



**Volusia County
Public Library**

Marketing Plan

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MMC5155
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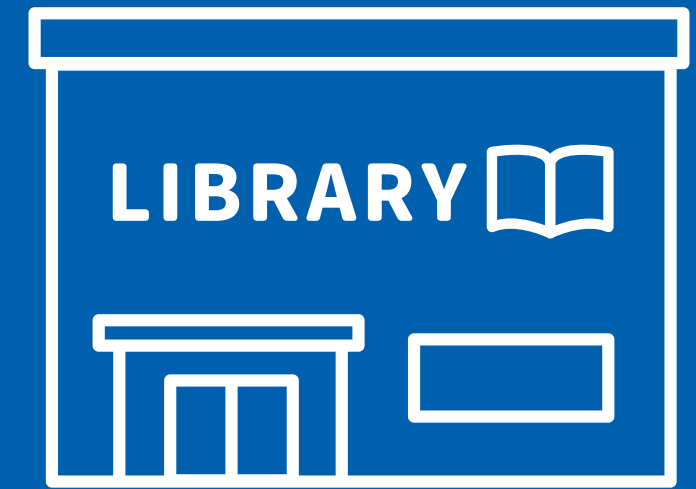
Goals



**Customer
Acquisition**



**Community
Engagement**



**Increase
Traffic**

Audience

Families with children

Young families with children ages 0-17

Seeking resources for children

Seniors

Ages 60-80

Largely isolated, seeking community

Working class

Ages 25-55

Seeking career and life resources



Brand Guide

Mission

To create opportunities for personal growth, improve the quality of life, and strengthen the community.

Position

- Deliver resources and services to every member of the community for free and to meet their needs.
- Provide materials, events, programs, virtual resources, and more for free to Volusia County residents and cardholders.
- Embody the values of accessibility, community, innovation, education, trustworthiness, and reliability.

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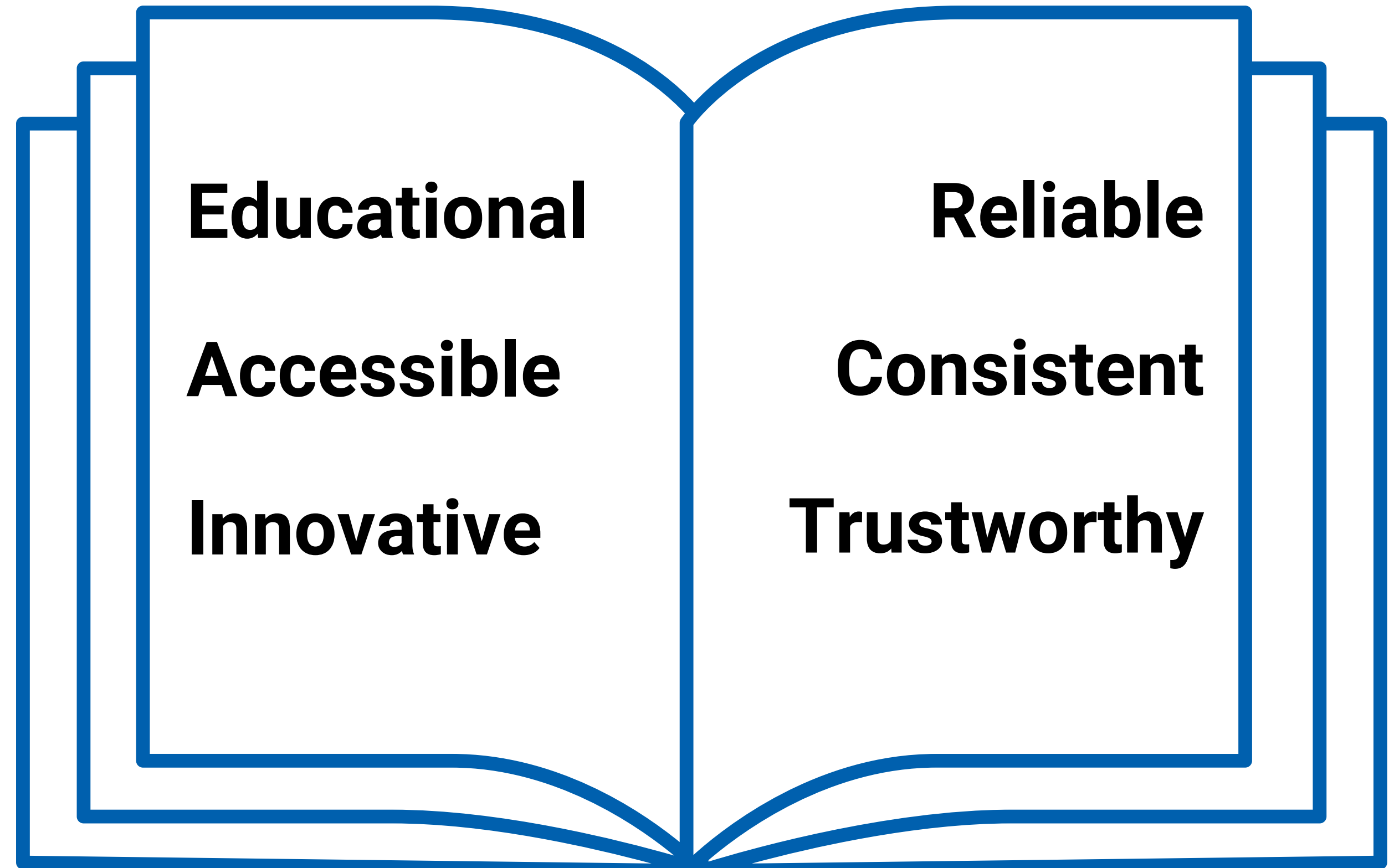
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Brand Persona

The library system maintains a professional, neutral, and purely informational tone. The language is welcoming but not casual, and professional but not overly formal. The content they write is clear, concise, polished, and jargon-free. They are informative and accurate, with targeted verbiage that is community and service-oriented.



Strategy



Email



Website



Print



- Targeted
- Link to site
- Engaging



- Landing pages
- Social links
- Information



- Traditional
- Trustworthy
- Easy to read

A decorative graphic in the bottom right corner. It features a large blue diamond shape with a green outline, tilted at an angle. Below and to the left of the diamond is a yellow triangle. In the bottom left corner, there is a blue outline icon of a document with a folded top-right corner and three horizontal lines representing text.

Library Card

DESIGN CONTEST

Calling all artists!
Submit your design
before January 1st
for a chance to win.



CURRENT RESIDENT

ADDRESS STREET AT ADDRESS
CITY, POSTAL CODE



Library Card

DESIGN CONTEST



Calling all artists under 18! Enter the annual Library Card Design Contest for a chance to have your unique design featured on a Volusia County Public Library Card. Designs must be 11 x 8.5 in, may not contain any AI generated imagery, and must be appropriate for all ages.
Follow the steps below to enter!

1

Create your design

2

Register an account at volusialibrary.org

3

Submit by January 1st



SCAN TO ENTER



Magazine page and postcard



Trifold brochure

Email Content

Subject: The Ultimate Tool: Your Library Card

What can VCPL do for you?

With 14 branches in Volusia County, we have something for everyone.

Find a world of untapped resources at your local library, free with your library card. Volusia County residents and property owners can apply for a library card for free and gain access to thousands of materials, databases, and other library services.



[Sign Up For Free](#)



**Volusia County
Public Library**

Subject: [Name], new releases just for you

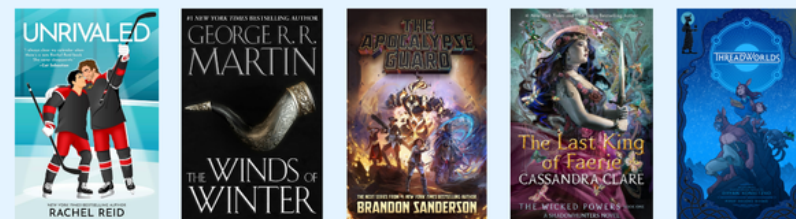
Hi, Name!

See what's trending this week at your local library

Tap a cover to learn more



Published this year



Upcoming in 2027

[Reserve These Top Picks](#)



**Volusia County
Public Library**

Subject: "Check out" these events in June, [Name]

This month at your local library...



This June, Volusia County Public Library is jam-packed with programs every day of the month. From crochet and crafts, to finances and futures, to recipes and reads, we've got an event for everyone.

**JUNE
2
10 a.m.**

**Recipes
and Reads**

Daytona Beach
Regional Library

**JUNE
5
2 p.m.**

**Paint with
a Twist**

Hope Place
Public Library

**JUNE
11
10 a.m.**

**Crochet
and Play**

Deltona
Regional Library

**JUNE
18
10 a.m.**

**Intro to
DND**

Port Orange
Public Library

**JUNE
23
10 a.m.**

**Hurricane
Prep**

Lake Helen
Public Library

**JUNE
30
10 a.m.**

**Evening
Book Club**

Deltona
Regional Library

[Reserve Your Seat](#)



**Volusia County
Public Library**

Web Content

Outreach Services

Volusia County Public Library's Mission is to provide citizens and visitors with exceptional library services that facilitate personal growth, economic development, and quality of life in a manner that strengthens community pride while fostering a countywide identity and partnerships.

Outreach Goals

- Meet community needs beyond physical library branches
- Provide equitable service by ensuring that library services are available to all county residents
- Strengthen relationships between the library and community partners
- Build awareness of the library's resources and services
- Encourage lifelong learning and economic development through the promotion of the library's services



Available Services



- Provide engaging presentations to community groups, civic centers, schools, and non-profit organizations. Topics can include library services, community resources, digital tools, local history talks, and more.
- Host library card drives or otherwise participate in library events such as hosting informational tables in public events, festivals, and fairs.
- Invite local groups, businesses, educational institutions, and citizens for dedicated library tours and curated workshops.
- Visit neighborhoods, camps, after-school programs, and community special events with the Library Cruiser or technology and robots from the library's Technology Lab.
- Pop-up library programming such as storytimes or culinary lab demonstrations in public parks, museums, daycares, schools, camps, and more.
- Work with county government and local media to produce PSAs for library programs and services, special library events, and during times of emergency.
- Actively engage the community with a dynamic, interactive website and an up-to-date social media presence.

Ready to connect?

BOOK NOW

For more information visit your local library or call the support center at 386-248-1745



Volusia County
Public Library

Volusia County Public Library

Empowering the Community



VCPL Through the Ages

- 1949** Volusia County Library System is first organized by head librarian at Stetson University, Charlotte Smith.
- 1956** Congress passes the Library Services Act, providing basic funding for two years to to help them get set up.
- 1961** The official county library system begins operations and the first Library Director is hired.
- 1980** All thirteen branches of the Volusia County Library system have been established.

Today, Volusia County Public Library continues to stand strong, with 13 branches and an administrative support center serving the 550,000+ population of Volusia County. To find out more about what the library can do for you, check out some of the library's services below and visit the "Services" page to find out more.



What can VCPL do for you?



Physical Materials

Each library branch contains thousands of books, DVDs, magazines, newspapers, and more. Contact your local branch or visit the online catalog to search the collection.



Virtual Resources

Visit the "Databases A-Z" page to learn about virtual resources you can access with your library card from anywhere!



Outreach Services

Serving the community is VCPL's priority, whether within the library branches or out in the community. Visit the "Outreach" tab to learn more about what the library can do for you and your organization.



Volusia County
Public Library

Future Marketing



**Social
Media**



**Website
Blog**



**Resource
Webinars**



**Volusia County
Public Library**

Conclusion

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