



Rakuten OverDrive's

**BEST OF
2018**

Our Experts



EMMA



ANNIE



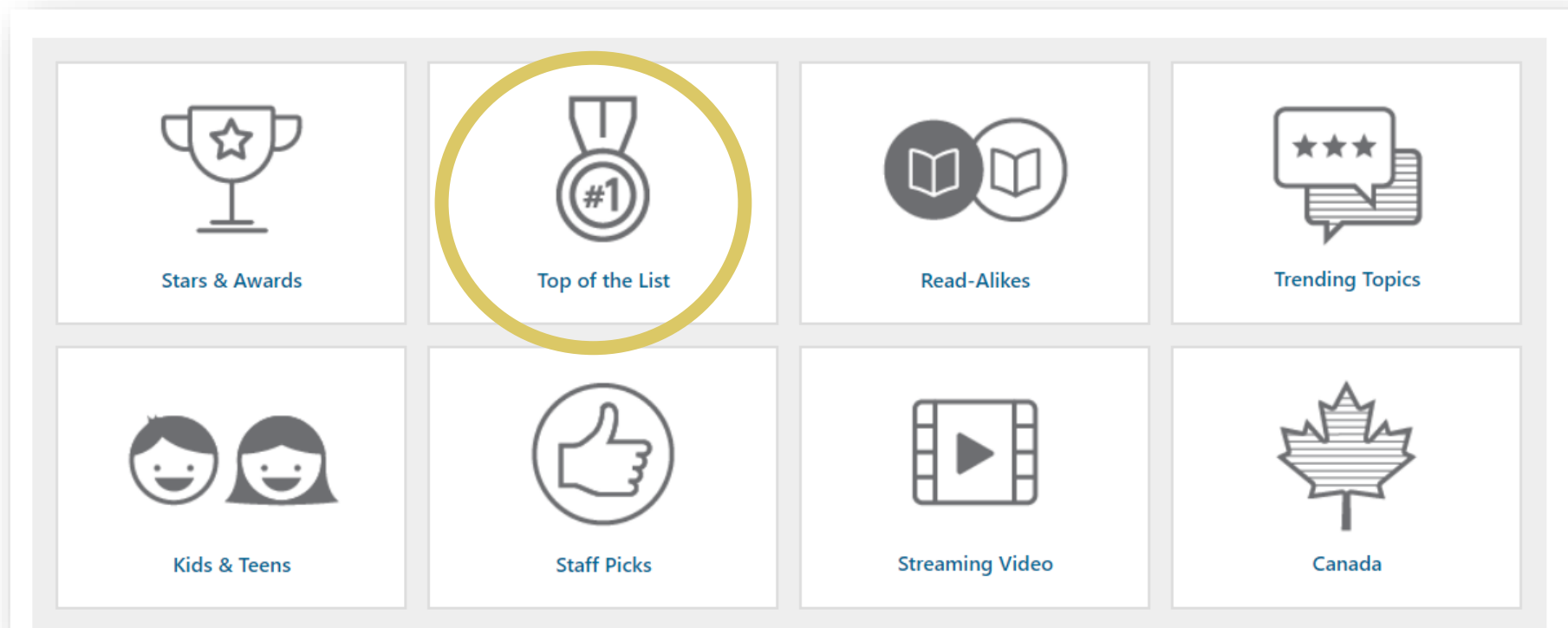
KATIE



BEST CONTENT

How to Find the Best Content

1. Resource Center



2. Must-Haves

Must-haves

Staff Picks from the Holiday Sale

Holiday Sale - Top Audiobooks
Under \$35

Holiday Sale - Comics & Graphic
Novels

Holiday Sale - New Releases

DK 40% Off - 2017 & 2018 Releases

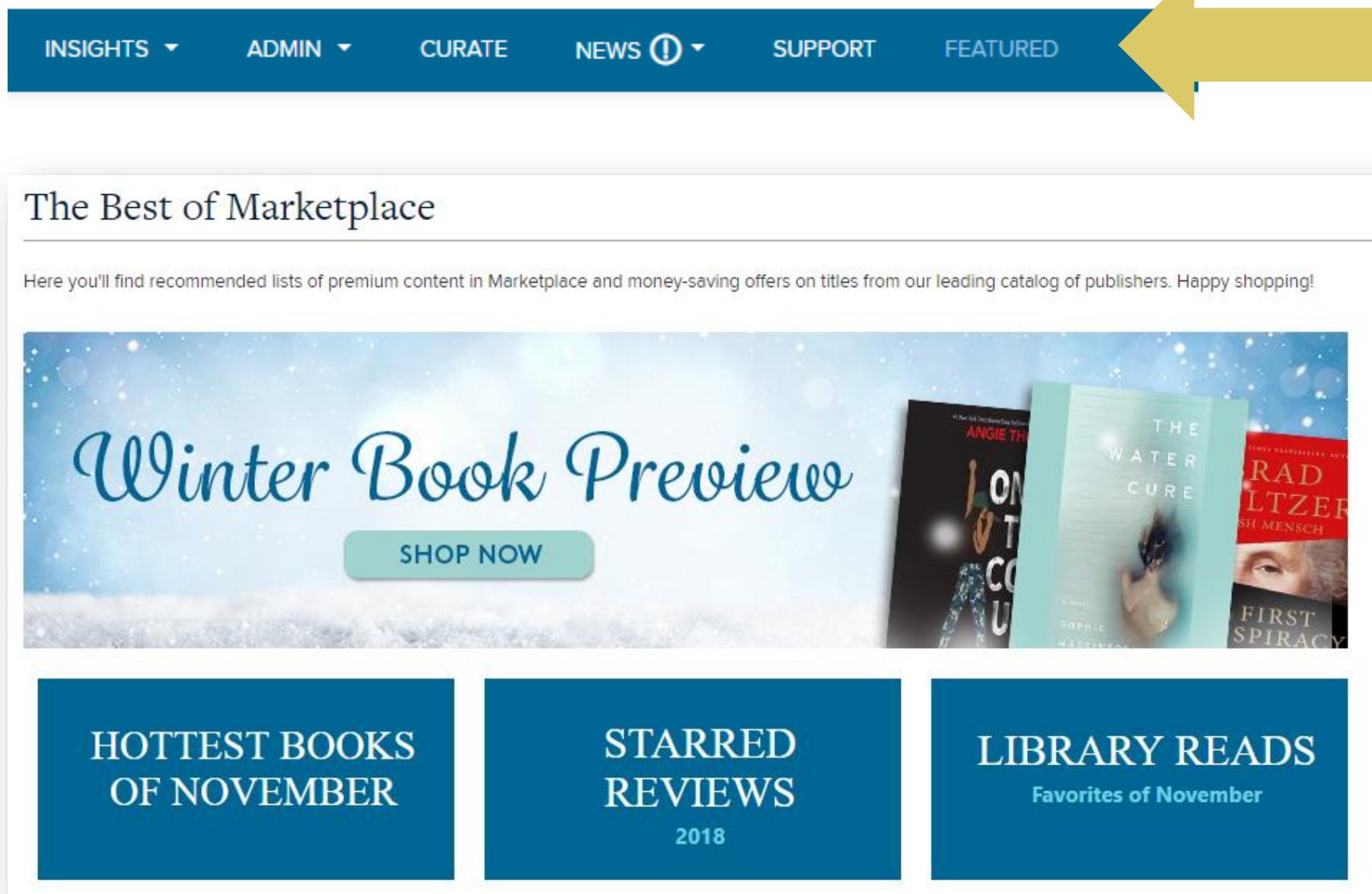
In PW: Books with Political Ties

Reese Witherspoon's Reads

USA Today Bestsellers - November
29, 2018

How to Find the Best Content, cont.

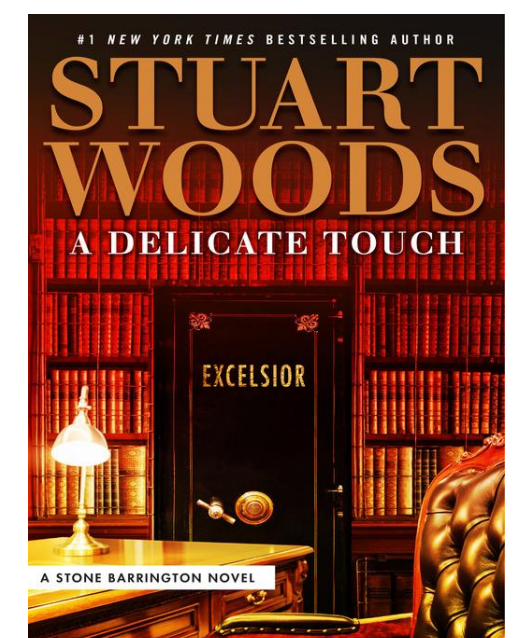
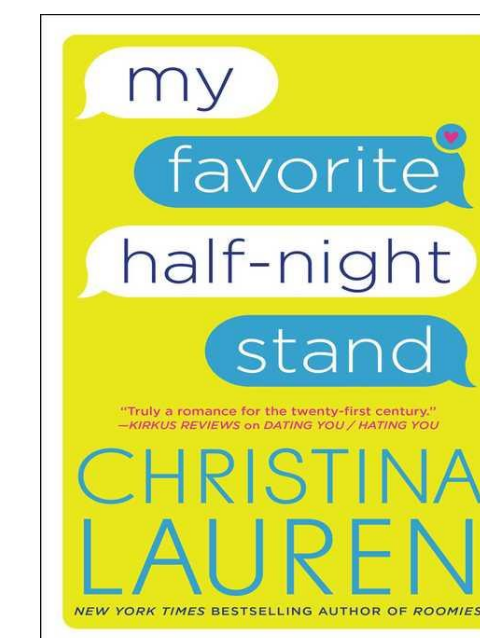
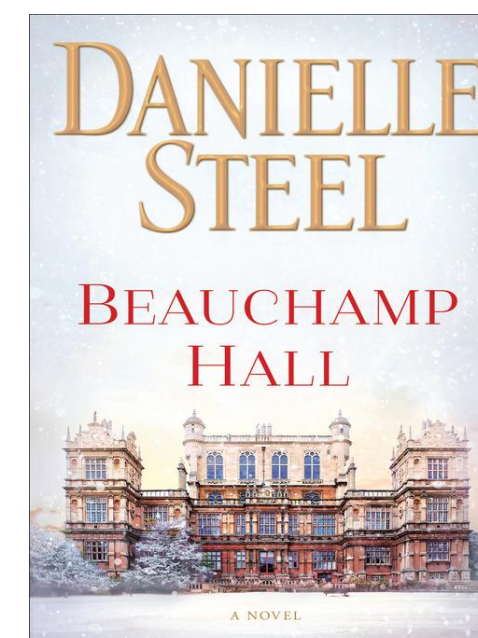
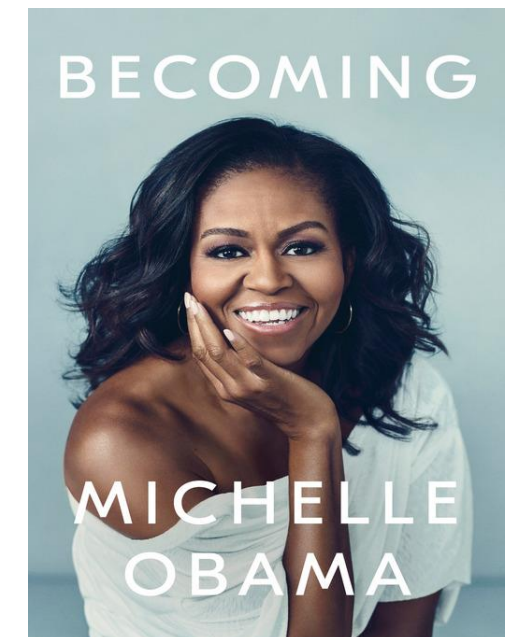
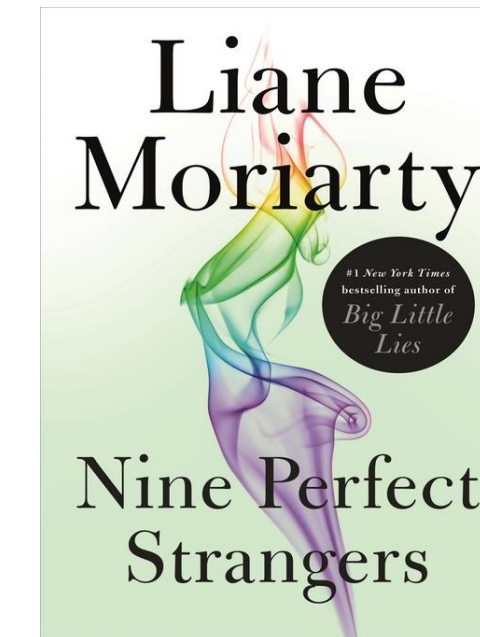
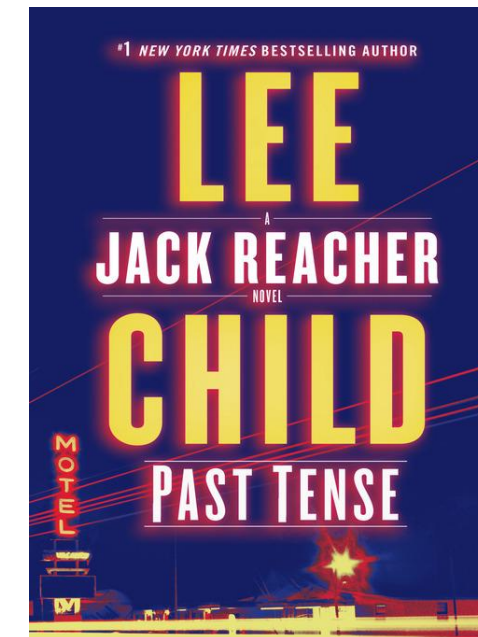
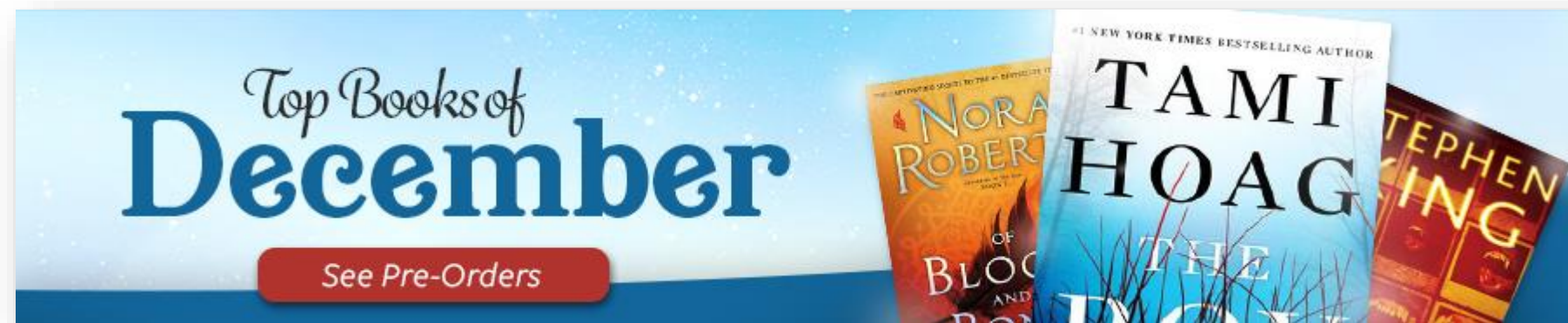
3. Featured Tab



4. Contact your Content Specialist

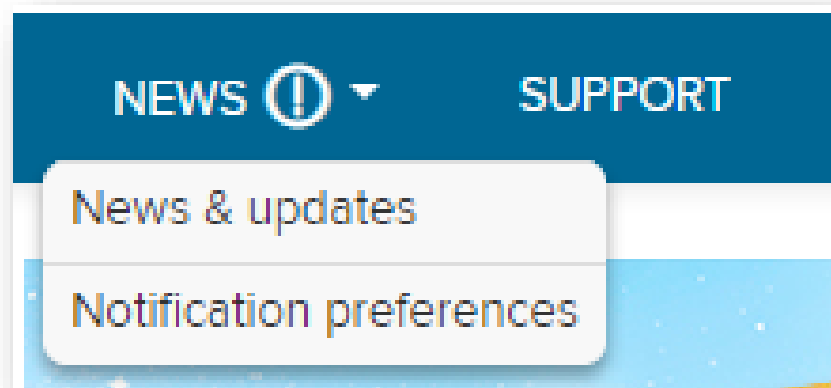


Hottest Books & Trending Titles

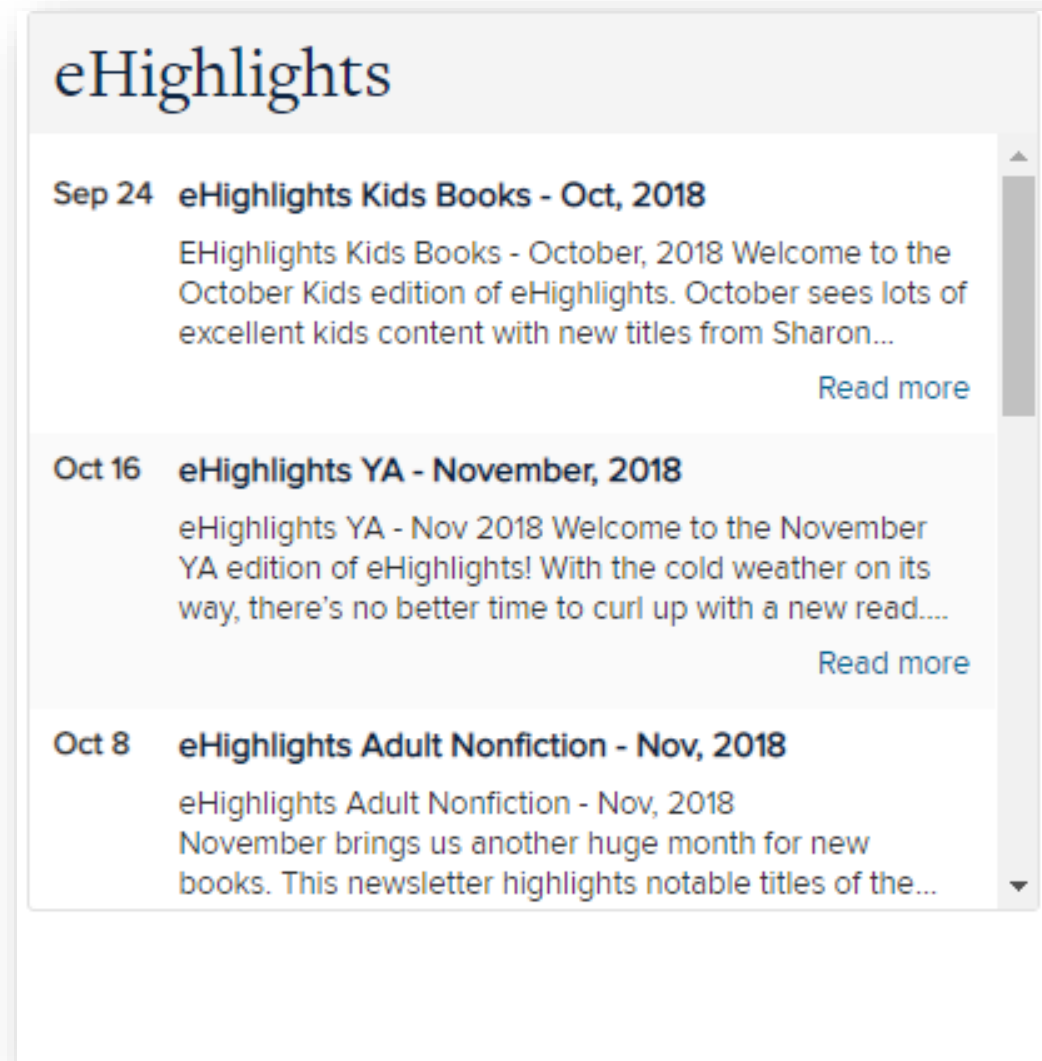


eHighlights is now in Marketplace

1



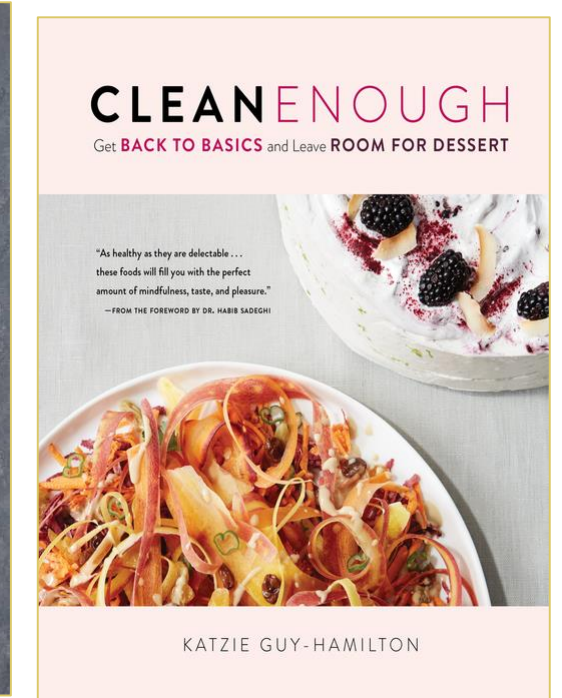
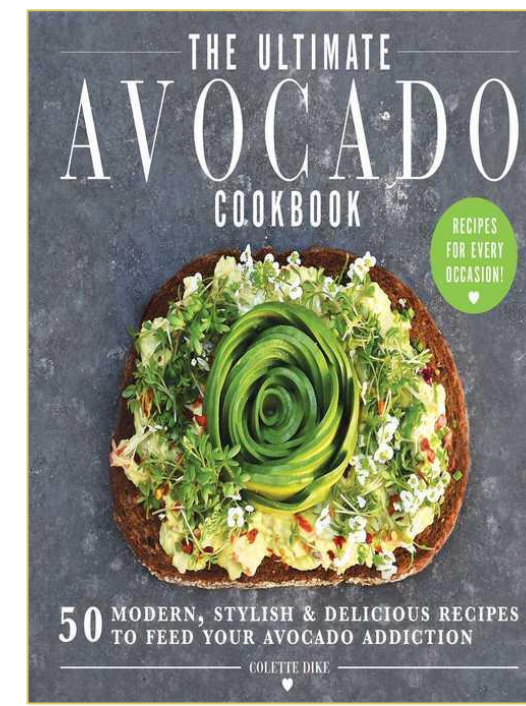
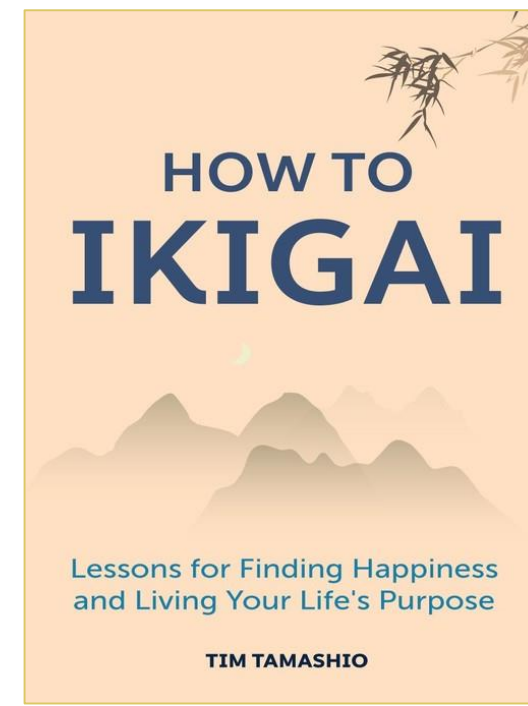
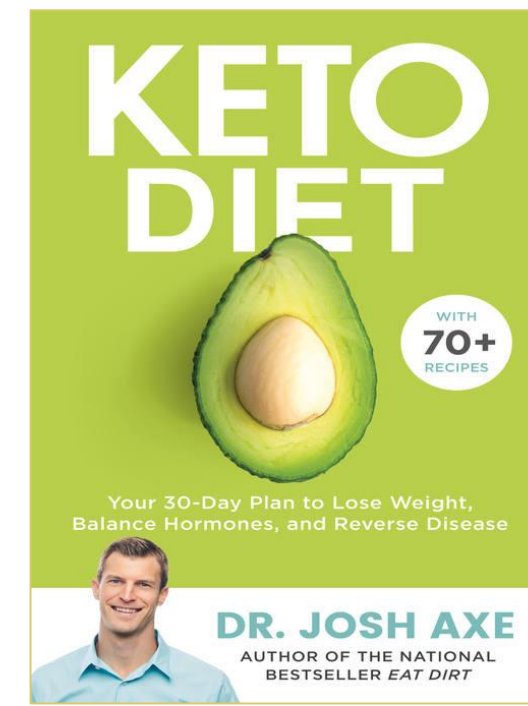
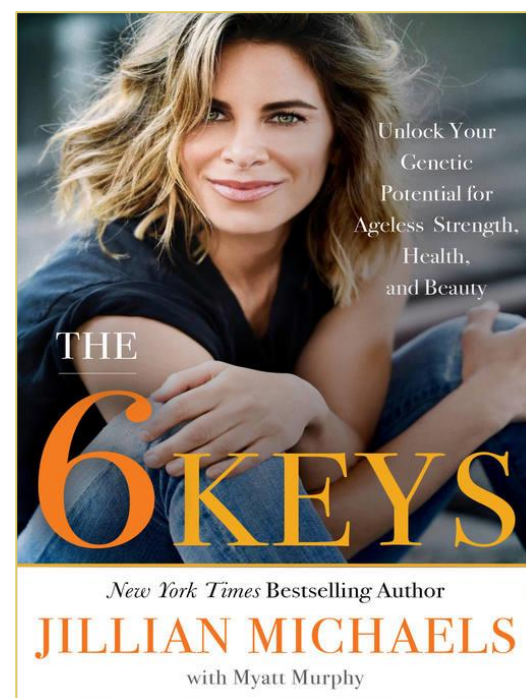
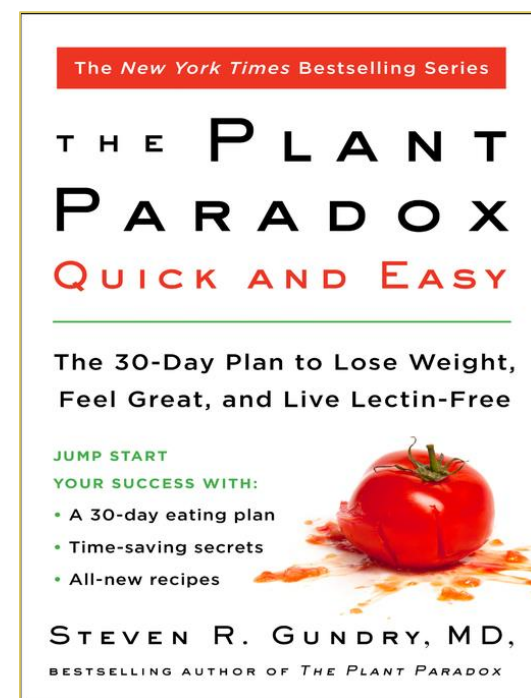
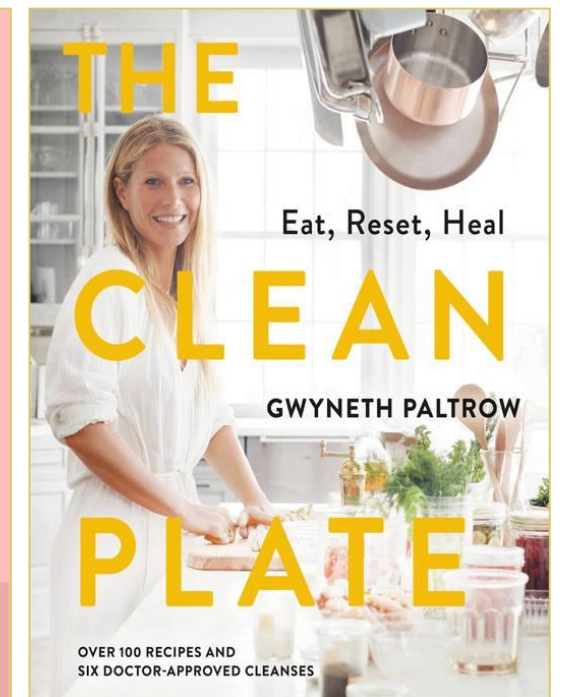
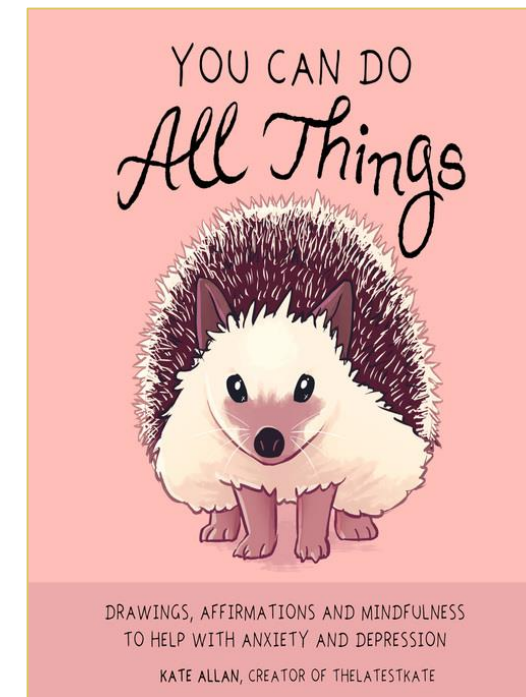
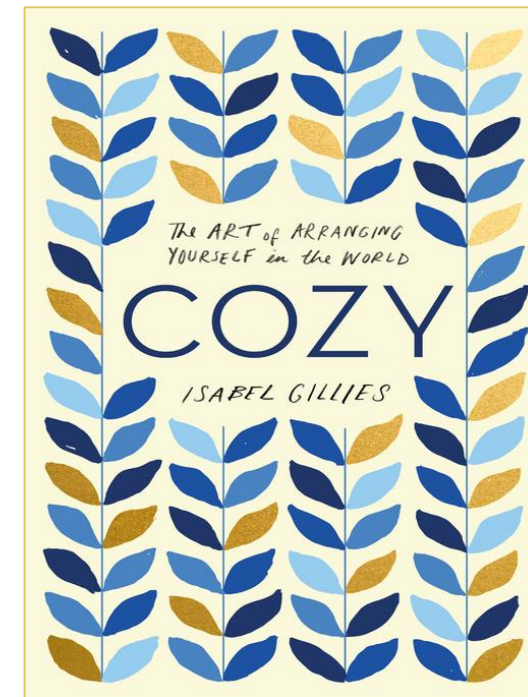
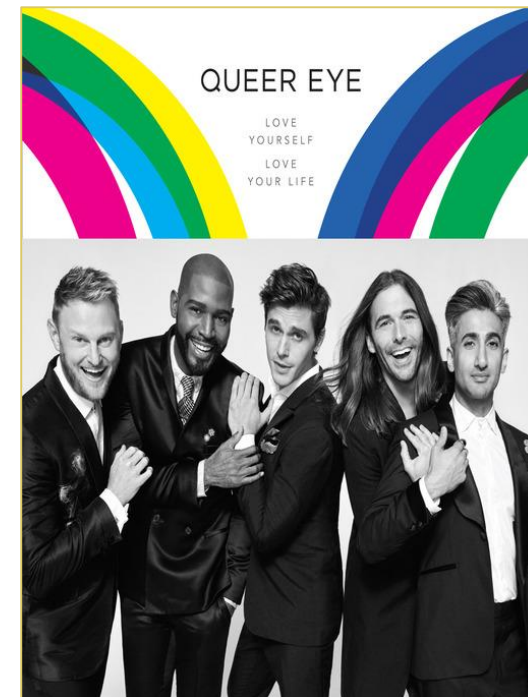
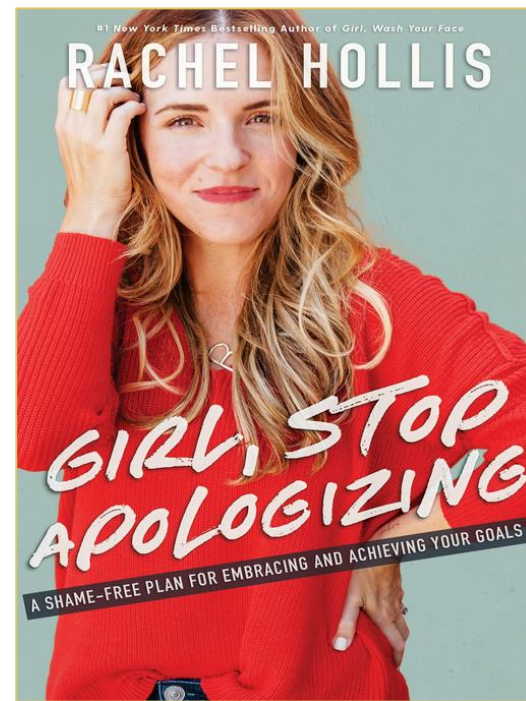
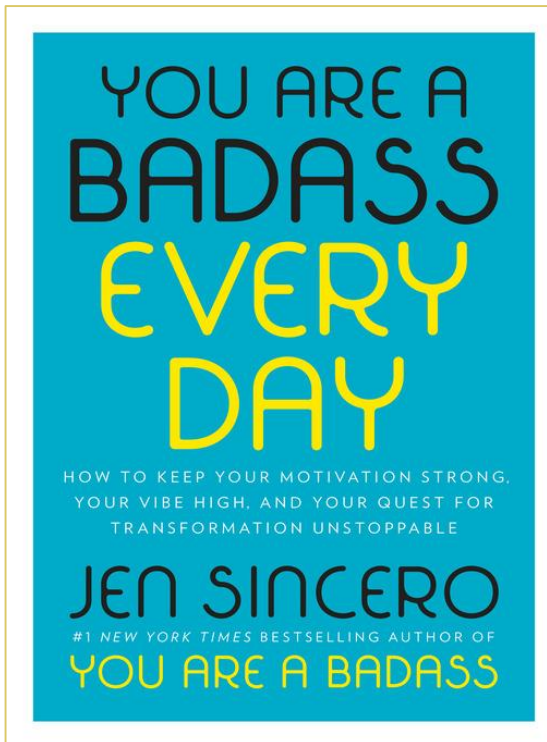
2



3



Prepare for 2019



Shop the Sales!



Elin Hilderbrand
Author of *The Identicals*
WINTER SOLSTICE
A NOVEL

HOLIDAY
Spectacular
SALE

A Season of Giving.
A Lifetime of Reading.

Mags-travaganza!
Add the hottest magazine titles to your collection and save big

[LEARN MORE](#)



Save on 2018 Releases from
Penguin Random House

[SHOP NOW](#)



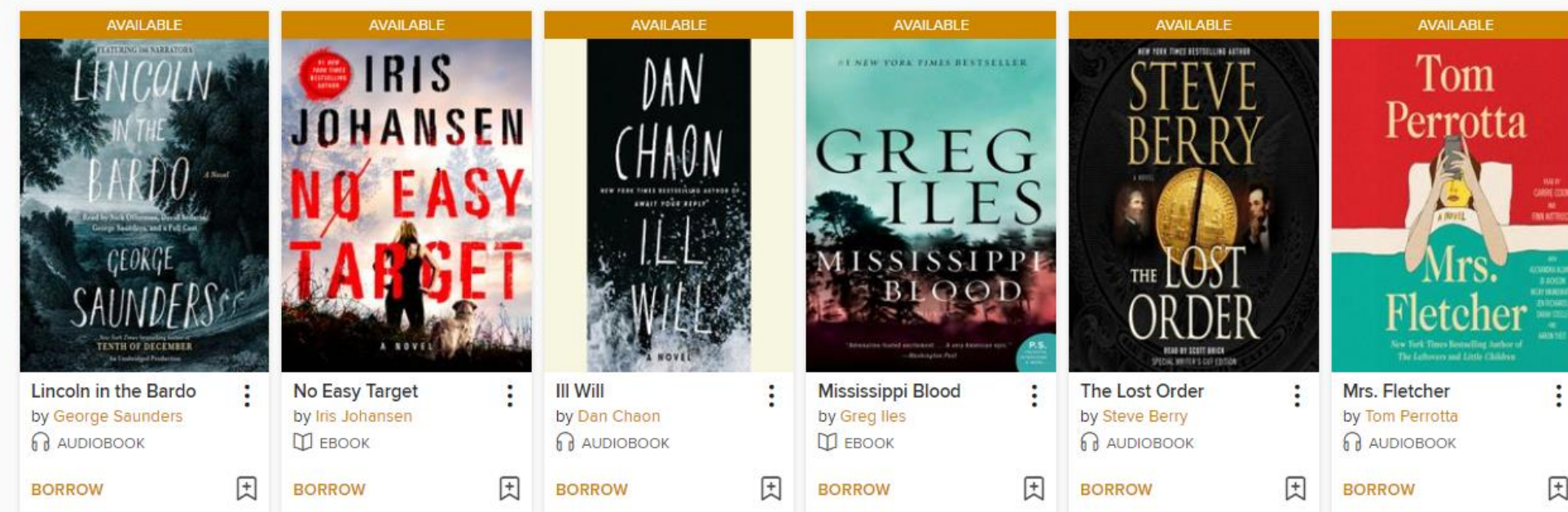
Penguin Random House

Curate What You've Got!

Available NOW! Popular Titles (eBook) You May Have Missed >

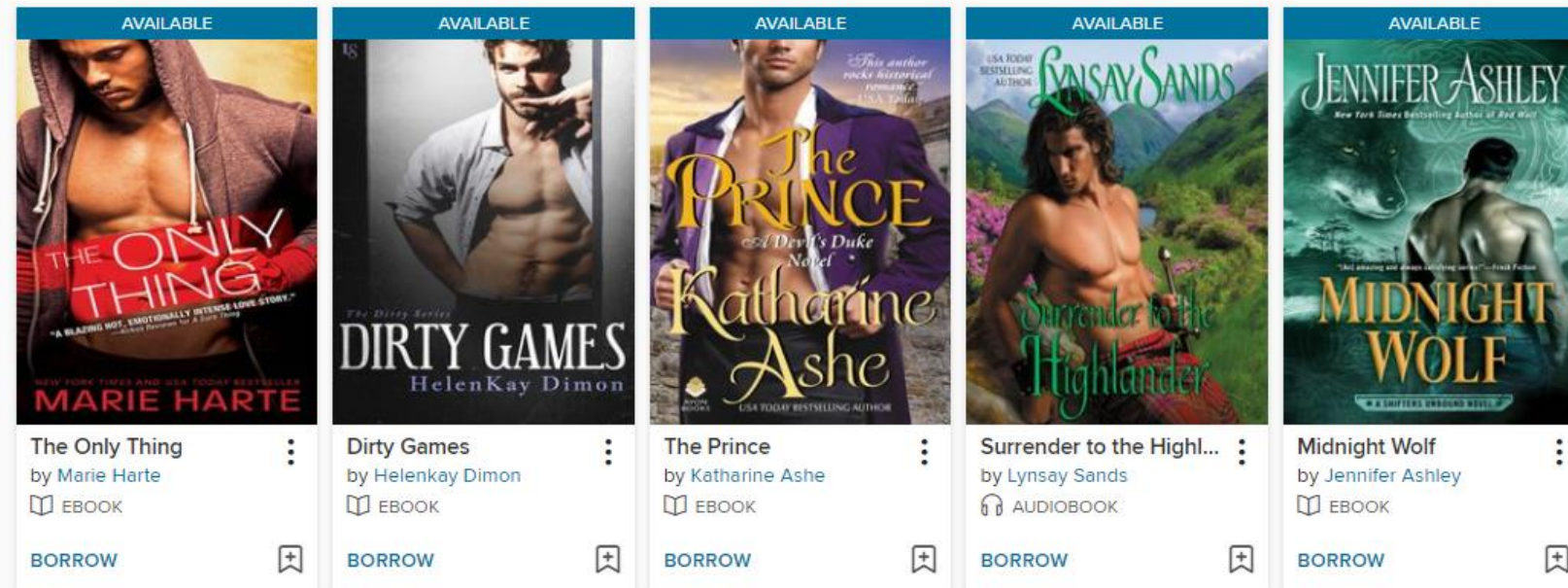
[SEE ALL](#)

Staff Picks >

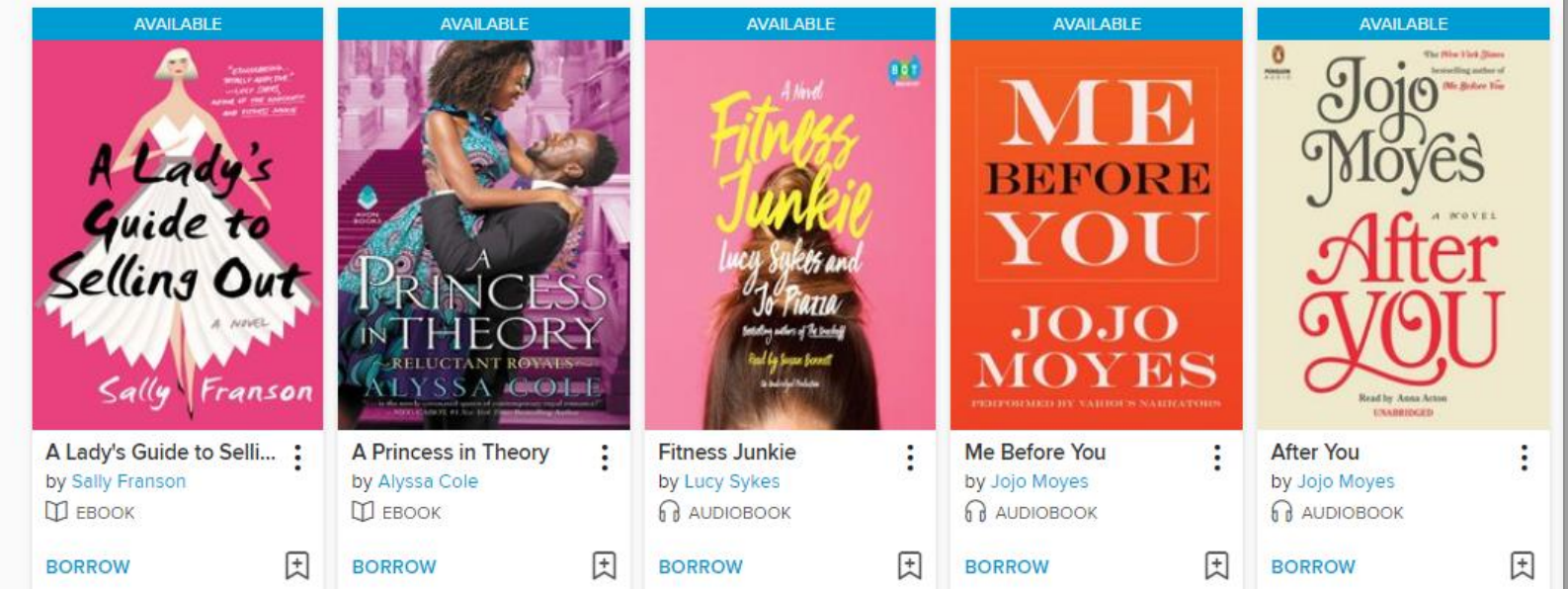
[SEE ALL](#)

Curate What You've Got, cont.

Have You Seen My Shirt? Romance Reads >

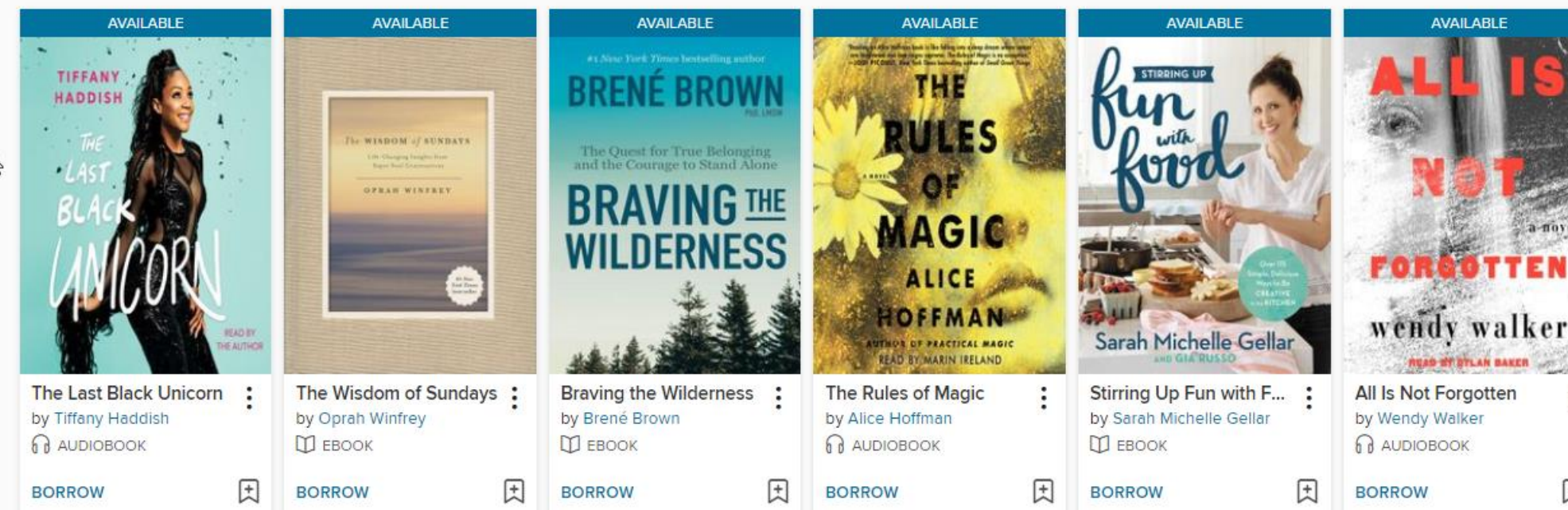


Contemporary Romantic Comedy Reads >



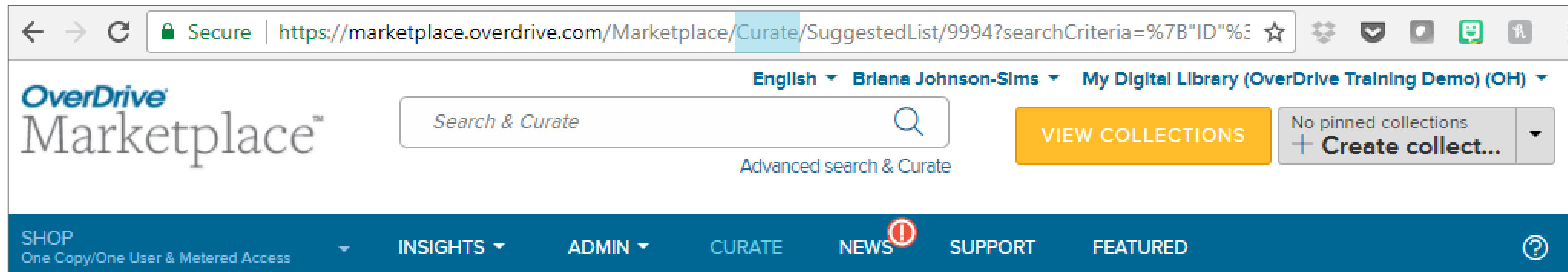
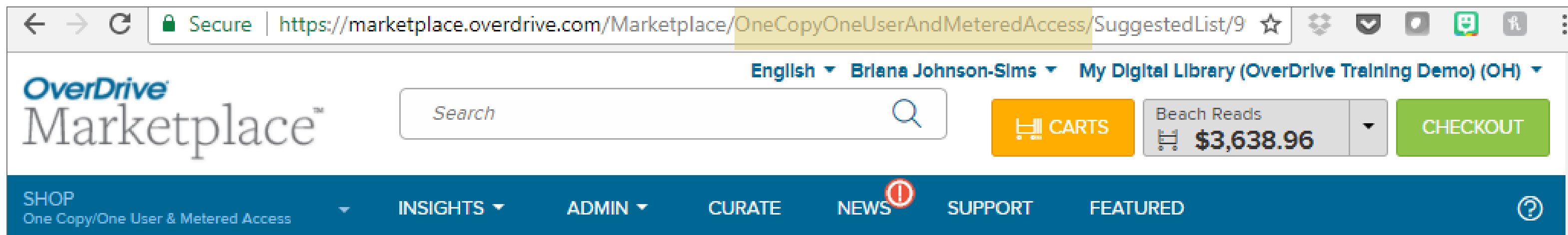
Reese Witherspoon Book Club Picks >

SEE ALL



Curate “Hack”

1. Open a Recommended List in Marketplace.
2. Edit the URL by replacing ‘OneCopyOneUserandMeteredAccess’ with ‘Curate’:



3. Add the titles to a new or existing collection!

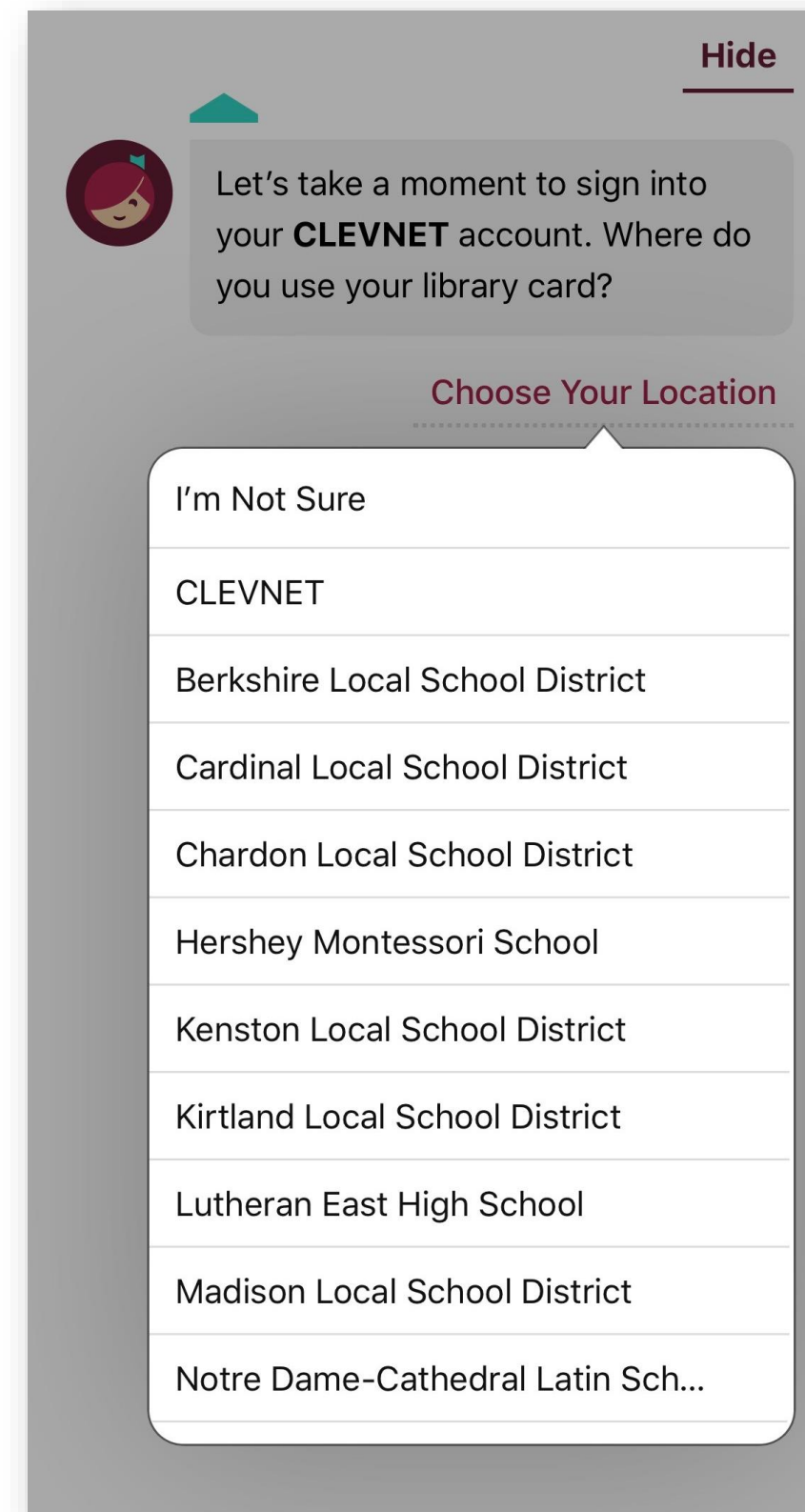
BEST MARKETING

2018 Collaborative Spotlight

CLEVNET, OH

Partnered with local school district to allow sign-in to the digital collection with a student ID.

More content for the schools + new users and checkouts for library!

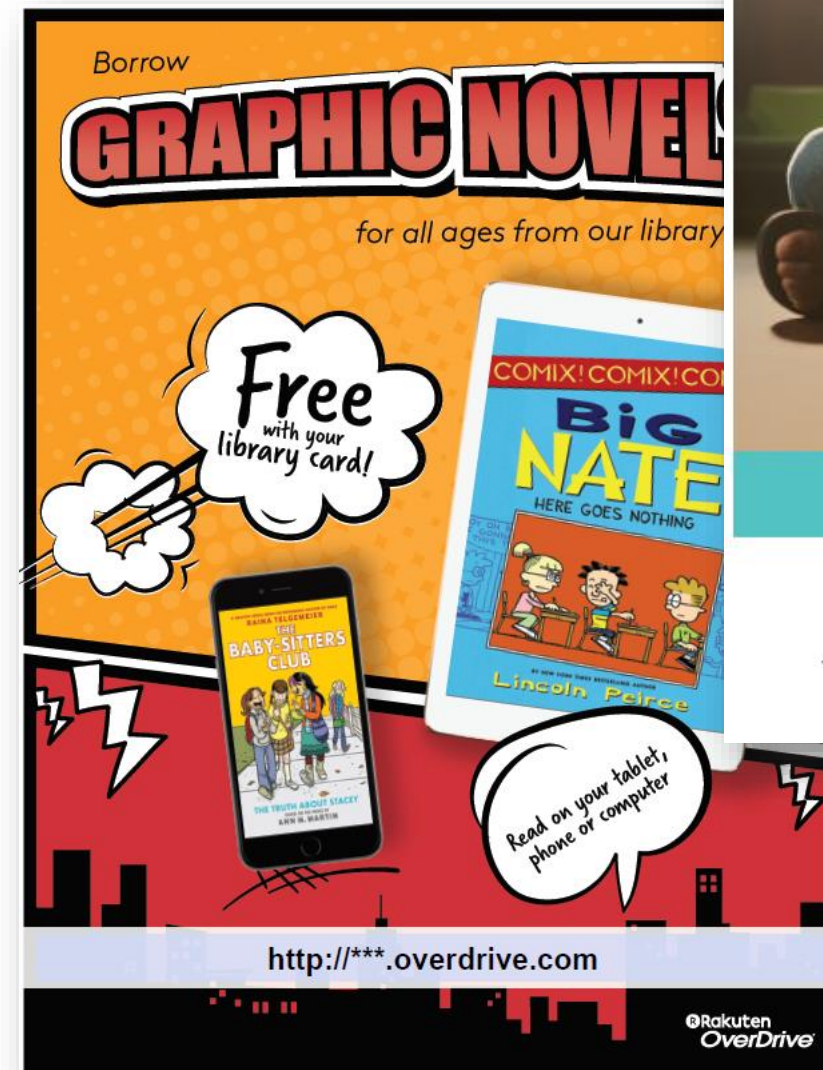


The screenshot displays the CLEVNET login page. At the top right is a "Hide" link. Below it is a user icon and a message: "Let's take a moment to sign into your **CLEVNET** account. Where do you use your library card?". Below this is a "Choose Your Location" dropdown menu. The menu is open, showing a list of locations. The first option is "I'm Not Sure". The other options are: CLEVNET, Berkshire Local School District, Cardinal Local School District, Chardon Local School District, Hershey Montessori School, Kenston Local School District, Kirtland Local School District, Lutheran East High School, Madison Local School District, and Notre Dame-Cathedral Latin Sch... (truncated).

Choose Your Location
I'm Not Sure
CLEVNET
Berkshire Local School District
Cardinal Local School District
Chardon Local School District
Hershey Montessori School
Kenston Local School District
Kirtland Local School District
Lutheran East High School
Madison Local School District
Notre Dame-Cathedral Latin Sch...

More Ideas for Promoting to Kids

- Remember your audience is the adult.
- Try an ebook Story Hour.
- Incorporate digital into other events (summer read, craft time, homework assistance).
- Filter content in Libby.



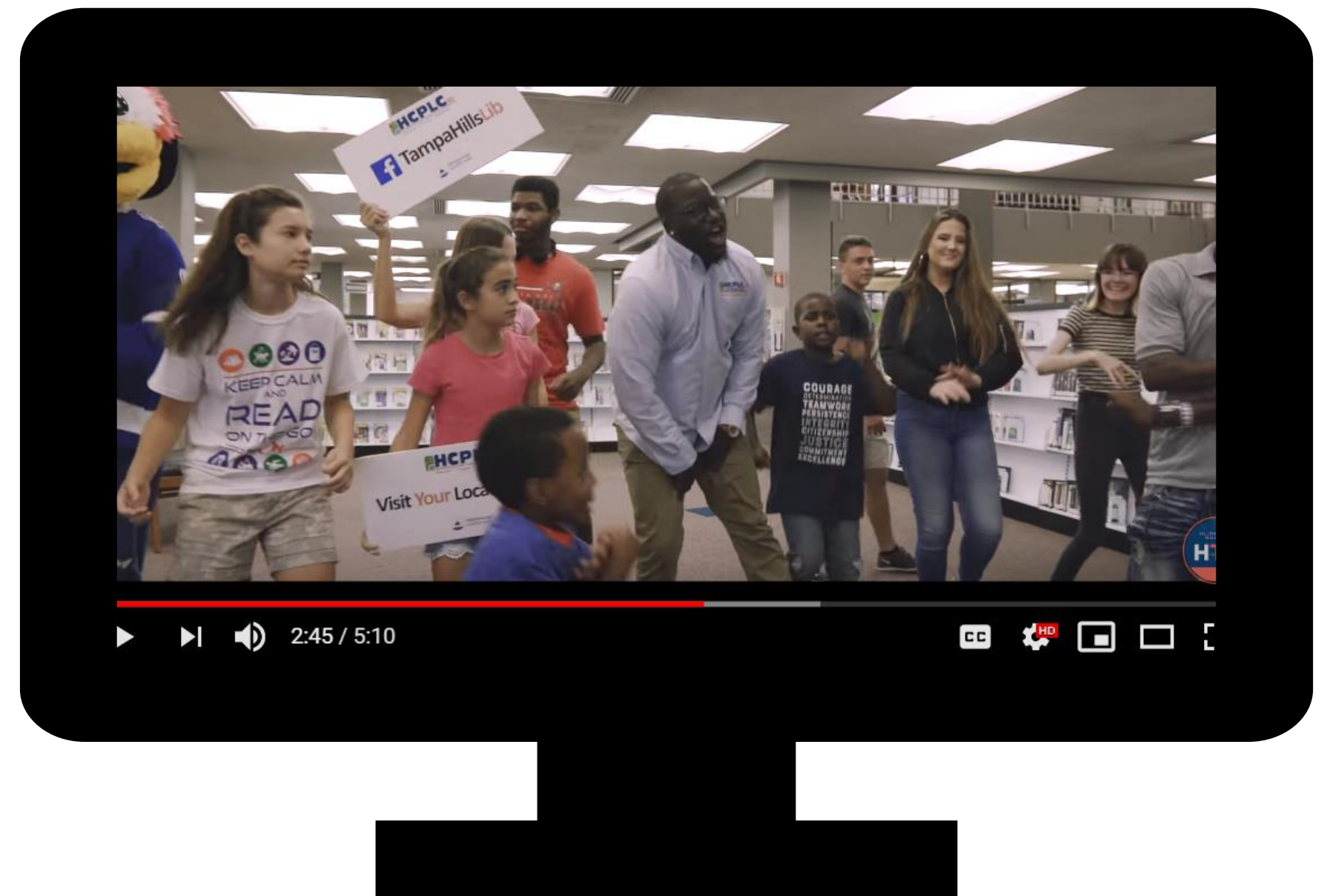
2018 Movie Making Spotlight

Hillsborough County Public Library, FL

Created a fun, high energy music video that takes viewers along a journey depicting patrons utilizing library services for education and fun!

Watch the full video:

<https://www.youtube.com/watch?v=5qfK4Rd4IWs>



More Ideas for Promoting to Teens

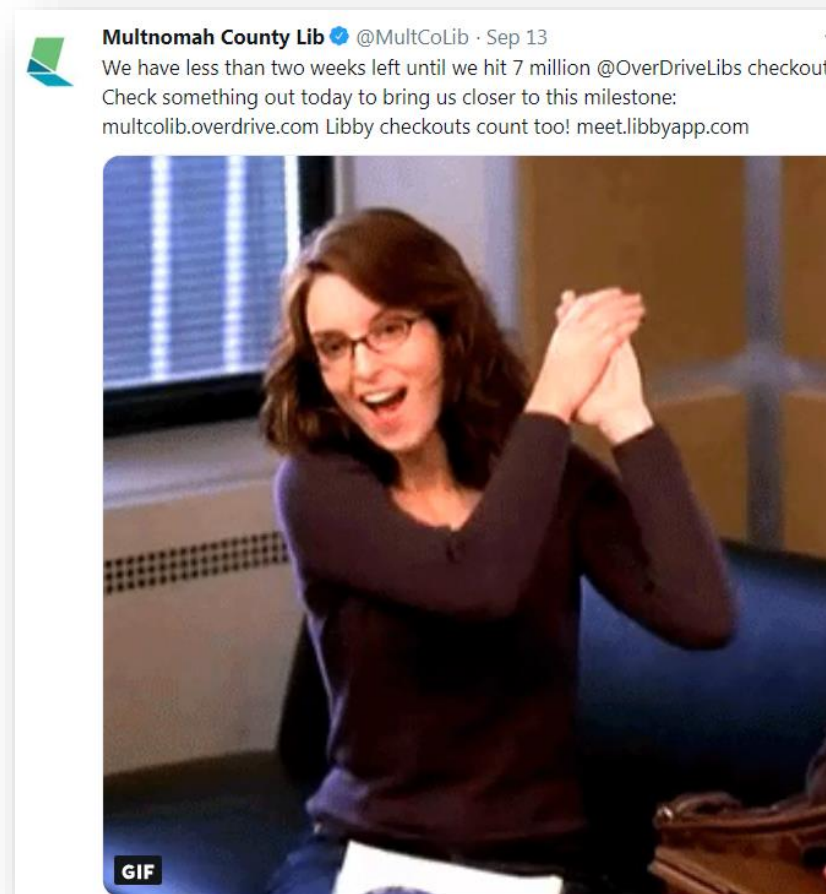
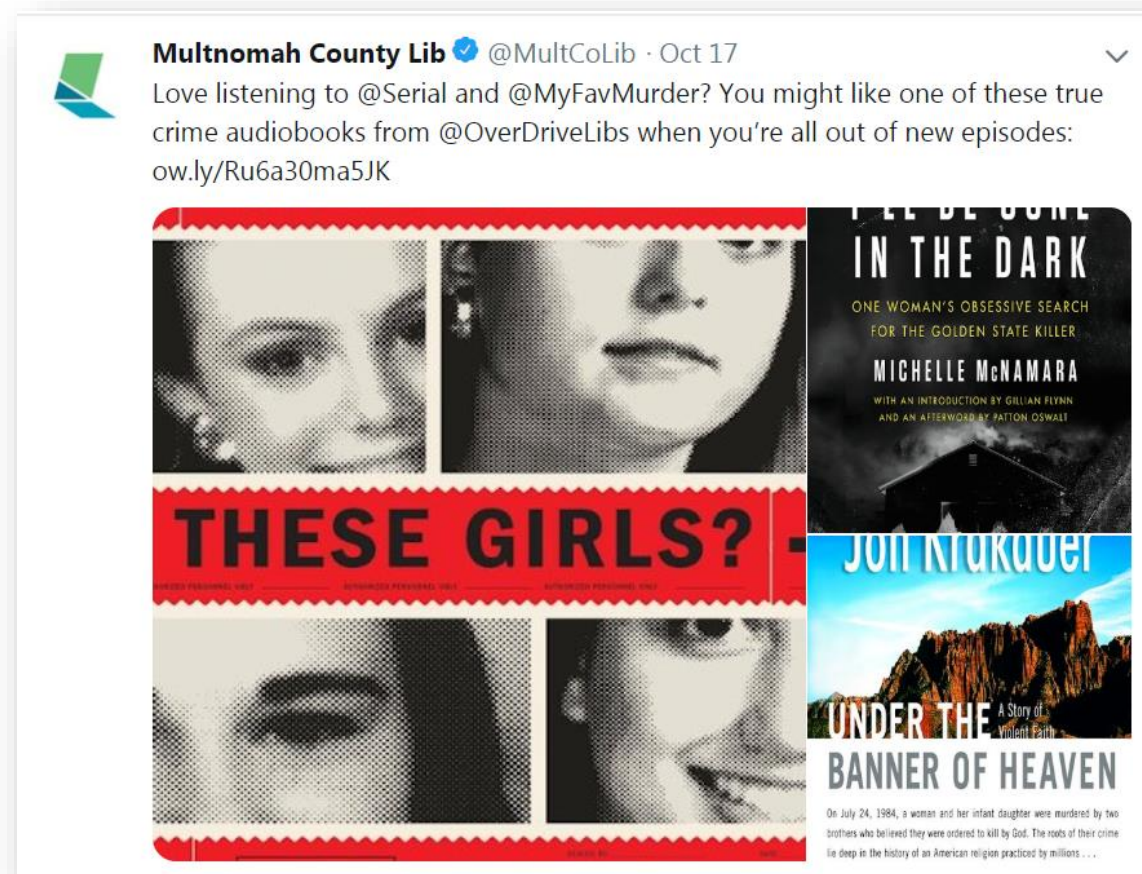


- Go digital!
 - 95% of teens have access to a smartphone and 45% say they are online “almost constantly.”
- Save time by using our suggested posts and digital graphics.
- Host reading challenges and contests.
- Create a bulletin board in the Homework Center.
- Check out this Shrektacular teen promotion:
https://www.instagram.com/cf_library

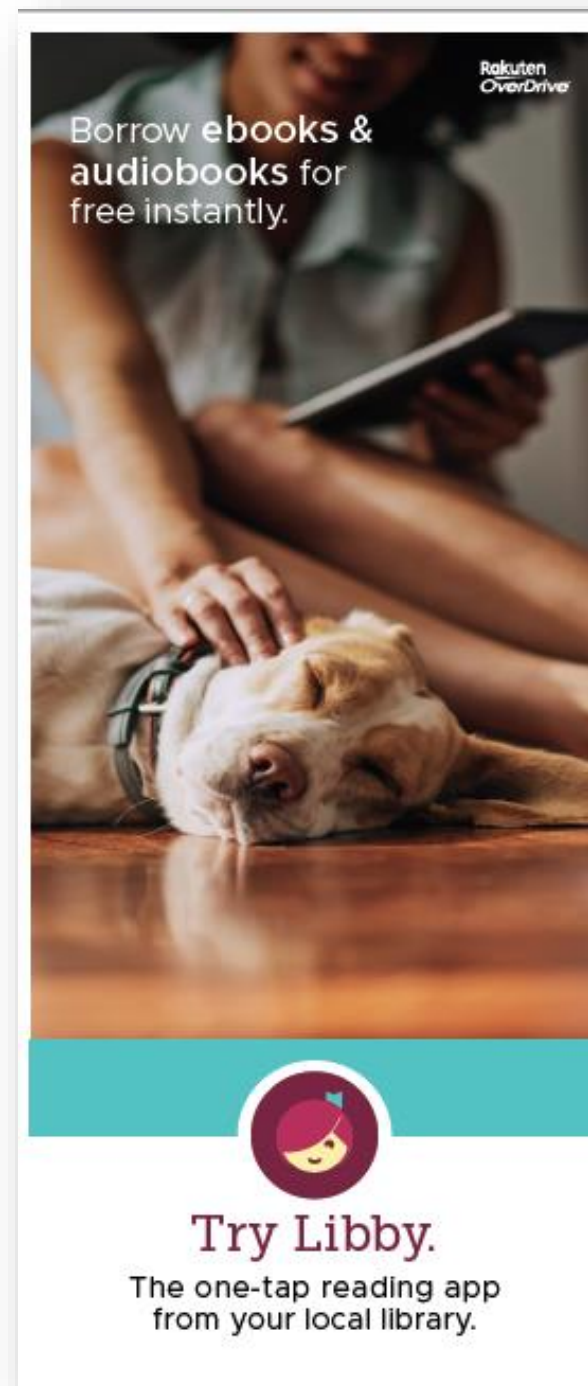
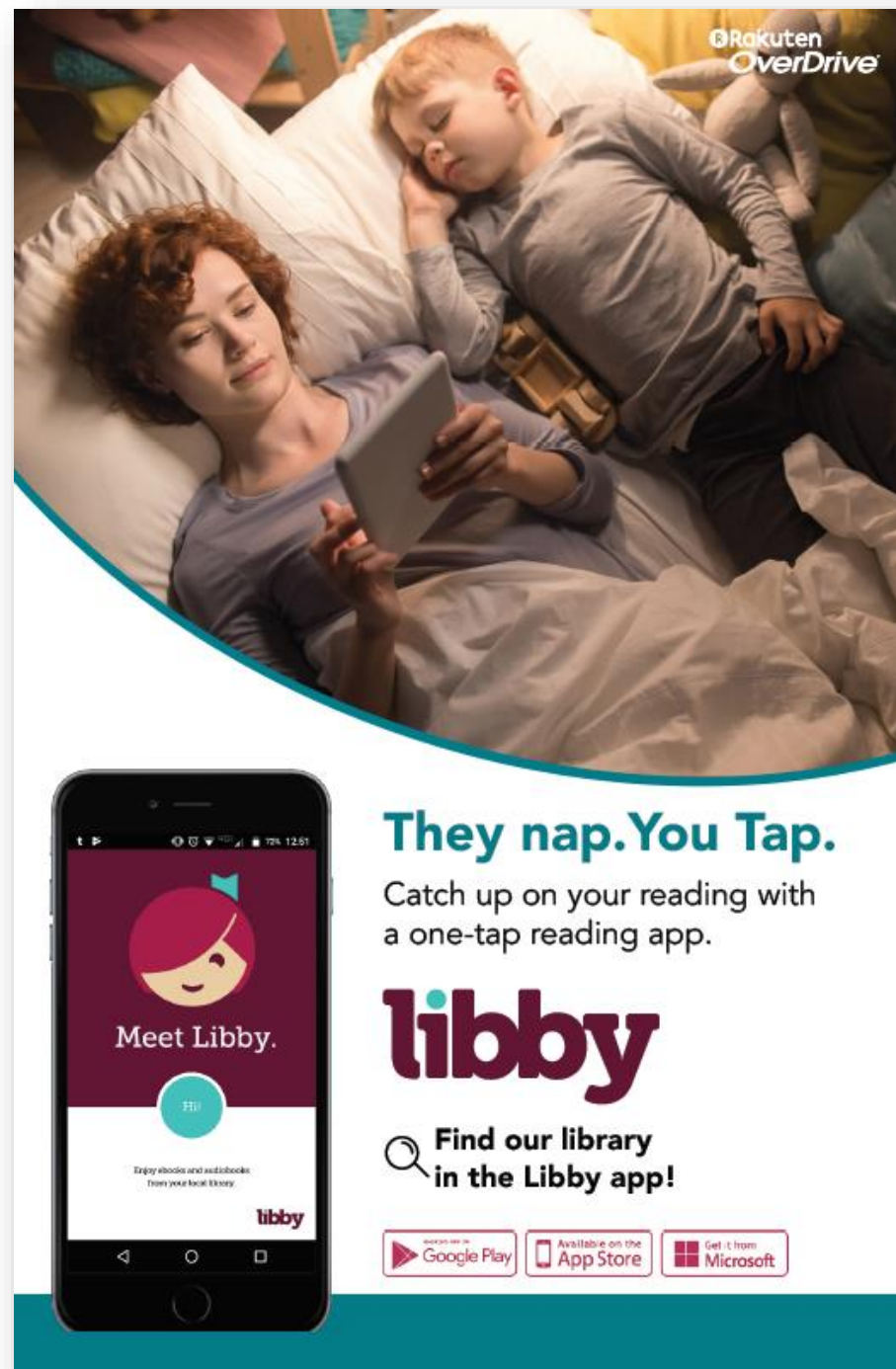
2018 Collection Connection Spotlight

Multnomah County Library, OR

Used social media to connect the collection with their community's interests. Promote timely read-alikes, local events, movie releases, fun memes, library seminars, & other trending topics.



More Ideas for Promoting to Millennials



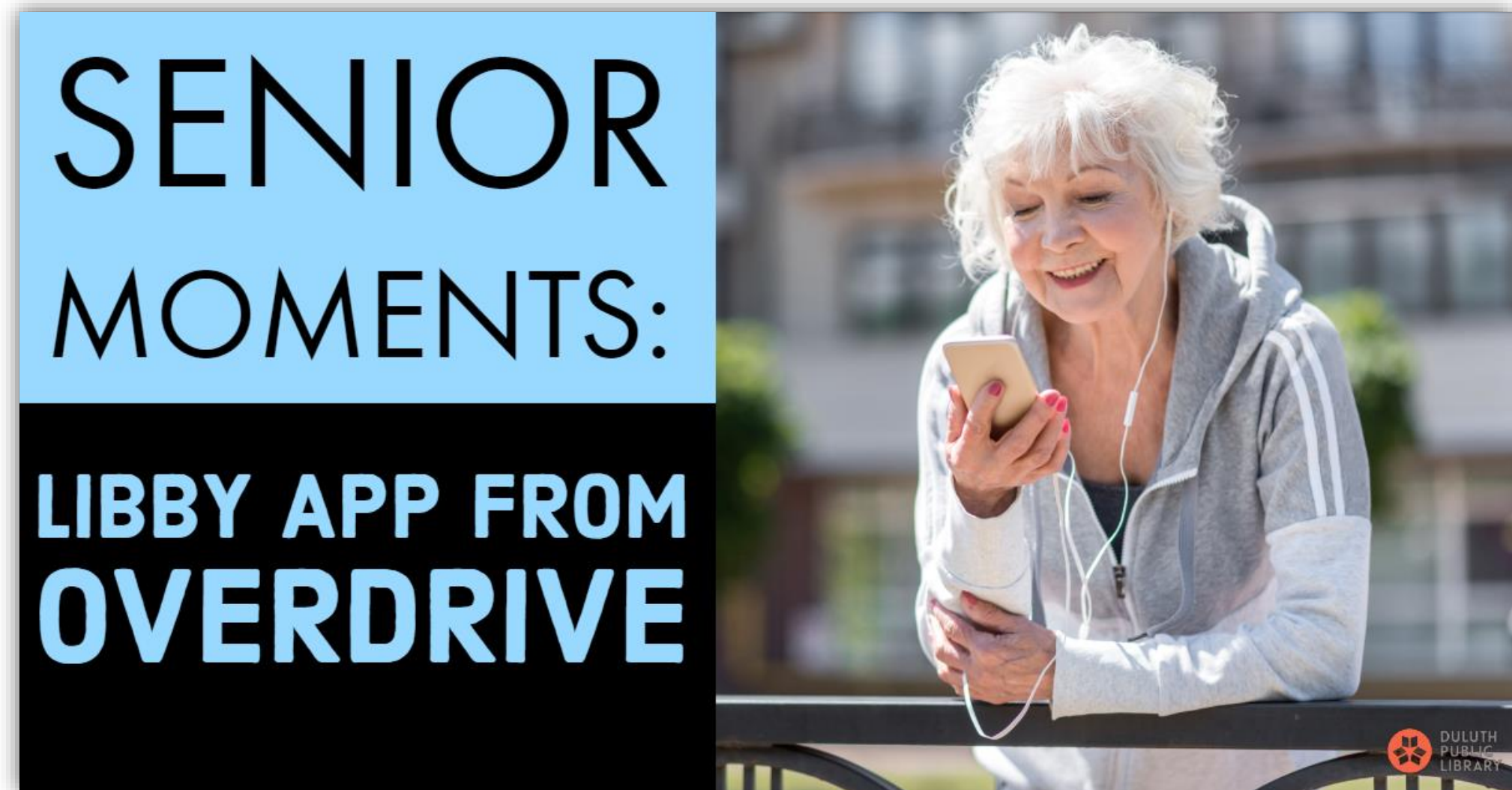
- Approach an influencer.
- Host a booth at the local farmer's market, art fair, or festival.
- Utilize QR codes for quick and easy access.



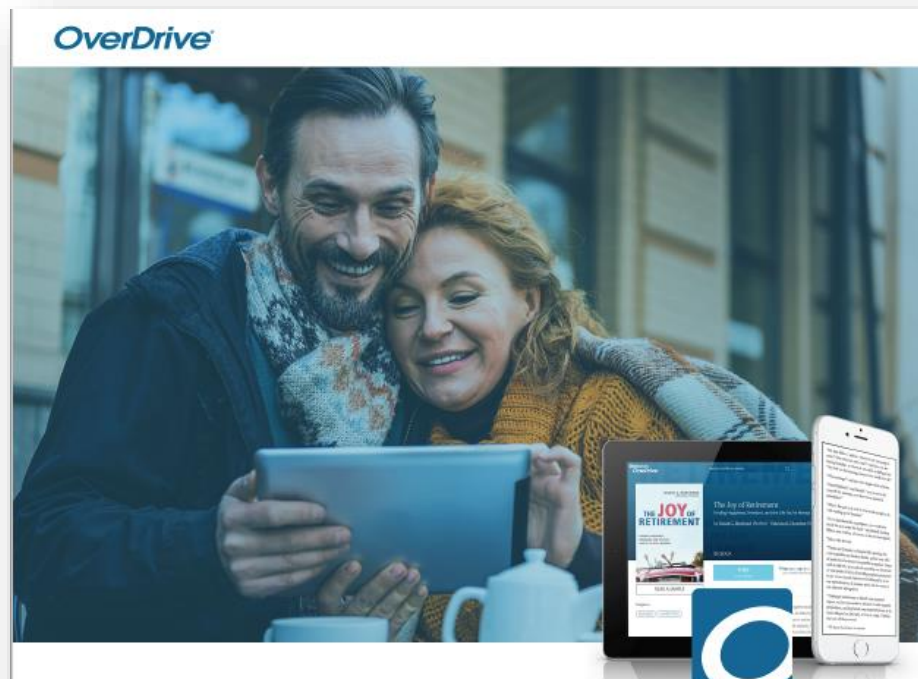
2018 Targeted Training Spotlight

Duluth Library, MN

Held a Libby training as part of their existing event series for older adults. Patrons were able to receive an introduction to the digital service and get their questions answered in person.



More Ideas for Promoting to Older Adults




OverDrive

Plan Your Retirement
from anywhere, on any device.

Borrow free eBooks from:

https://***.overdrive.com

© 2017 OverDrive, Inc.



Visit our 'Coffee House'

*Cozy up with an eBook and a warm cup of
coffee or cocoa in our very own 'Coffee House'.*

Bring your own device to learn more
about our digital collection.

Enter Time & Date Here

Rakuten
OverDrive

- Host an ebook Coffee House.
- Try a digital display.
- Remember reading settings.
- Pitch a local news story.

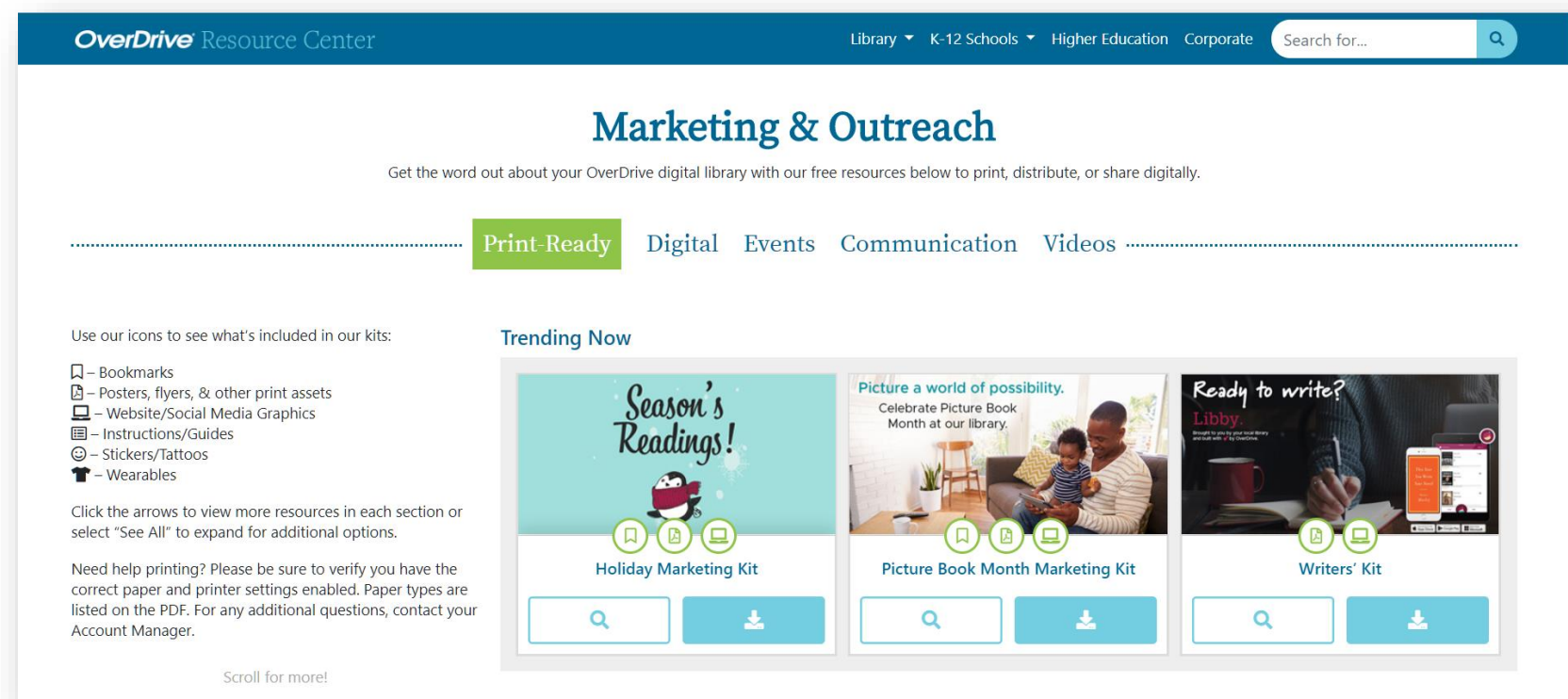
2018 Out of the Box Spotlight

White Oak Library District, IL

Devised an escape room where patrons had to save Libby from the evil villain, Illiteracy, by solving a series of clues.



More Ideas for Promoting Your Digital Collection



- Advertise in the bathroom.
- Distribute materials around your community.
- Check out the Resource Center or talk to your Account Manager for marketing assistance.

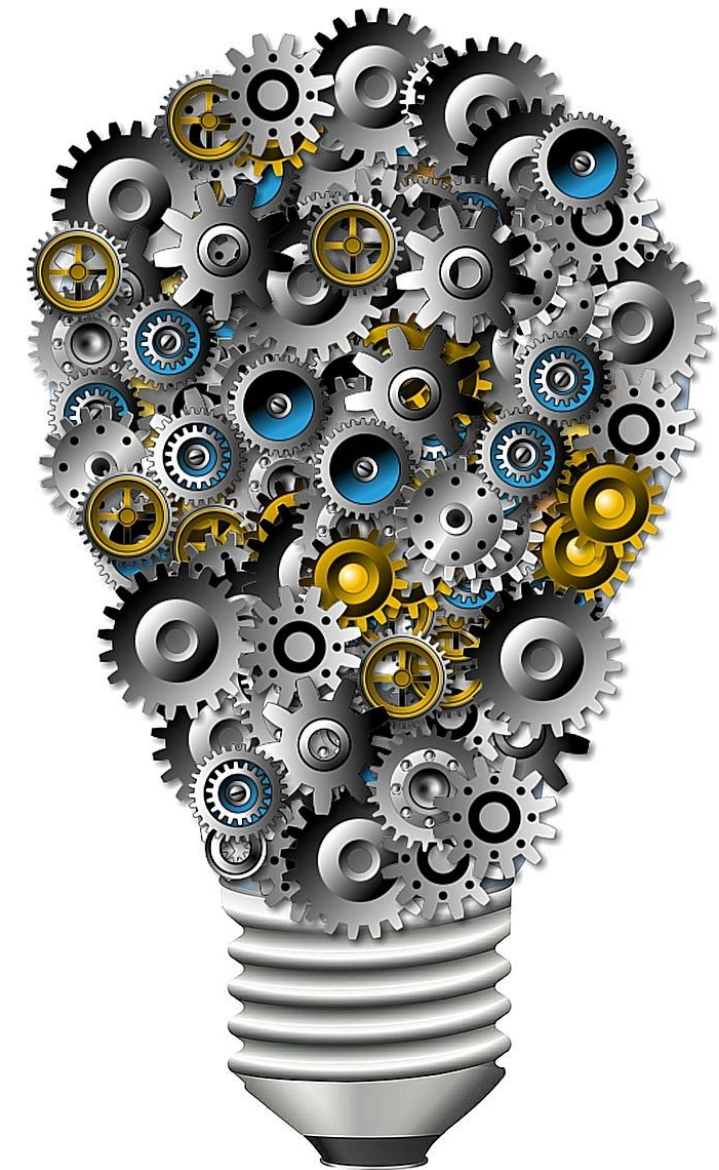
<https://resources.overdrive.com/library/marketing-outreach-print-ready/>

BEST PRODUCT DEVELOPMENTS

2018 Product Trends

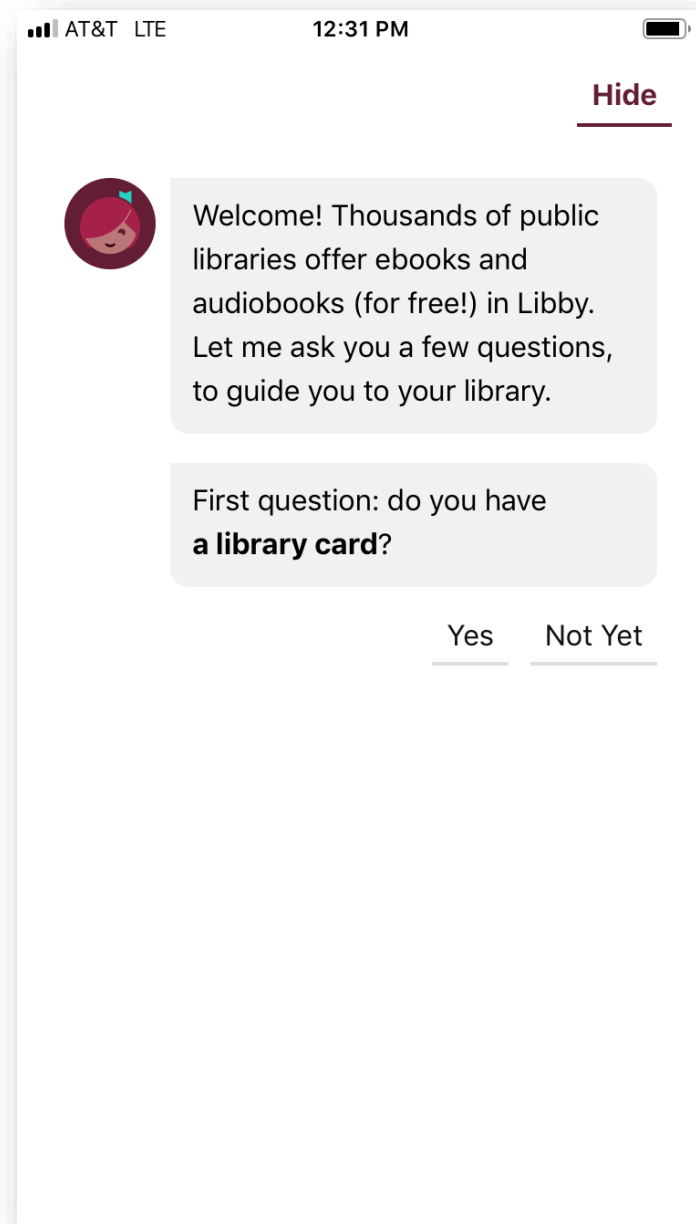
We want to help **YOU**:

- ✓ Offer maximum **ease of use**.
- ✓ Connect readers with **content they'll love**.
- ✓ **Reach** more readers.
- ✓ **Set goals** for your digital collection and track progress.



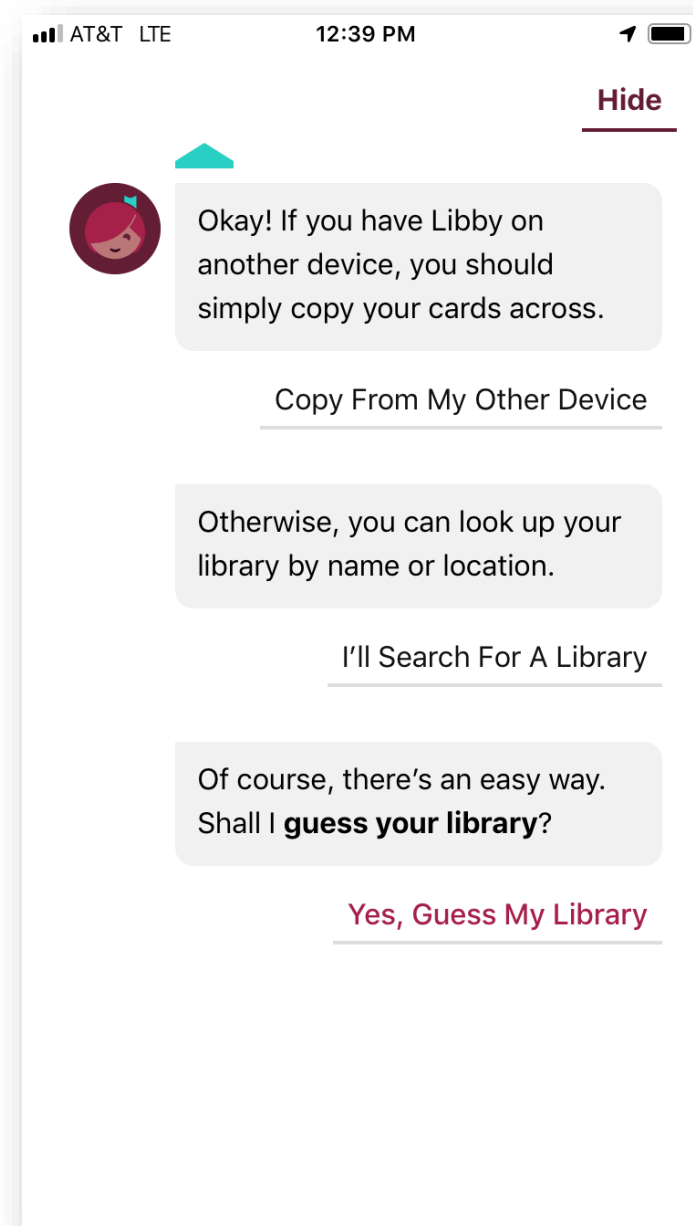
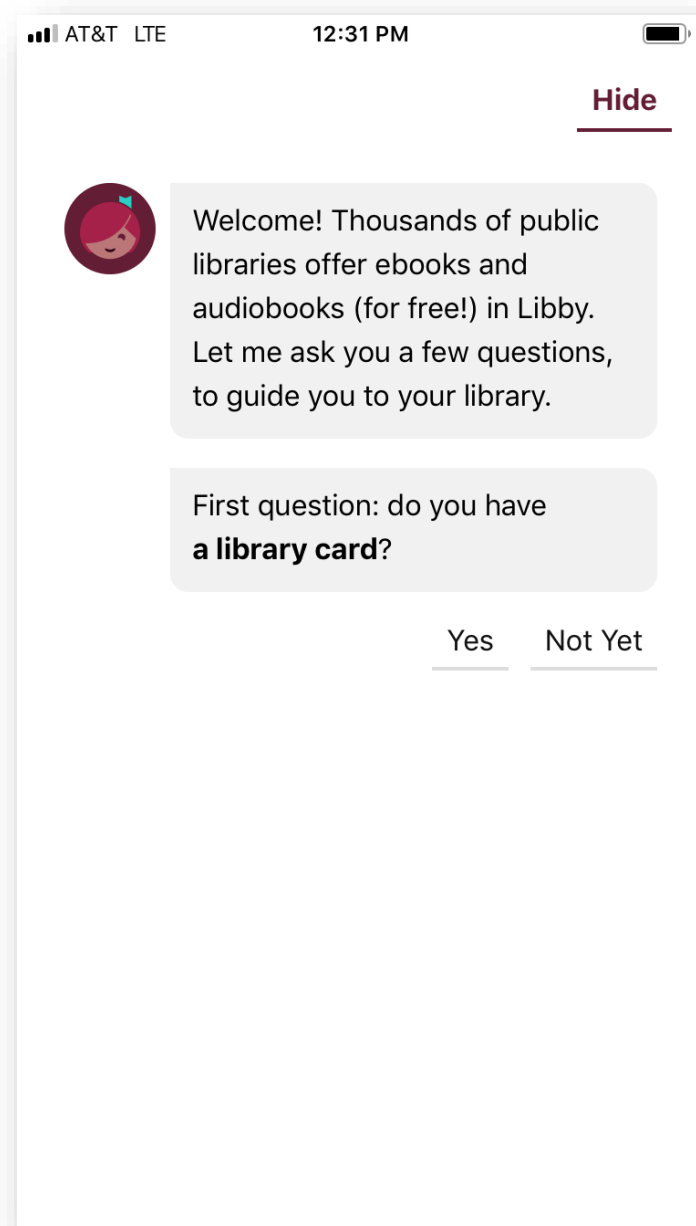
Ease of Use: Libby Updates

New onboarding flow — easier than ever to help all users get started



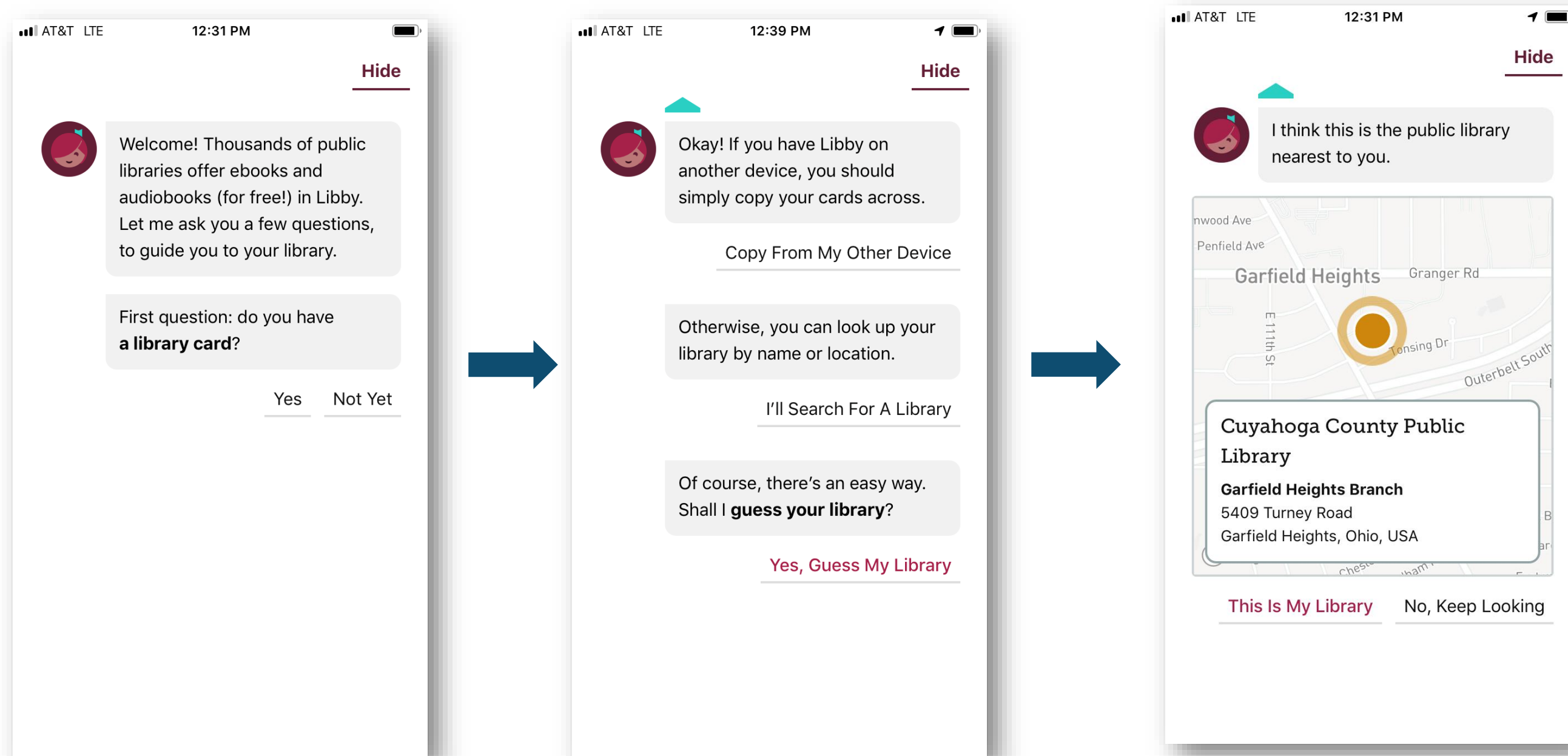
Ease of Use: Libby Updates

New onboarding flow — easier than ever to help all users get started



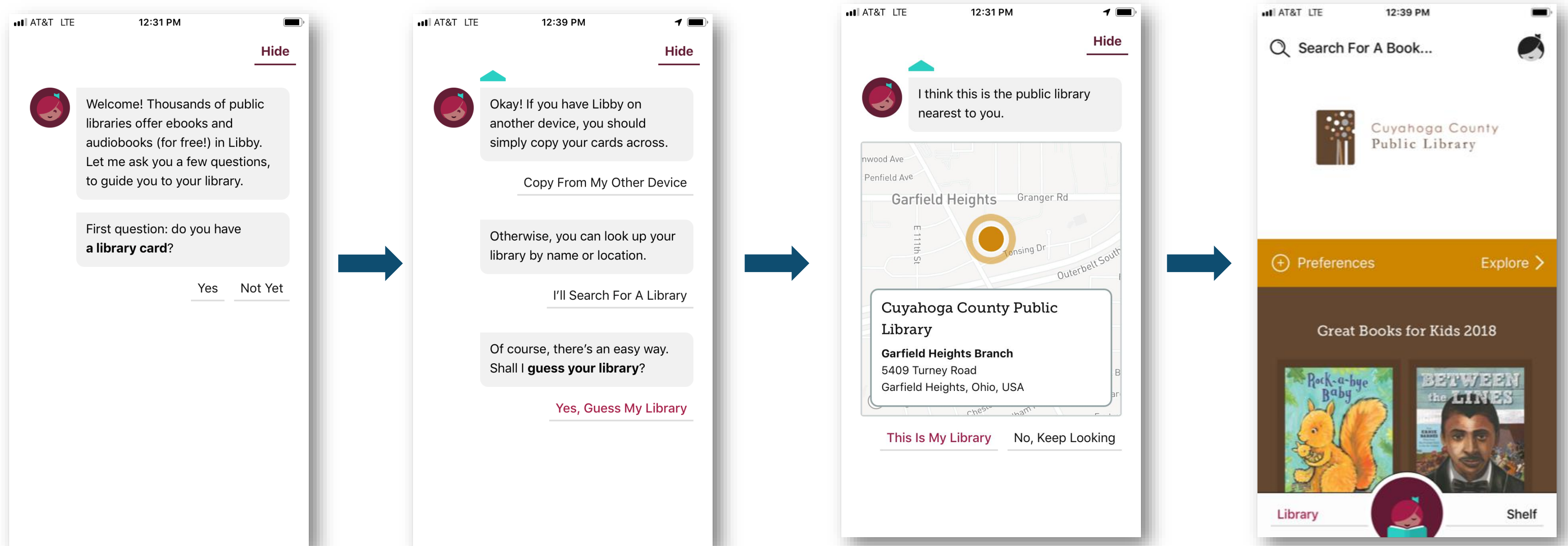
Ease of Use: Libby Updates

New onboarding flow — easier than ever to help all users get started



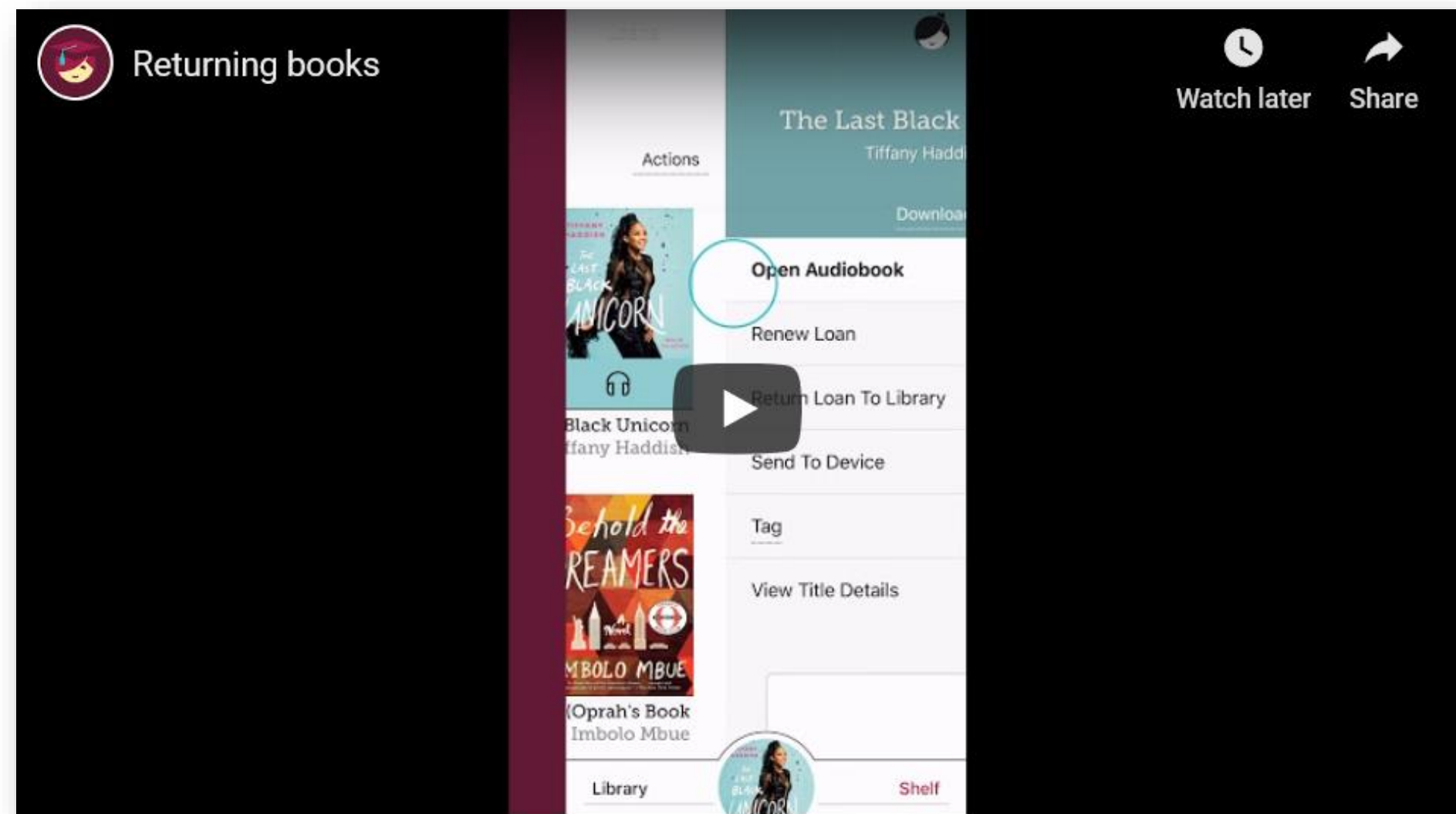
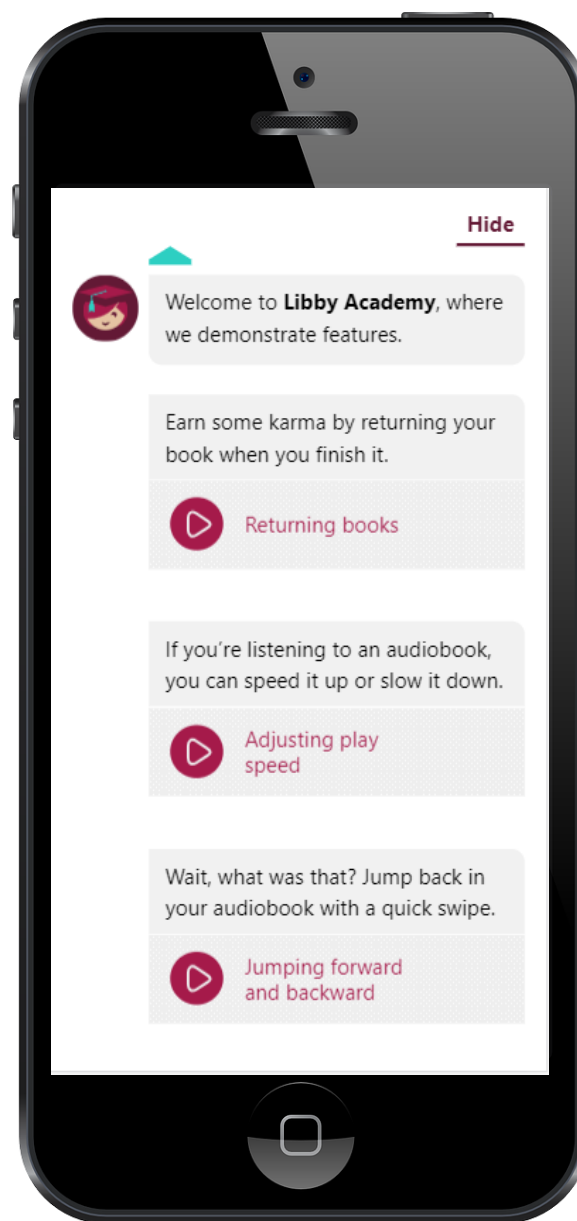
Ease of Use: Libby Updates

New onboarding flow — easier than ever to help all users get started



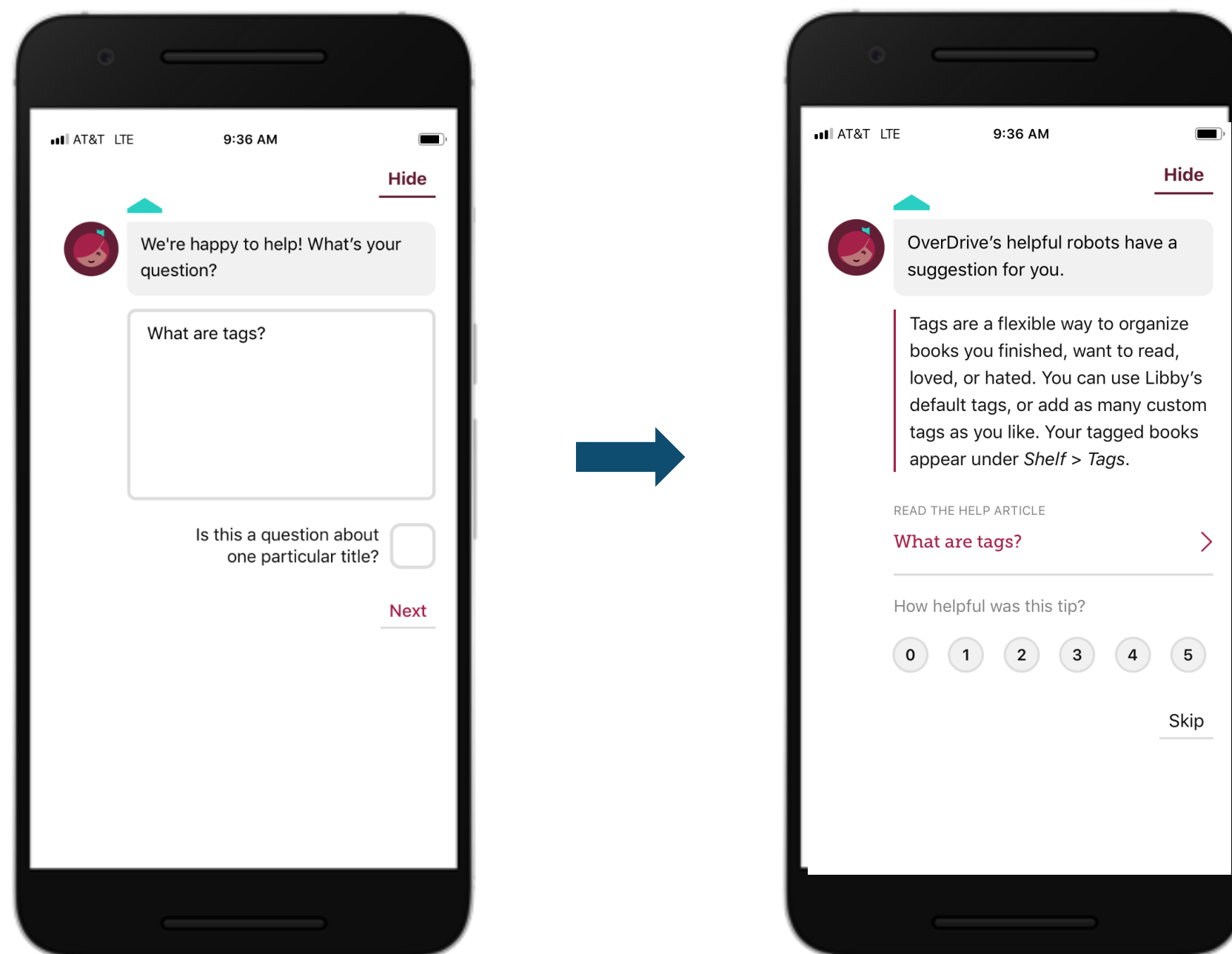
Ease of Use: Libby Updates

Libby Academy — helpful videos that guide readers throughout the app



Ease of Use: Libby Updates

Helpful robots—real-time support tips. *Readers can also contact our Technical Support team directly.*



DEMO

Connect Readers with Content They'll Love: Catalog Guides

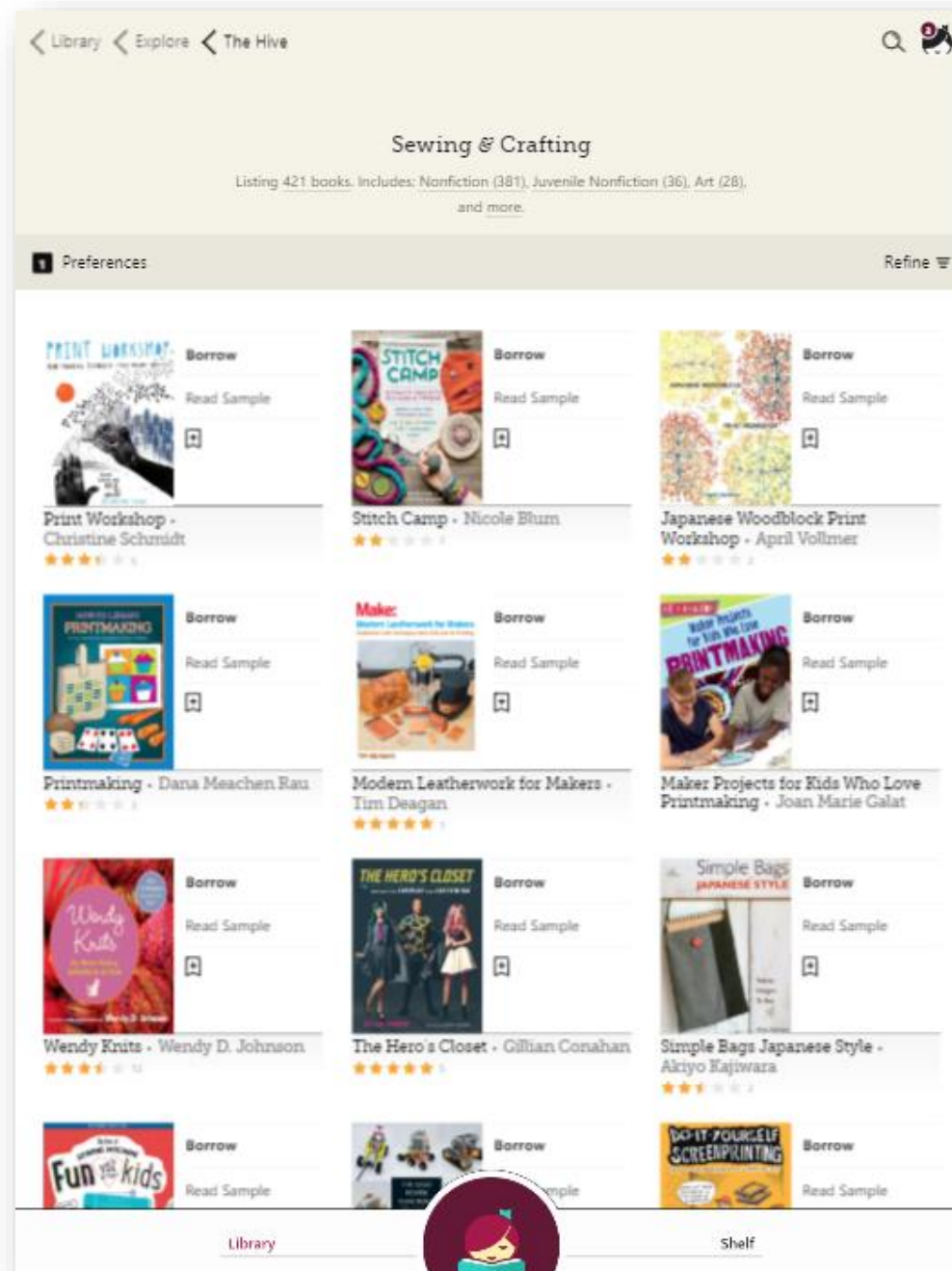
Libby's reimagination of Reading Rooms highlight your collection based on:

- **Audience** (Kids, Teens)
- **Language** (Spanish, Chinese, French, etc.)
- **A specific theme or topic** (Cooking, Mystery, Business, S.T.E.M, and more!)

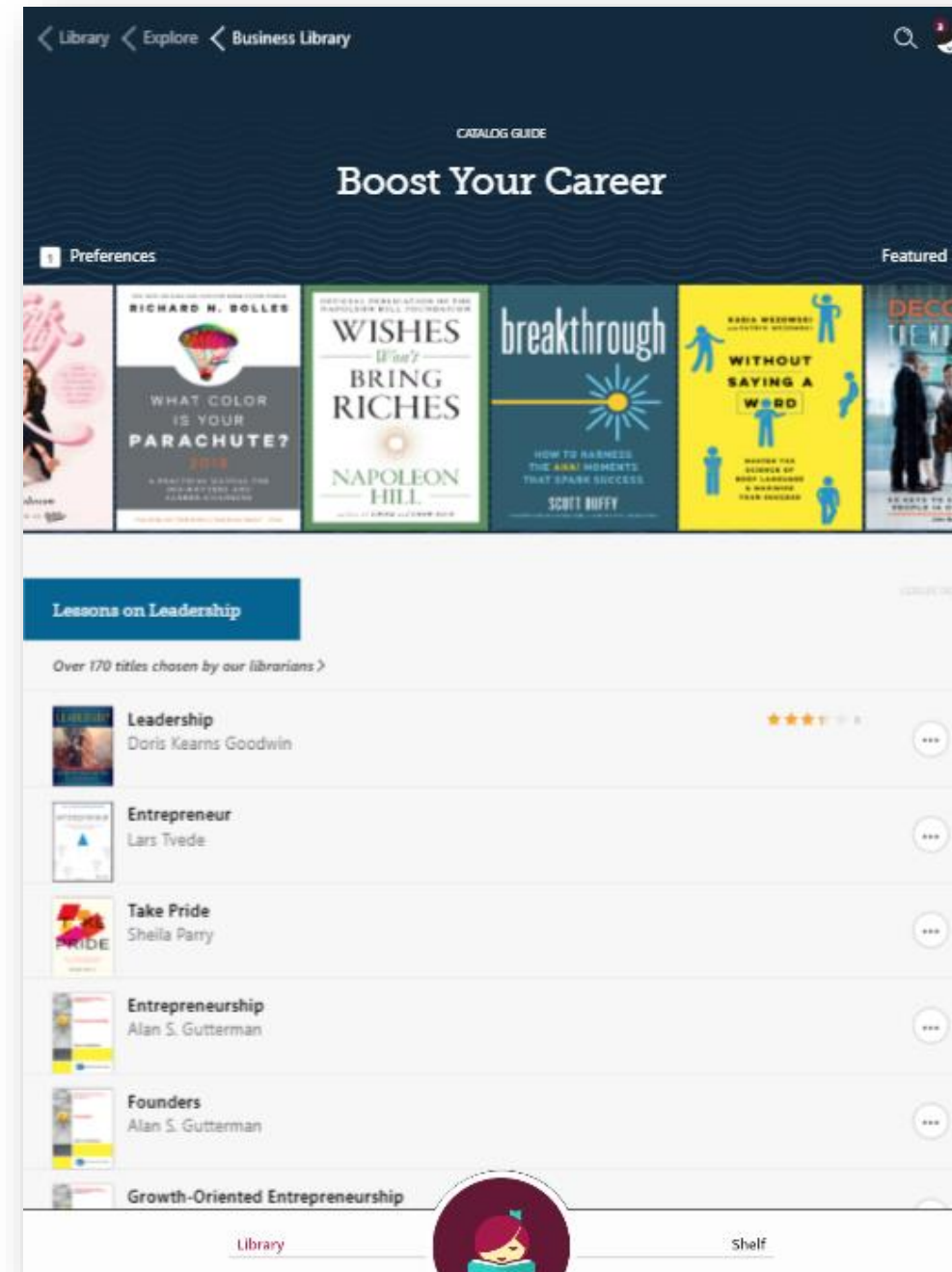
Contact your Account Manager to get started.



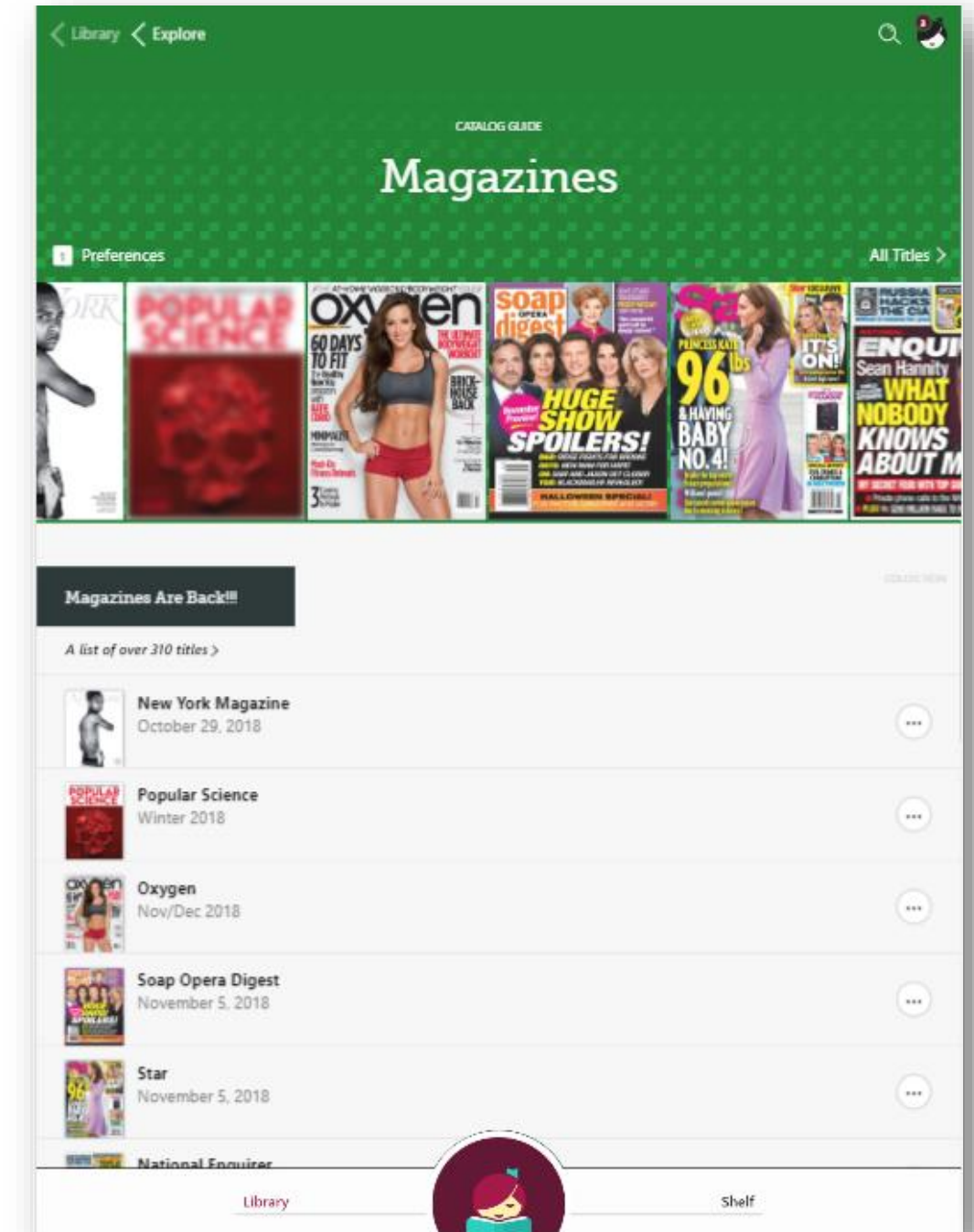
Catalog Guides: Partner Examples



Hillsborough County Library
Cooperative—*The Hive*



National Library Board
Singapore—*Business Library*



CLEVNET—*Magazines*

Reach More Readers: Instant Digital Card

The challenge: 160 million people in the US do not have a library card. How can we work together to leverage the digital collection and connect more people to the library?

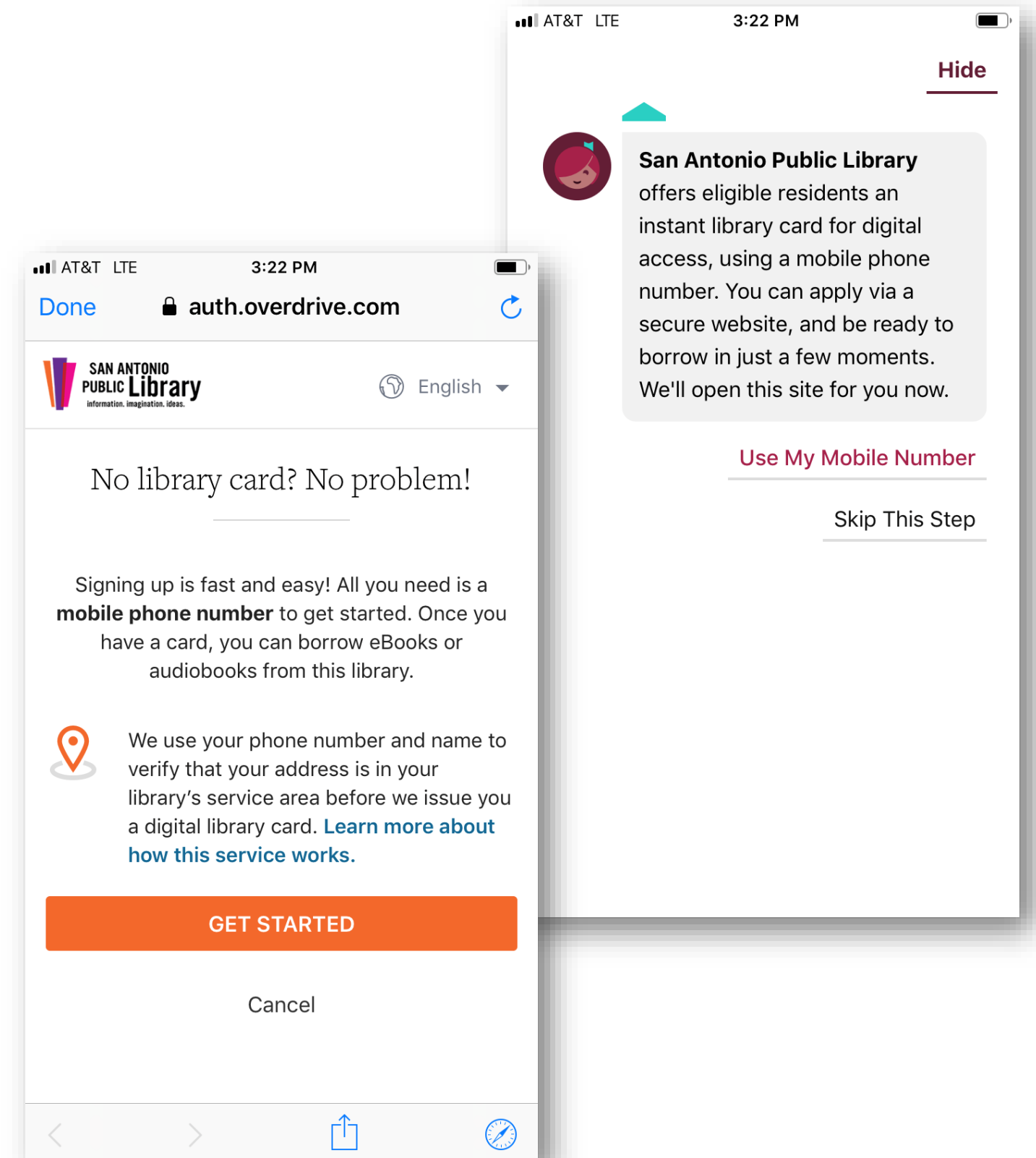
The solution: Use Instant Digital Card to bring new users to the digital library in just 30 seconds. IDC provides instant access to the digital collection, allowing readers to register and sign in with a mobile number.



Reach More Readers: Instant Digital Card

How does IDC work?

- All a user needs is a mobile phone with access to texting.
- On the backend, we confirm the user qualifies for access to your digital collection.
- Your library will be able to see a list of users who register through IDC and help them get a full access card.

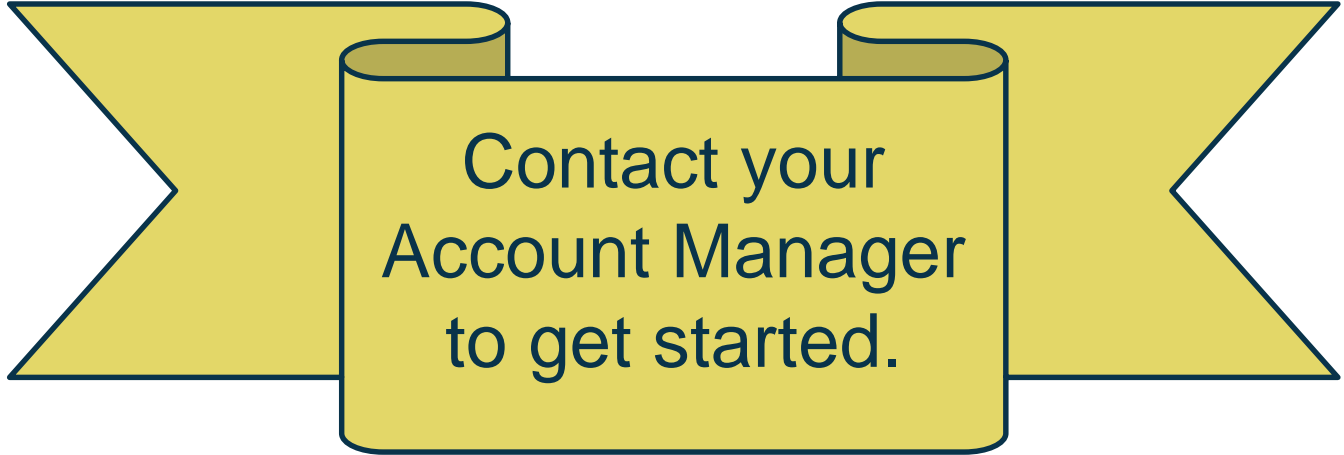


Partner Stories: IDC

Over **65,000** new users nationwide have registered at their library through IDC. Read more in OverDrive Blog spotlights on [Sacramento Public Library](#) and [Rochester Public Library](#).

“The instant library card service has been a great asset... In the past it has always been difficult to sign county residents up for library cards while doing outreach... With the instant library card service it’s as easy as showing a future patron our great selection of ebook and audiobook materials, then having them input their phone number and instantly have access.”

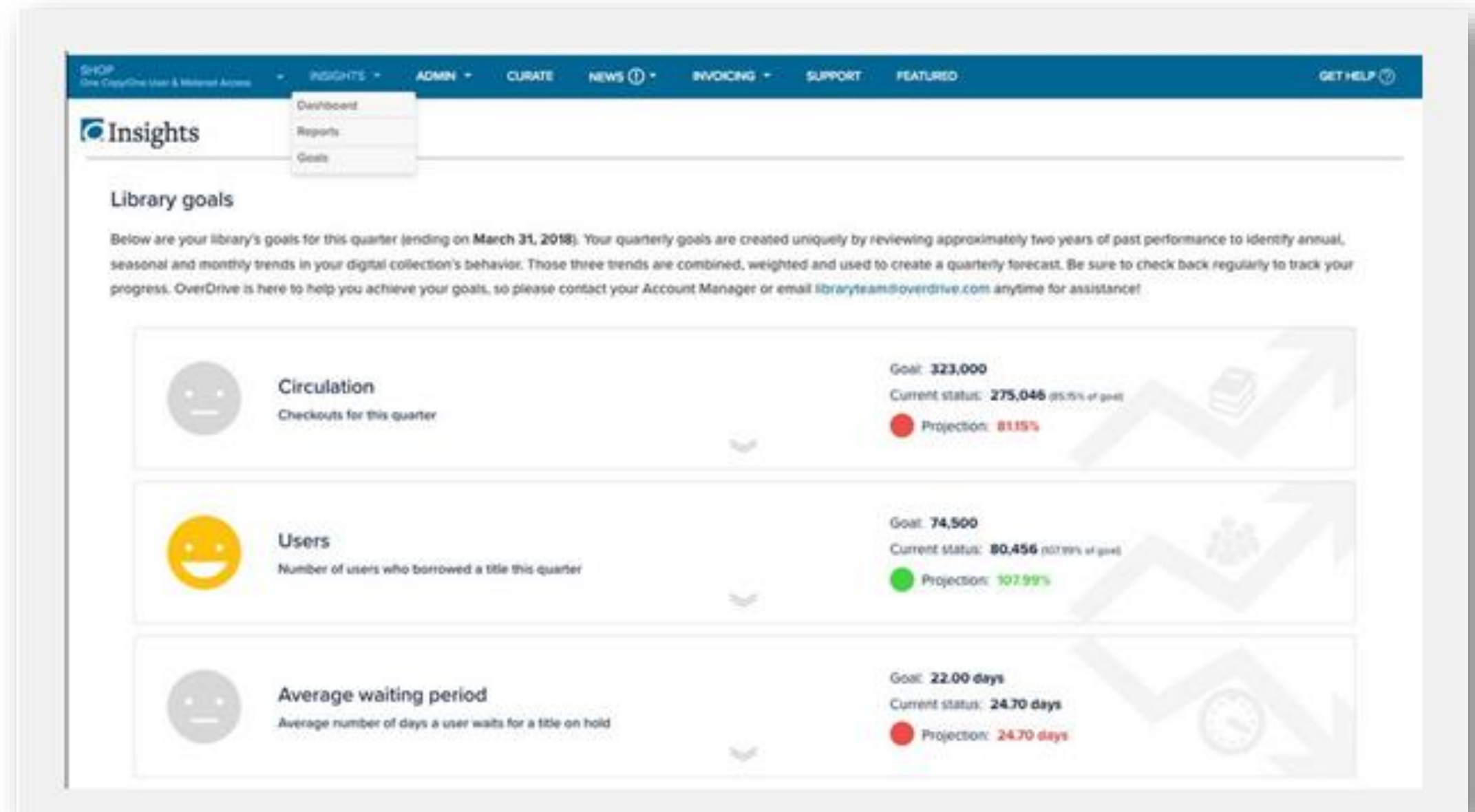
-Sacramento Public Library staff



Contact your
Account Manager
to get started.

Set Goals & Track Progress: Marketplace Goals Page

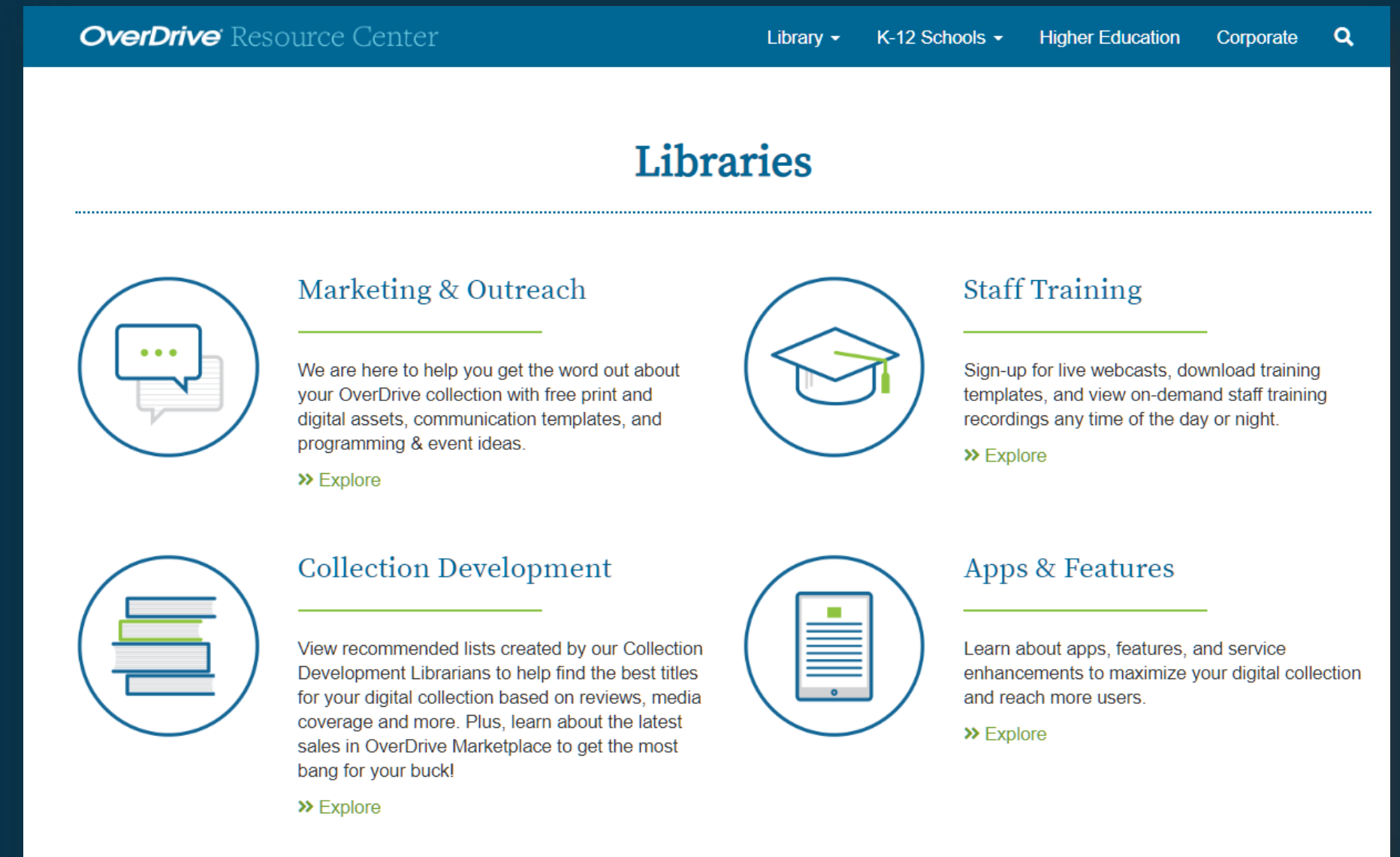
- **New** section under the [INSIGHTS](#) tab in [OverDrive Marketplace](#).
- View your library's quarterly goals based on trends in your service.
- Check back regularly to view progress.
- Contact your Account Manager for help with strategies to achieve your goals.



Recap

Try this:

- ☐ Curate a “Best of 2018” list this December.
- ☐ Pick an audience to target and borrow a marketing idea from a spotlight library.
- ☐ Talk to staff and patrons about recent product updates and their benefits.
- ☐ View past webcasts and recorded trainings on-demand.



Your feedback is important to us!
Take a few minutes before you log off to fill out the training evaluation, available in the chat box on the lower left side of the screen.

[OverDrive Training Evaluation](#)

THANK YOU

Rakuten
OverDrive[®]