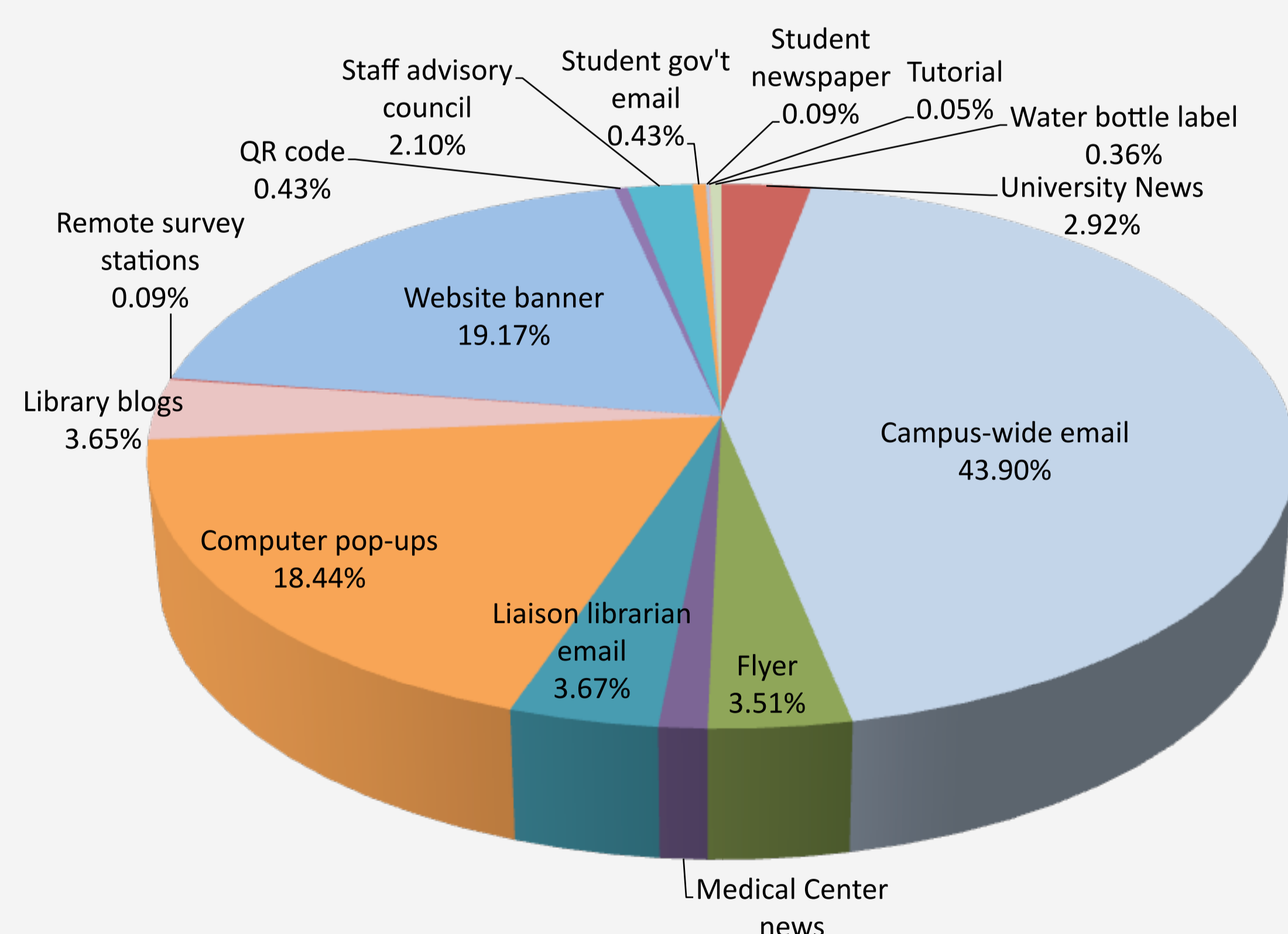
Social media posts, liaison librarian emails to faculty, & pop-ups on computer workstations in the libraries were our most effective marketing strategies.

The next LibQUAL+® committee should consider:

- Bringing back the campus-wide email, which was extremely effective in 2012, but unavailable in 2015
- Researching new potential advertising modes not used in 2015 (e.g. Snapchat, dormitory outreach)
- Launching during spring semester, which data suggests is a more effective time of year
- A more intense, concentrated marketing campaign, since most hits came during first 2 weeks in both years

### 2012

#### Overall Response Rates

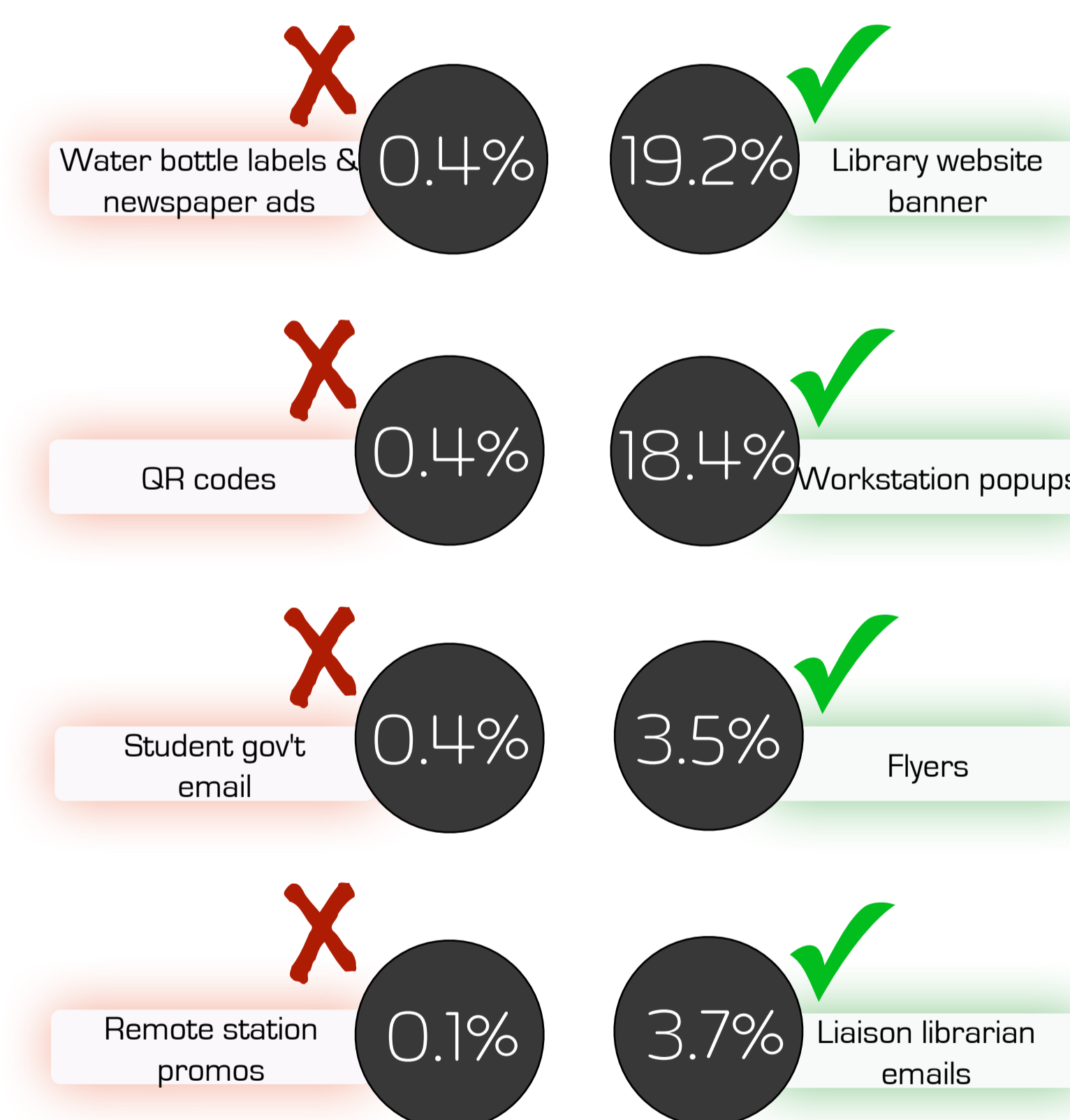


### DATA-DRIVEN DECISIONS

Below are efforts that were cut or continued in 2015 based on response rates from 2012.

#### Cut

#### Continued



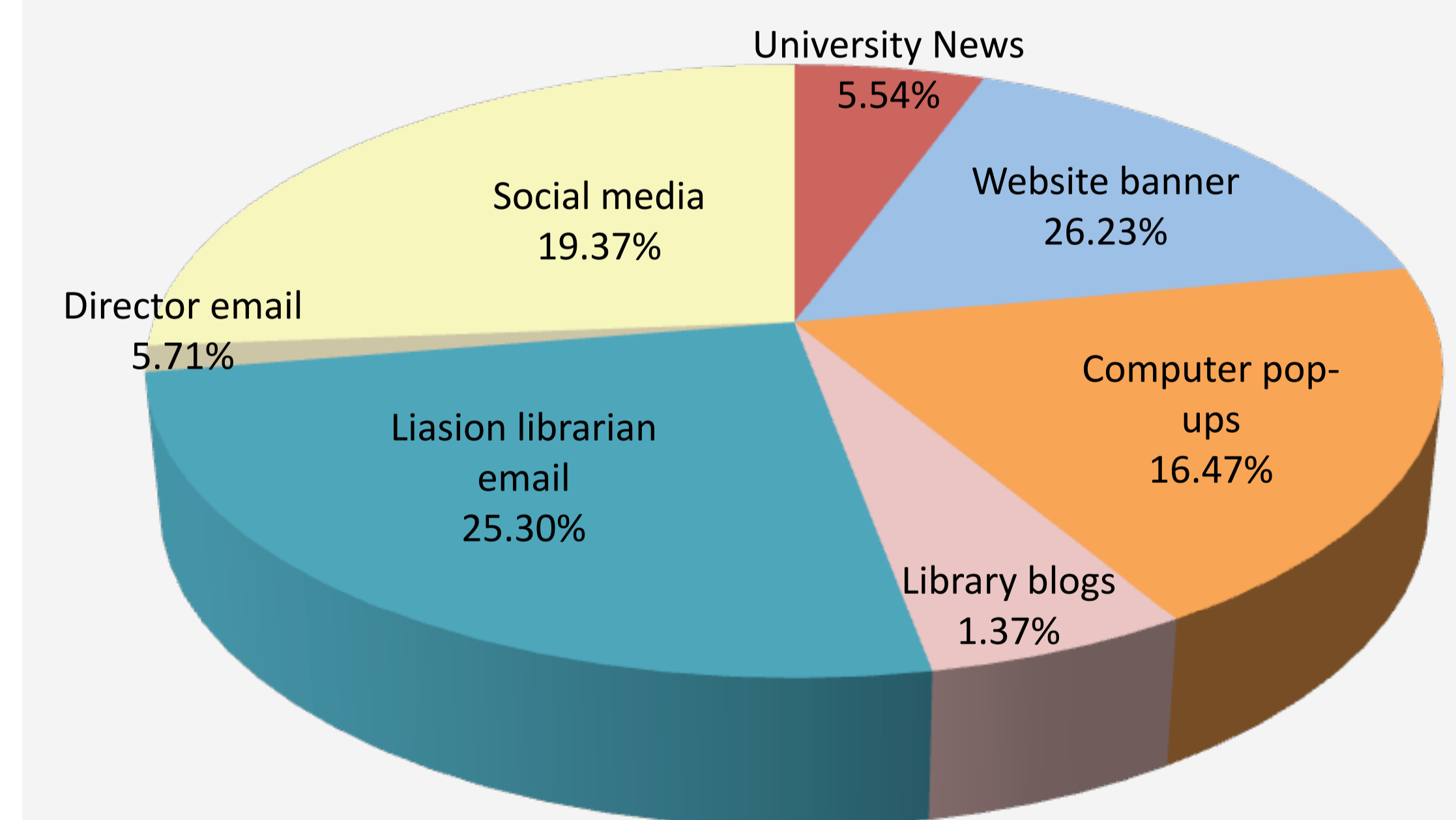
### WHAT WE SAVED

Making data-driven decisions saved substantial investments of staff time, library budget, and campus resources.



### 2015

#### Overall Response Rates



### AUTHORS

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#### Marketing Channels

- University News
- Website banner
- Computer pop-ups
- Library blogs
- Liaison librarian email
- Social media

\*use of icons indicates when an action (such as a twitter post) was made during the live survey timeframe

