Our Experts

EMMA

ANNIE

KATIE
BEST CONTENT
How to Find the Best Content

1. Resource Center

2. 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
3. Featured Tab

The Best of Marketplace
Here you'll find recommended lists of premium content in Marketplace and money-saving offers on titles from our leading catalog of publishers. Happy shopping!

Winter Book Preview
SHOP NOW

HOTTEST BOOKS OF NOVEMBER
STARRED REVIEWS
2018
LIBRARY READS
Favorites of November

4. Contact your Content Specialist
eHighlights is now in Marketplace

1. NEWS SUPPORT
   - News & updates
   - Notification preferences

2. eHighlights
   - Sep 24: eHighlights Kids Books - Oct, 2018
   - Oct 16: eHighlights YA - November, 2018
   - Oct 8: eHighlights Adult Nonfiction - Nov, 2018

3. eHighlights Kids Books - Nov, 2018
   - Here are some upcoming titles for November with interesting topics from scones.
   - Kristin Milks, Content Specialist
   - Click here to shop the entire cart with bonus titles in Marketplace.

Rakuten OverDrive
Prepare for 2019
Curate What You’ve Got!
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
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!
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.
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=5qfK4Rd4lWs
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
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.
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

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

Welcome! Thousands of public libraries offer ebooks and audiobooks (for free!) in Libby. Let me ask you a few questions, to guide you to your library.

First question: do you have a library card?

Yes  Not Yet

Okay! If you have Libby on another device, you should simply copy your cards across.

Copy From My Other Device

Otherwise, you can look up your library by name or location.

I'll Search For A Library

Of course, there's an easy way. Shall I guess your library?

Yes, Guess My Library
New onboarding flow — easier than ever to help all users get started
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
Helpful robots—real-time support tips. **Readers can also contact our Technical Support team directly.**
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
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.
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.
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.
- **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