

Communication and Public Relations Strategies

1.0 Introduction

We have identified that the following are the main marketing goals for Noolaham in the coming year.

- 2.0 Increasing the awareness and readership of Noolaham & Aavanaham
- 3.0 Increase funding for Noolaham Foundation
- 4.0 Increase the number of volunteers for Noolaham Foundation
- 5.0 Encourage people to donate documents for digitisation and contribute to Aavanaham
- 6.0 Build and strengthen the Tamil Library and Archival Community
- 7.0 Encourage other organisations to collaborate with Noolaham

2.0 Increasing the awareness of Noolaham and the readership

We need to identify who your target audience are and how we are going to reach them. For each of these groups our messaging should change to fit their profiles.

- General public
- Scholars/researchers
- Students
- Library and archival science community

2.1 General Public

- For the general public the messaging should be simple. Create and spread the message that there are online platforms called Noolaham & Aavanaham where they can find Tamil books and media in several categories and can consume them for free.
- We should constantly mention the categories of books, articles and medias that are available on Noolaham & Aavanaham
- Encourage people to share the books, articles or media they read on Noolaham or Aavanaham on their social media channels.
- Have user engaging posts on social media.
 - We can ask people to share any childhood/long lost book or article they found on Noolaham after a while
 - Ask people how and who introduced them to the Noolaham.
 - Ask people to share their favorite author on Noolaham
- Share facts about the authors that are on Noolaham
- Share what new books, articles or media that were updated last week.
- Sharing the blog page on social media channels
- Joining social media communities
- Promoting the site in online forums and discussion lists
- Asking visitors to bookmark the site
- Using emails ma to create awareness
 - Publishing an e-mail newsletter
 - Aggressively asking for e-mail sign-ups

- Sending completed projects /blogs to keep them aware of Noolaham activities.

2.2 Scholars/researchers

- For the scholars and researchers the messaging should be how they can find reference service and in depth literatures in Noolaham
- We can post and list down scholarly articles and books that are on Noolaham
- Create separate emailing group for scholars/researchers
 - Publishing an e-mail newsletter with foundations achievements
 - Aggressively asking for e-mail sign-ups
 - Sending newly added scholarly books regularly
- Listing Noolaham as a resource at universities and colleges
- Get testimonials from scholars who had benefited from Noolaham and promote them as to how other scholars can get benefit from Noolaham

2.3 Students

- For students the main message would be that they can find educational materials in Noolaham
- We can showcase the educational materials that are available on social media by subjects/field
- We can create and posts that talks about reading habits and creates reading as a healthy habit/hobby
- Listing new educational materials that are available during the examination time
- Encourage students to share the resources they found in Noolaham with their friends in social channels.

3.0 Increase funding for Noolaham Foundation

We need to identify and have targeted communication strategies for each segment of the group. For each of these groups our messaging should change.

- General Public
- SME Owners
- Scholars/Researcher
- Organization and Business as CSR
- Donor Agencies
- NGOs

3.1 General Public

- Explain the benefits of Noolaham & Aavanaham and the positive effects that they bring into the society at large
- Always appeal to emotions. With storytelling, videos, interactive images, music, virtual reality and different elements, you can get your message across in an optimal way.
- We'll try to collaborate with an influencer in order to gain visibility.
- Always use a positive and constructive approach.

3.2 SME Owners

- SMEs who are not able to do larger CSR work we can encourage them to fund Noolaham
- We can tell them how the small help will go a long way in enriching the society
- Email campaigns

3.3 Scholars/Researcher

- We can target the scholars and researchers who had benefited from Noolaham and ask them to contribute for the growth of Noolaham.
- Get their testimonials and promote them as to how they benefited from Noolaham.
- We can request them to get funding in these testimonial videos.

3.4 Organization and Business

- Explaining the benefit of Noolaham and how this will help with their CSR
- Creating a list of businesses and reaching out to them individually
- Email campaigns.

3.5 Donor Agencies and NGOs

Creating and submitting appropriate proposals to get the funds.

4.0 Increase the number of volunteers

4.1 School leavers

- Targeting the students who are awaiting the result to volunteer for Noolaham. We can tell them they will be given a certificate for volunteering for Noolaham
- Collaborate with [Gudppl](#) to get volunteers for any projects/events.
- Reach out to schools and school societies (Tamil society, debate team) and explaining the benefits of Noolaham and asking students to volunteer

4.2 University student

- The messaging for university students would be that they can build a network that they use when they are looking for a job.
- Get an experience in organising and collaborating with others that will help them in the corporate world
- We can also promote that they can get their study materials first hand

4.3 Scholars

- The messaging for scholars would be that they can volunteer and find the missing reference they are looking for through the network of Noolaham

- We can ask the scholars who had benefited from Noolaham to volunteer

4.4 Retired people

- We can target retired people who have time to offer to volunteer with Noolaham
- Promote how they can spend retirement time productively and for a good cause
- The benefit of being active after retirement

4.5 Experts in different fields

- We can promote how anyone from different fields can help Noolaham grow.
- We can call out experts in a specific field to volunteer when there is a need for them in a project.
- We should be promoting what would be the outcome of each experts and how they can help shape the society by volunteering

5.0 Encourage people to donate books for digitisation.

- Create social media promotion around encouraging people to donate books for digitisation.
- Have a post with missing volumes of books (collections with our complete volumes) on Noolaham and ask people to donate or find the volume for us.
- Create competition around missing volumes, we can reward people finding rare missing collections with small gifts/recognition on the social media channels.
- We can give monthly awards for people submitting the rarest book of that month.
- Have a tracking of the most number of books donated by a single individual. (We can exclude large collectors from the list)

7.0 Encourage other organisations to collaborate with Noolaham

7.1 Increase to collaborate to get services

7.2 Increase to collaborate community centers to get archival materials

Social Media Activities:

We would be sharing information of following people/Organizations that had been part of Noolaham on the social media channels

- Benefactors/Donors: We can have a small interview with them and ask why are they contributing for Noolaham and how do they see Noolaham contributions to the society at large
- Volunteers: What motivated them to be volunteers for Noolaham; this will help us to find more volunteers.
- Organization: Organizations that have collaborated with Noolaham and helped Noolaham in the past.
- Donors of Repositories:
- People who had given their personal collection for Noolaham
- Content contributors to Noolaham
- Noolaham staff past and present

We can share Noolaham policies with the public to educate about Noolaham

Share past projects that Noolaham had completed

We can share the milestones that Noolaham had completed and their timelines.

Share the Blogs from the Noolaham foundation website.

Share news that are related to Noolaham and digital archive/digital library

Share feedback and testimonials

Promote Noolaham reference services

Promoting past / existing projects with reports and outputs

Promoting members (Monthly Financial Contributors) of Noolaham Chapters

Building email list of potential dooners

- Publishing an e-mail newsletter
- Aggressively asking for e-mail sign-ups
- Sending reminder e-mails regarding contributions
- Sending completed projects /blogs to keep them aware of Noolaham activities.

