



**Rakuten OverDrive's**

**BEST OF  
2018**

# Our Experts



**EMMA**



**ANNIE**

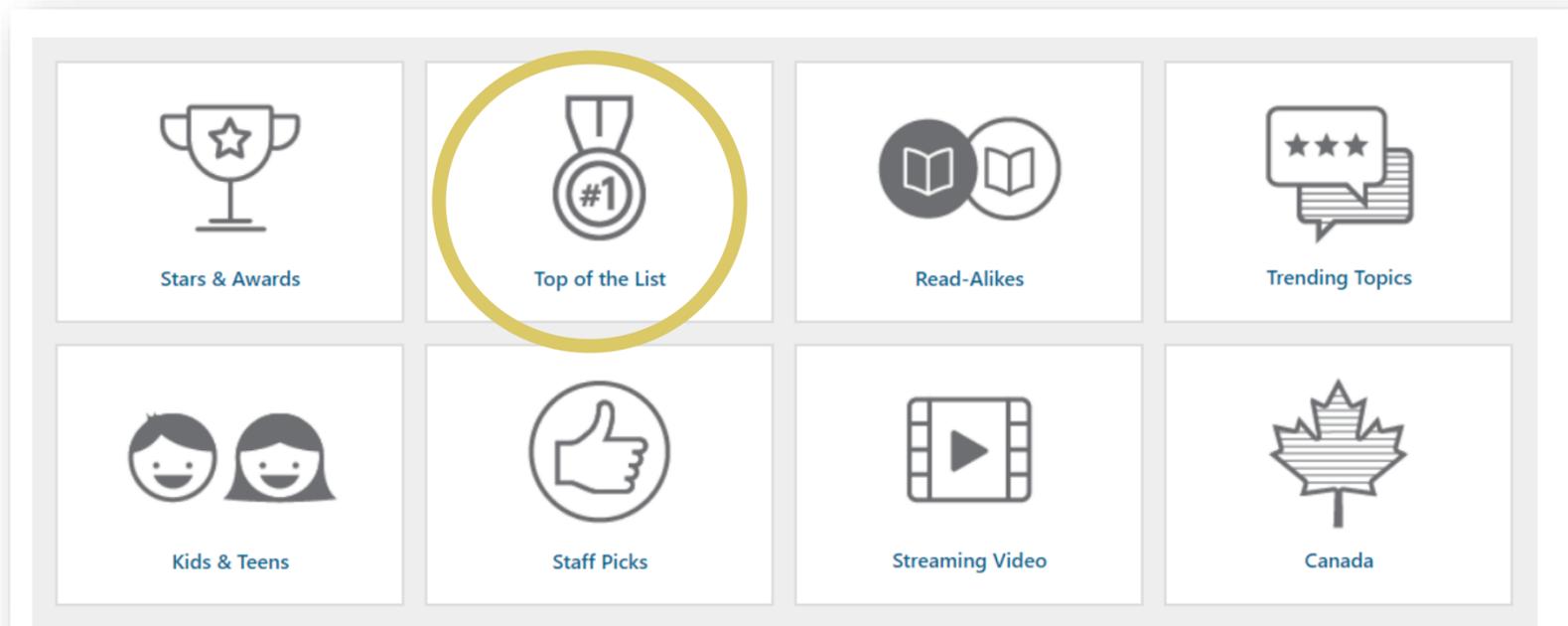


**KATIE**

# 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

INSIGHTS ▾ ADMIN ▾ CURATE NEWS ⓘ SUPPORT FEATURED

### 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**

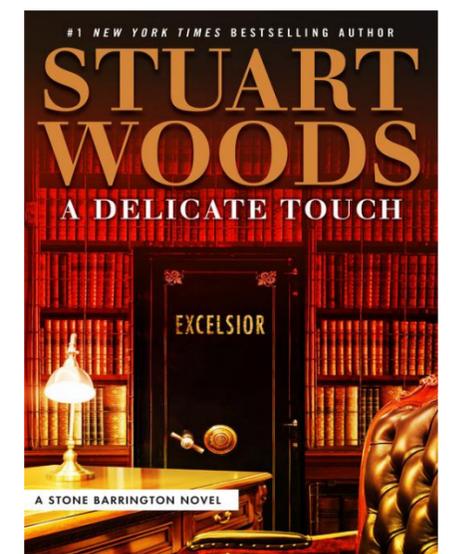
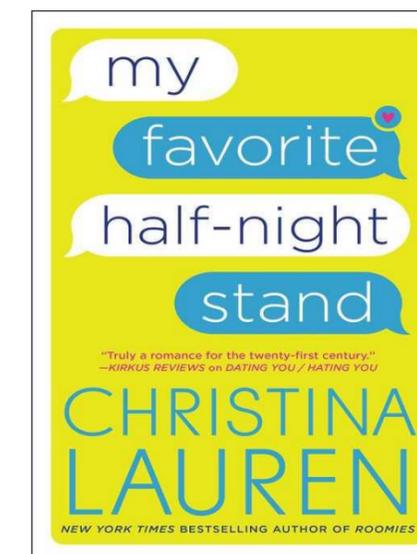
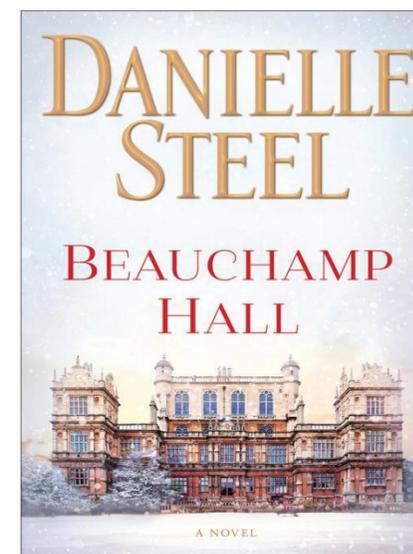
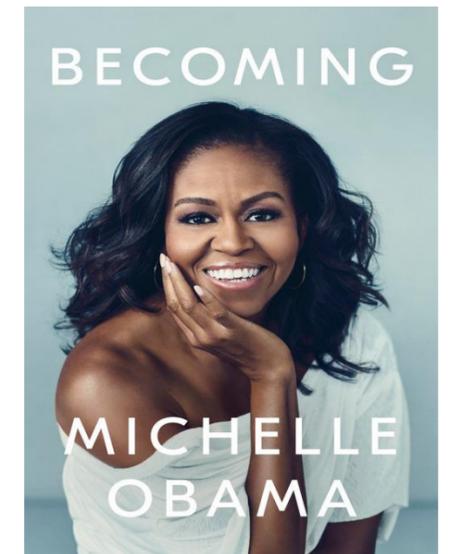
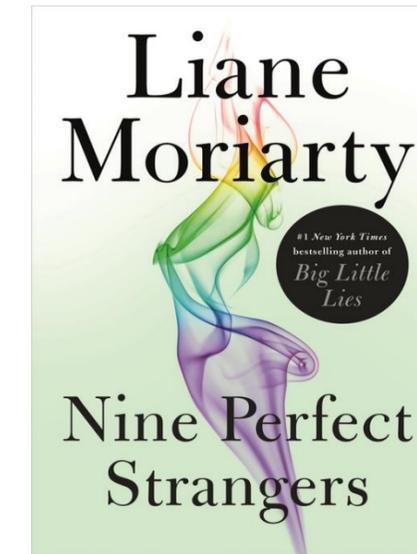
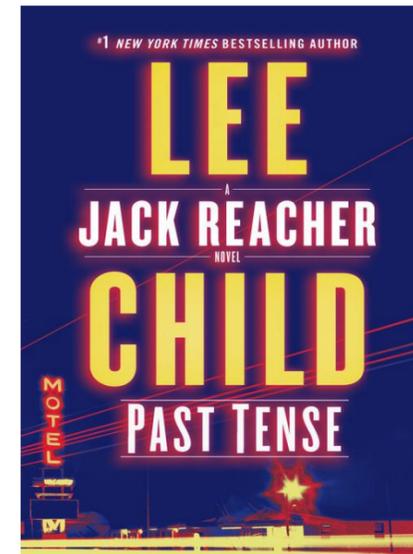
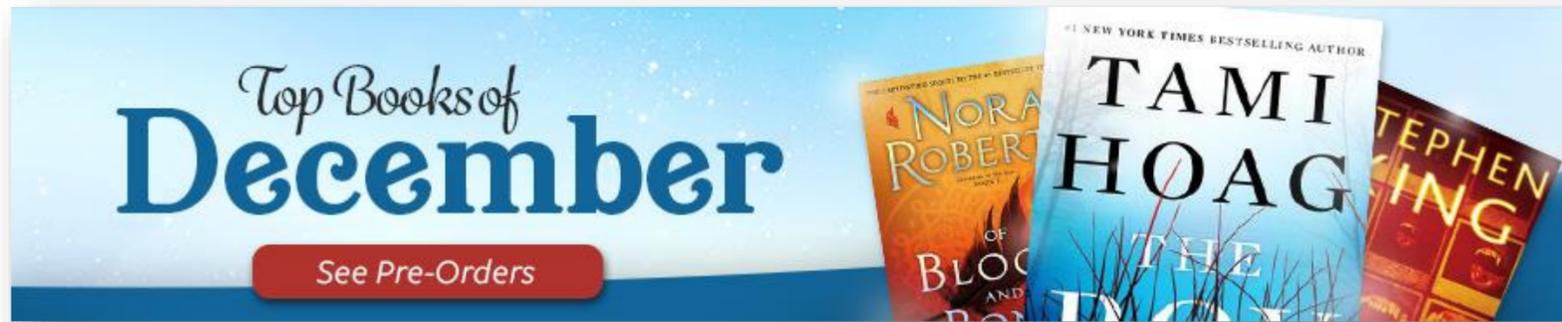
**STARRED REVIEWS**  
2018

**LIBRARY READS**  
Favorites of November

## 4. Contact your Content Specialist

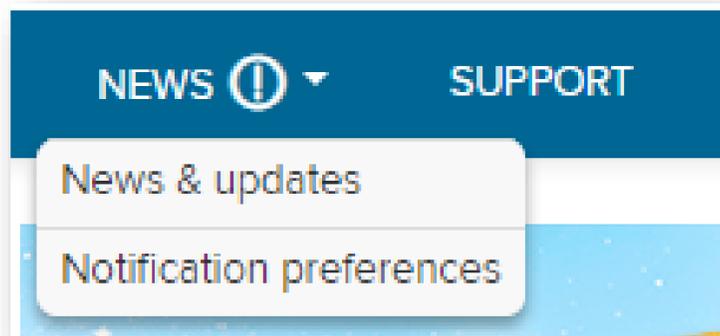


# Hottest Books & Trending Titles

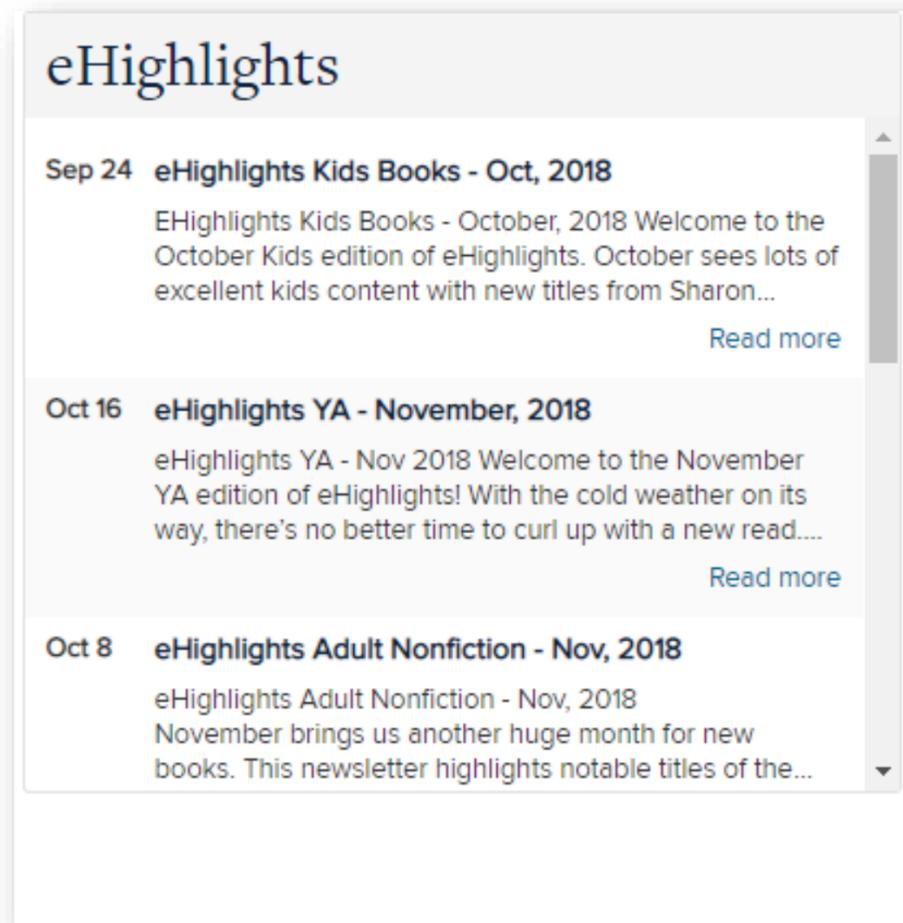


# eHighlights is now in Marketplace

1



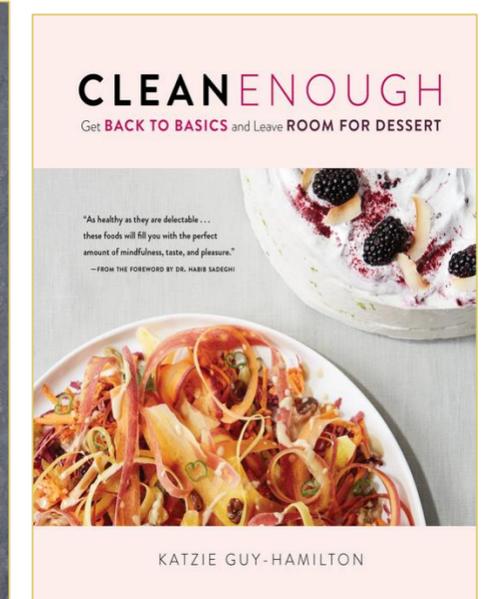
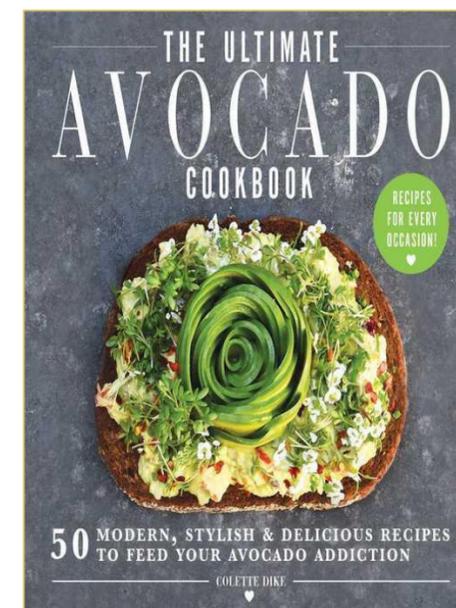
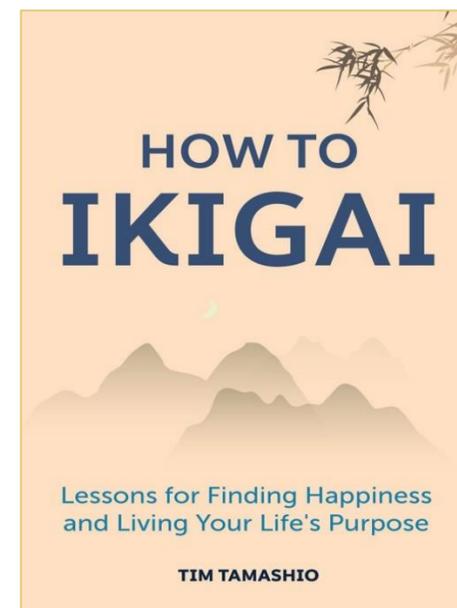
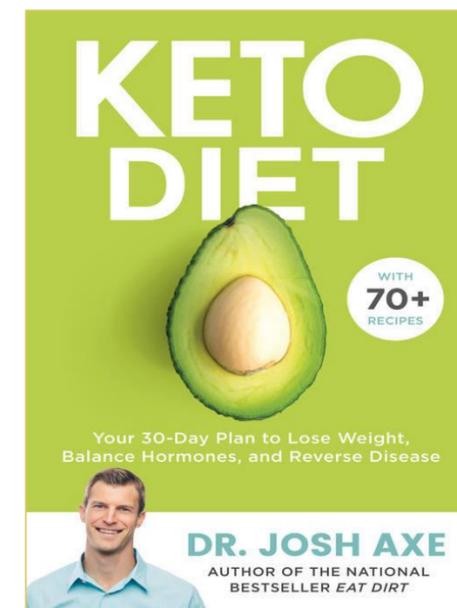
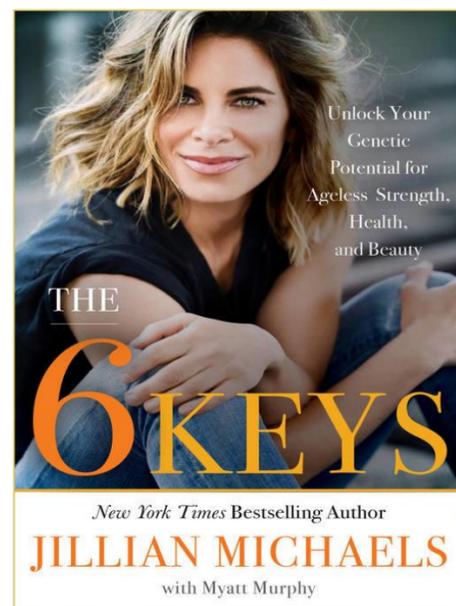
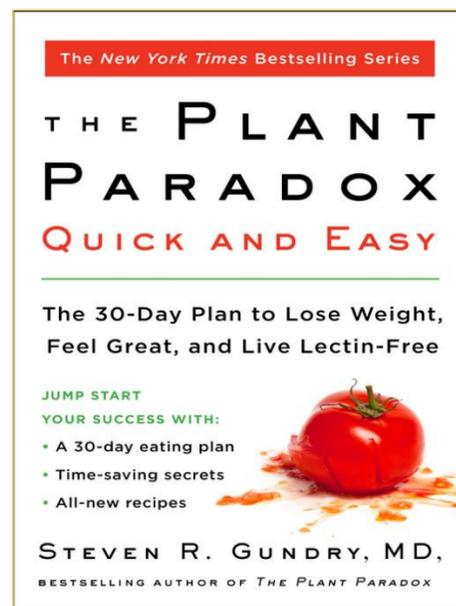
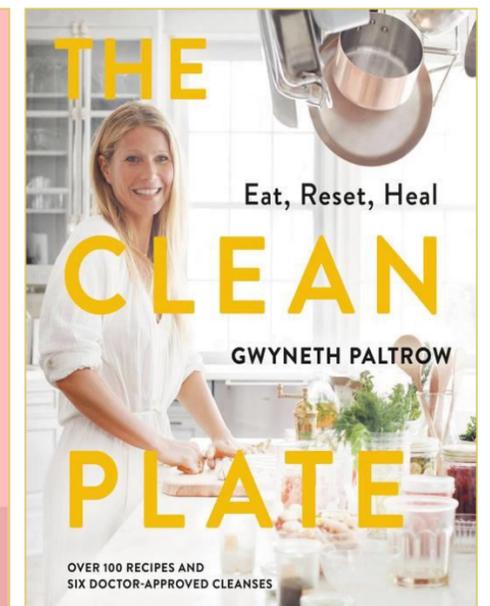
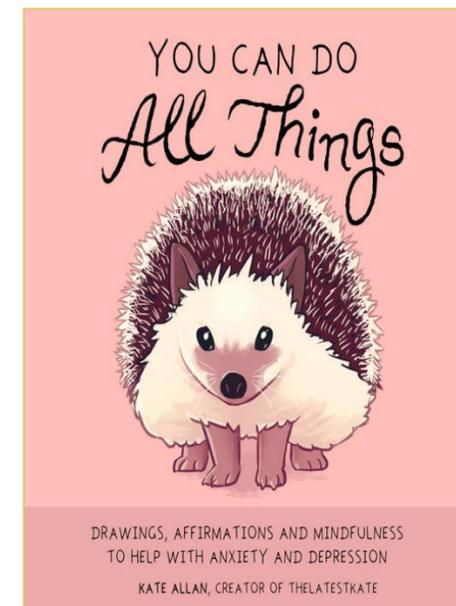
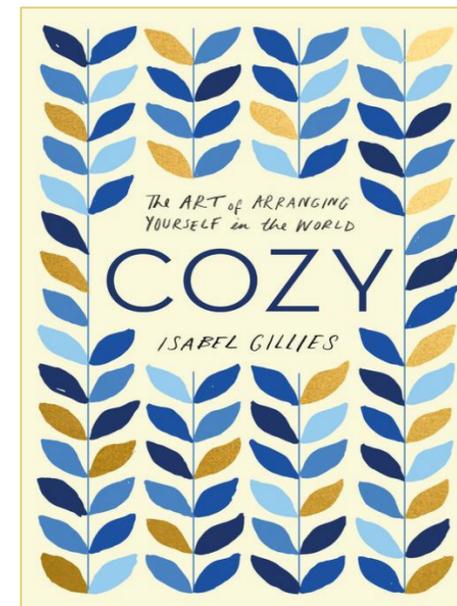
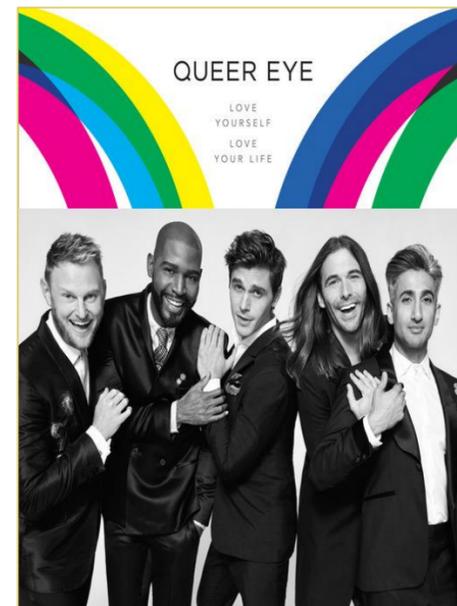
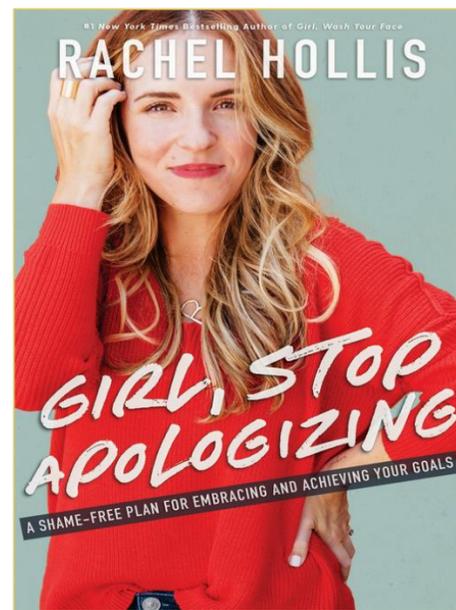
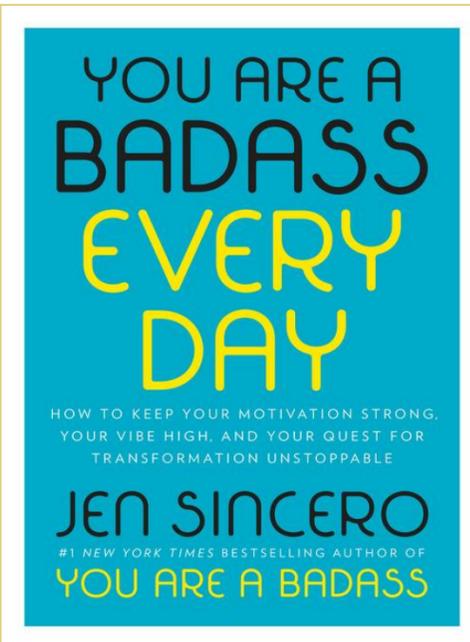
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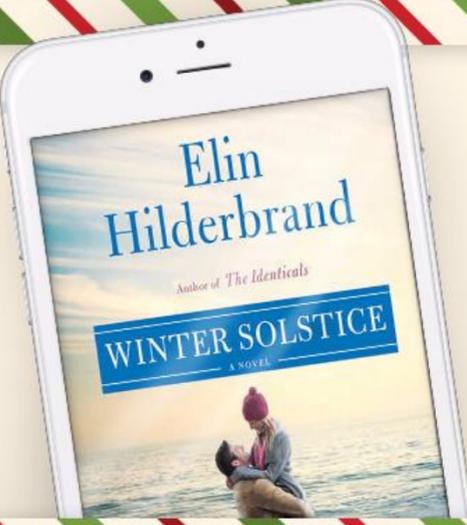
3



# Prepare for 2019



# Shop the Sales!



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

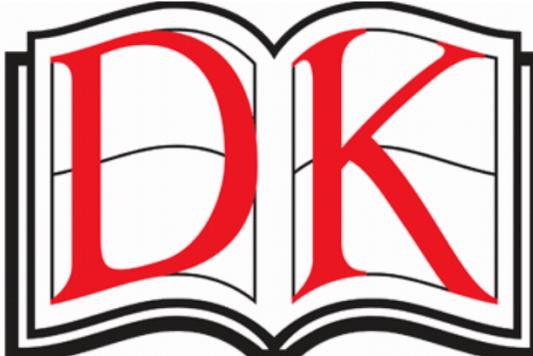


**A Season of Giving.**  
A Lifetime of Reading.



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

[LEARN MORE](#)



**SALE**

Save on 2018 Releases from  
**Penguin Random House**

[SHOP NOW](#)

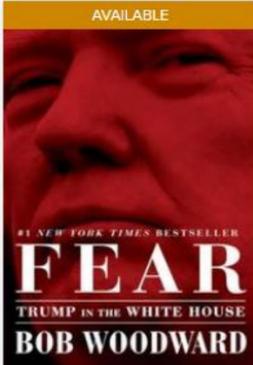
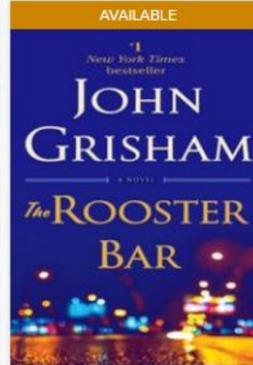
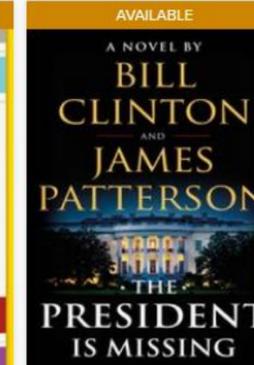
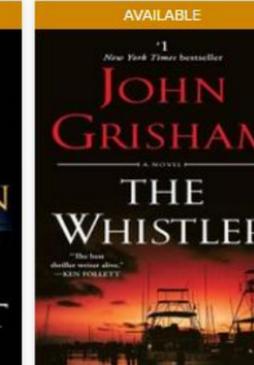
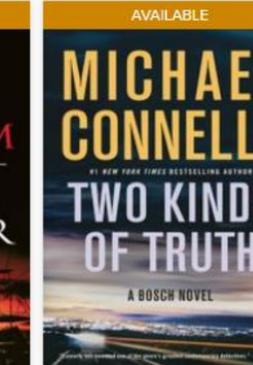


Penguin Random House

# Curate What You've Got!

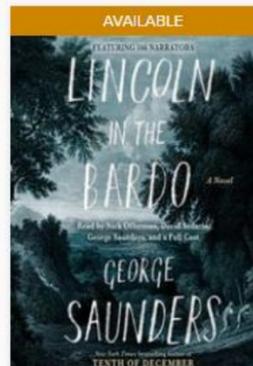
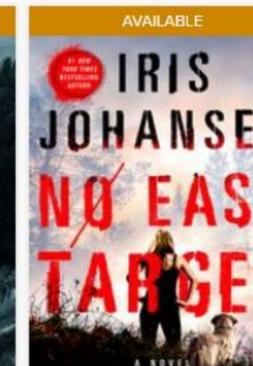
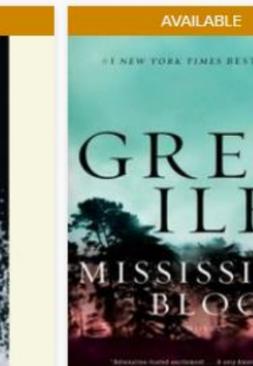
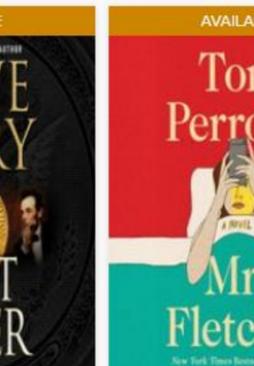
Available NOW! Popular Titles (eBook) You May Have Missed >

SEE ALL

 <p>AVAILABLE</p> <p><b>FEAR</b> TRUMP IN THE WHITE HOUSE BOB WOODWARD</p>	 <p>AVAILABLE</p> <p><b>JOHN GRISHAM</b> <i>The ROOSTER BAR</i></p>	 <p>AVAILABLE</p> <p><b>Jodi Picoult</b> <i>small great things</i></p>	 <p>AVAILABLE</p> <p><b>BILL CLINTON AND JAMES PATTERSON</b> <i>THE PRESIDENT IS MISSING</i></p>	 <p>AVAILABLE</p> <p><b>JOHN GRISHAM</b> <i>THE WHISTLER</i></p>	 <p>AVAILABLE</p> <p><b>MICHAEL CONNELLY</b> <i>TWO KINDS OF TRUTH</i> A BOSCH NOVEL</p>
<p>Fear by Bob Woodward EBOOK</p>	<p>The Rooster Bar by John Grisham EBOOK</p>	<p>Small Great Things by Jodi Picoult EBOOK</p>	<p>The President Is Missi... by James Patterson EBOOK</p>	<p>The Whistler by John Grisham EBOOK</p>	<p>Two Kinds of Truth by Michael Connelly EBOOK</p>
<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>

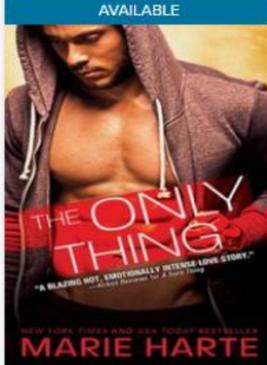
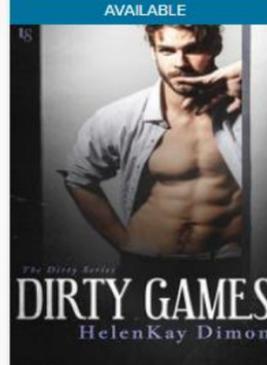
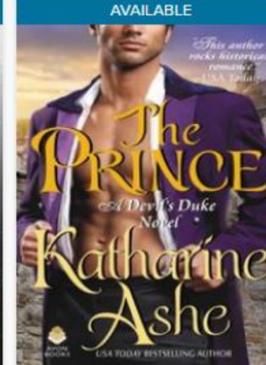
Staff Picks >

SEE ALL

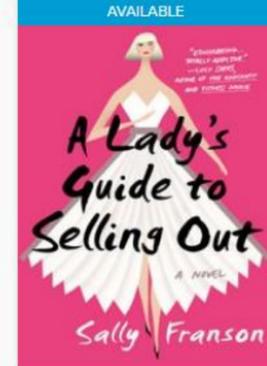
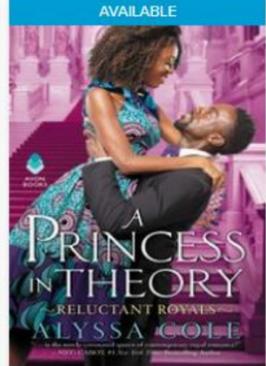
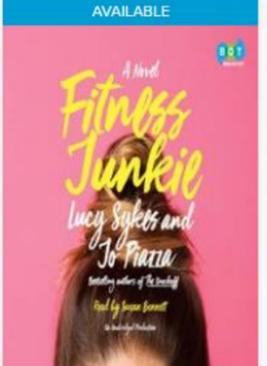
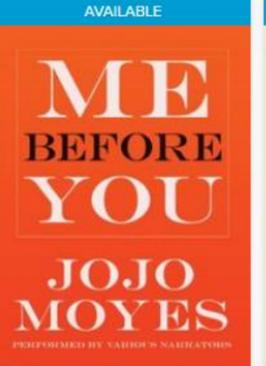
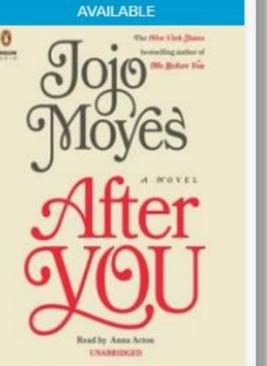
 <p>AVAILABLE</p> <p><b>LINCOLN IN THE BARDO</b> GEORGE SAUNDERS</p>	 <p>AVAILABLE</p> <p><b>IRIS JOHANSEN</b> <i>NO EASY TARGET</i></p>	 <p>AVAILABLE</p> <p><b>DAN CHAON</b> <i>ILL WILL</i></p>	 <p>AVAILABLE</p> <p><b>GREG ILES</b> <i>MISSISSIPPI BLOOD</i></p>	 <p>AVAILABLE</p> <p><b>STEVE BERRY</b> <i>THE LOST ORDER</i></p>	 <p>AVAILABLE</p> <p><b>Tom Perrotta</b> <i>Mrs. Fletcher</i></p>
<p>Lincoln in the Bardo by George Saunders AUDIOBOOK</p>	<p>No Easy Target by Iris Johansen EBOOK</p>	<p>Ill Will by Dan Chaon AUDIOBOOK</p>	<p>Mississippi Blood by Greg Iles EBOOK</p>	<p>The Lost Order by Steve Berry AUDIOBOOK</p>	<p>Mrs. Fletcher by Tom Perrotta AUDIOBOOK</p>
<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>

# Curate What You've Got, cont.

## Have You Seen My Shirt? Romance Reads >

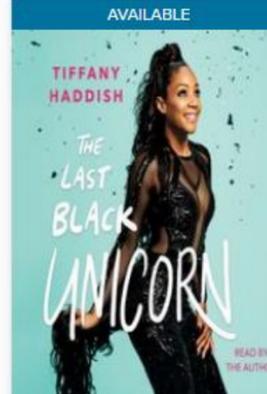
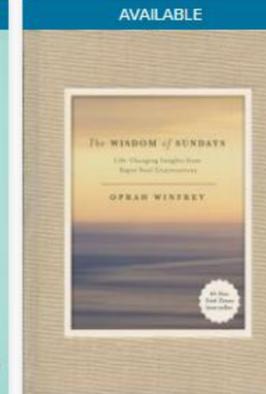
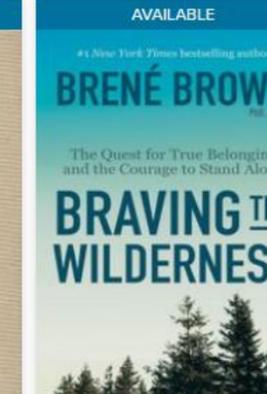
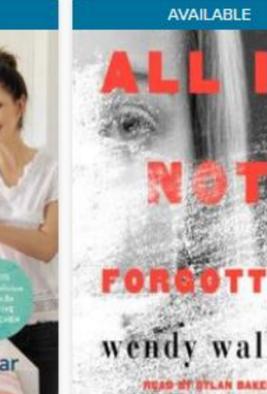
 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>
<p>The Only Thing by Marie Harte EBOOK</p>	<p>Dirty Games by HelenKay Dimon EBOOK</p>	<p>The Prince by Katharine Ashe EBOOK</p>	<p>Surrender to the Highl... by Lynsay Sands AUDIOBOOK</p>	<p>Midnight Wolf by Jennifer Ashley EBOOK</p>
<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>

## Contemporary Romantic Comedy Reads >

 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>
<p>A Lady's Guide to Sell... by Sally Franson EBOOK</p>	<p>A Princess in Theory by Alyssa Cole EBOOK</p>	<p>Fitness Junkie by Lucy Sykes AUDIOBOOK</p>	<p>Me Before You by Jojo Moyes AUDIOBOOK</p>	<p>After You by Jojo Moyes AUDIOBOOK</p>
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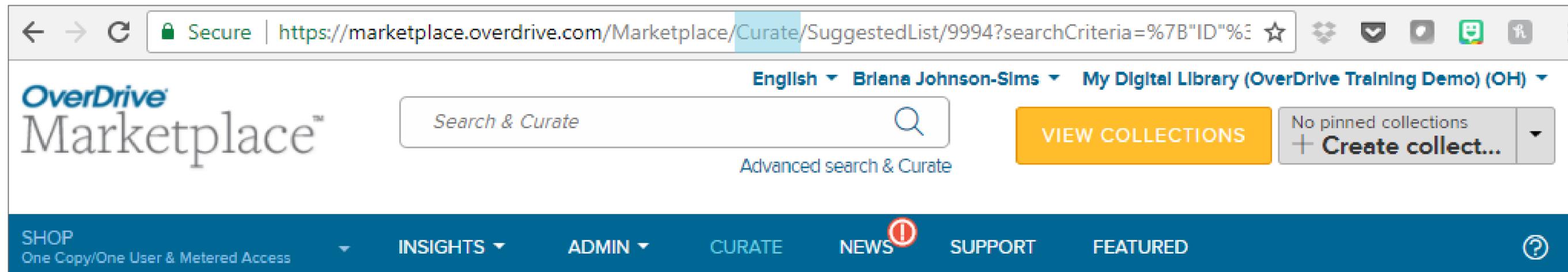
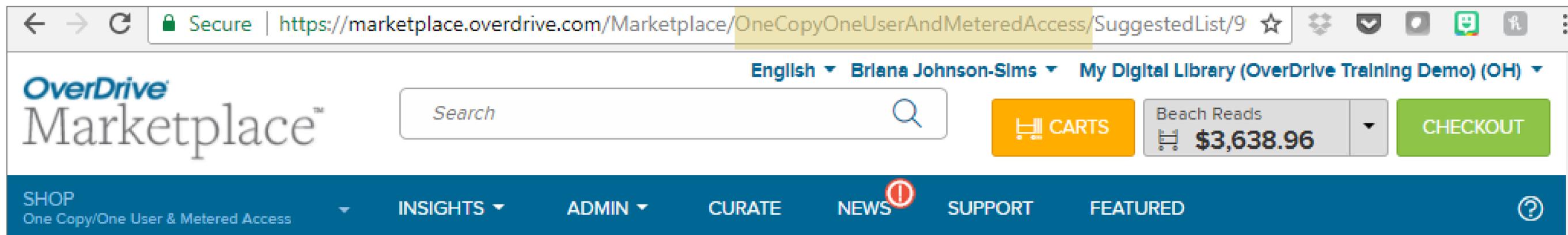
## Reese Witherspoon Book Club Picks >

SEE ALL

 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>	 <p>AVAILABLE</p>
<p>The Last Black Unicorn by Tiffany Haddish AUDIOBOOK</p>	<p>The Wisdom of Sundays by Oprah Winfrey EBOOK</p>	<p>Braving the Wilderness by Brené Brown EBOOK</p>	<p>The Rules of Magic by Alice Hoffman AUDIOBOOK</p>	<p>Stirring Up Fun with F... by Sarah Michelle Gellar EBOOK</p>	<p>All Is Not Forgotten by Wendy Walker AUDIOBOOK</p>
<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>	<p>BORROW</p>

# 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!

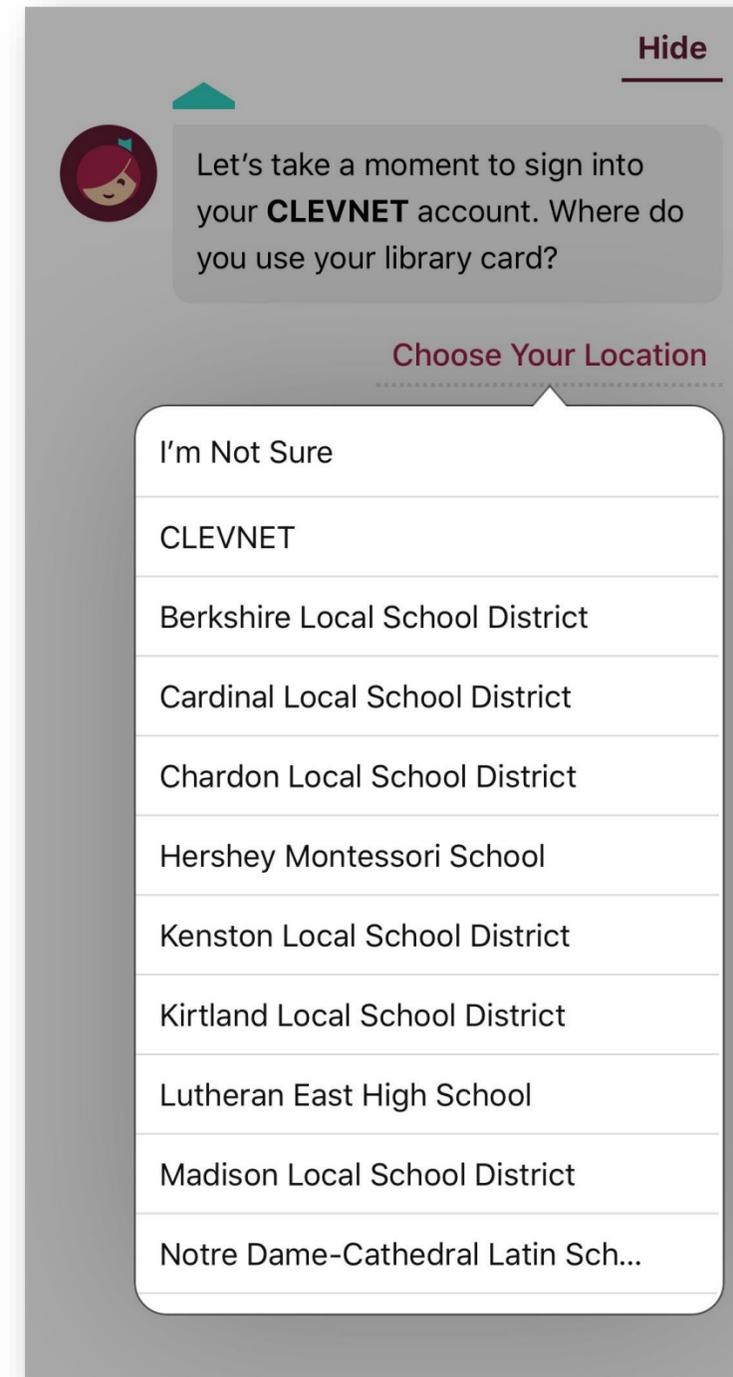
# BEST MARKETING

# 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!



# 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.



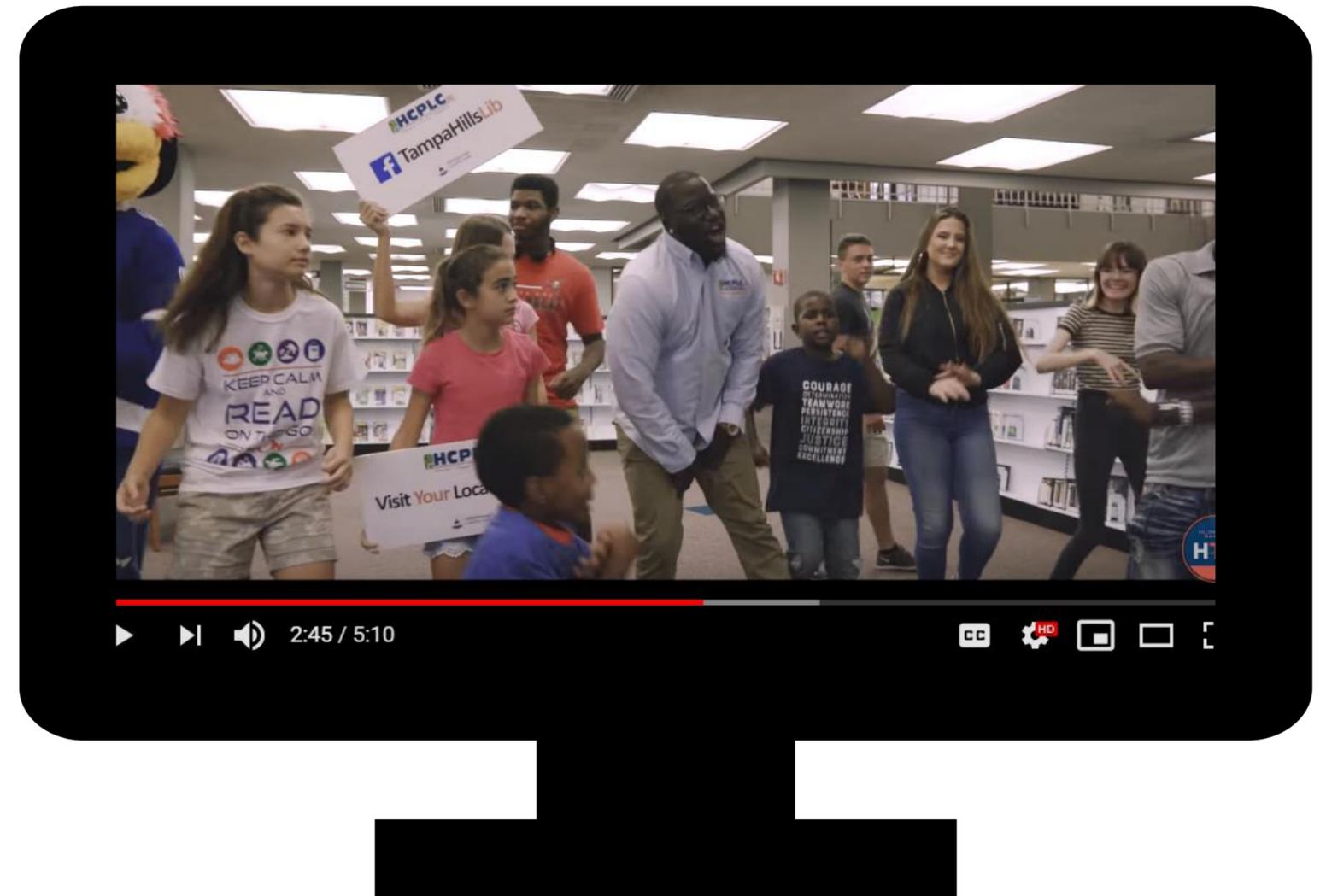
# 2018 Movie Making Spotlight

## Hillsborough County Public Library, FL

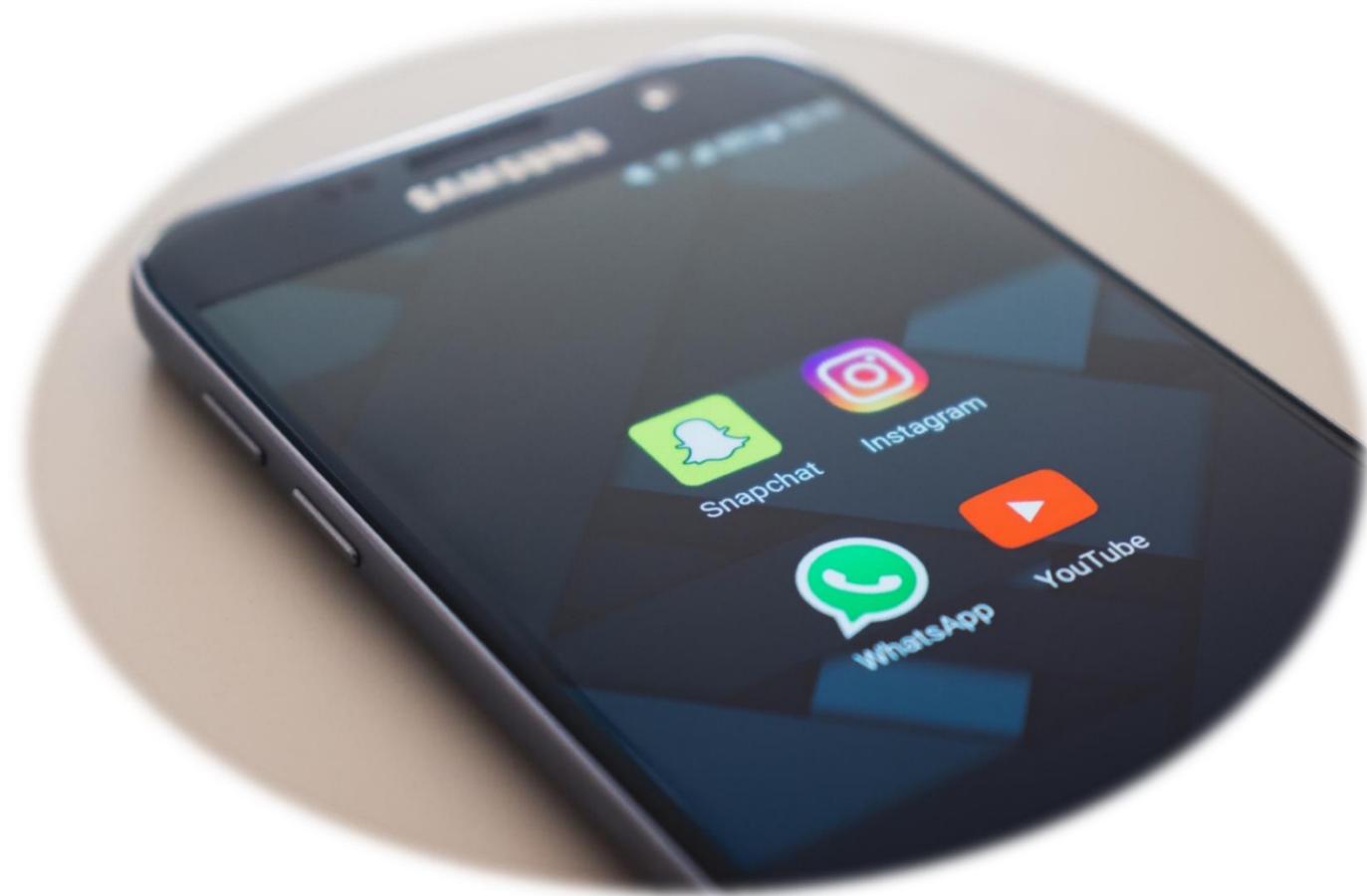
Created a fun, high energy music video that takes viewers along a journey depicting patrons utilizing library services for education and fun!

Watch the full video:

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



# More Ideas for Promoting to Teens

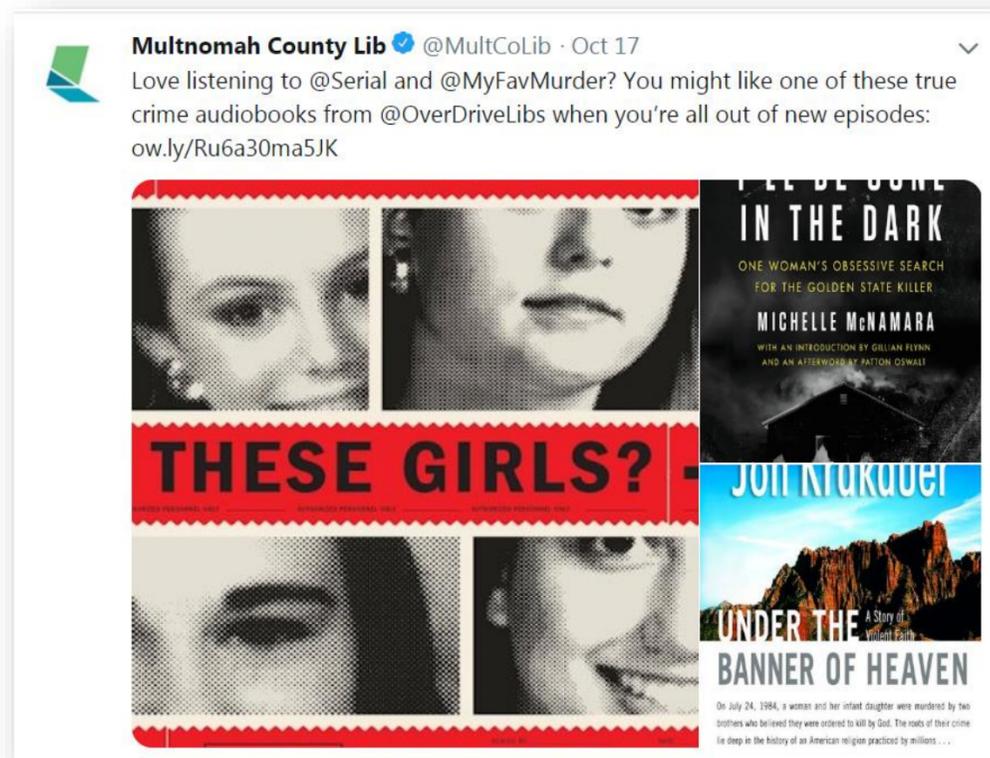


- Go digital!
  - 95% of teens have access to a smartphone and 45% say they are online “almost constantly.”
- Save time by using our suggested posts and digital graphics.
- Host reading challenges and contests.
- Create a bulletin board in the Homework Center.
- Check out this Shrektacular teen promotion: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



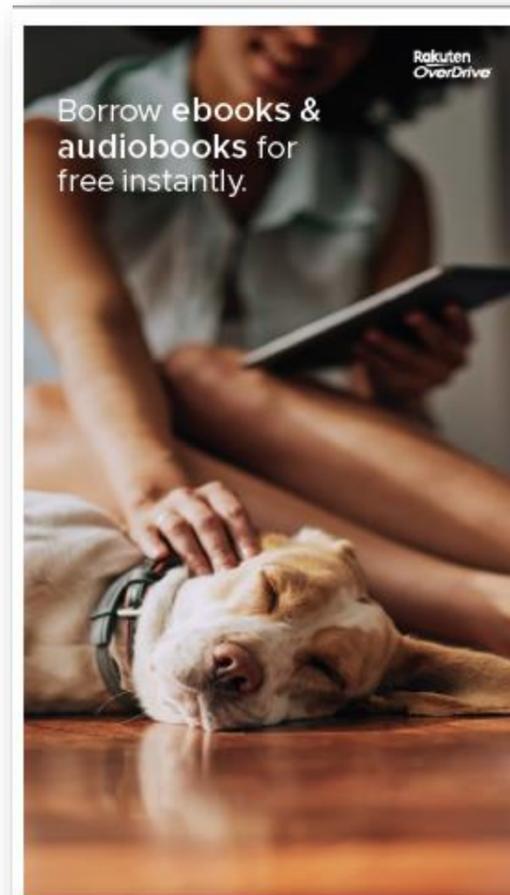
**They nap. You Tap.**  
Catch up on your reading with a one-tap reading app.



**libby**

Find our library in the Libby app!

Get it from Google Play, Available on the App Store, Get it from Microsoft



Borrow ebooks & audiobooks for free instantly.



**Try Libby.**  
The one-tap reading app from your local library.

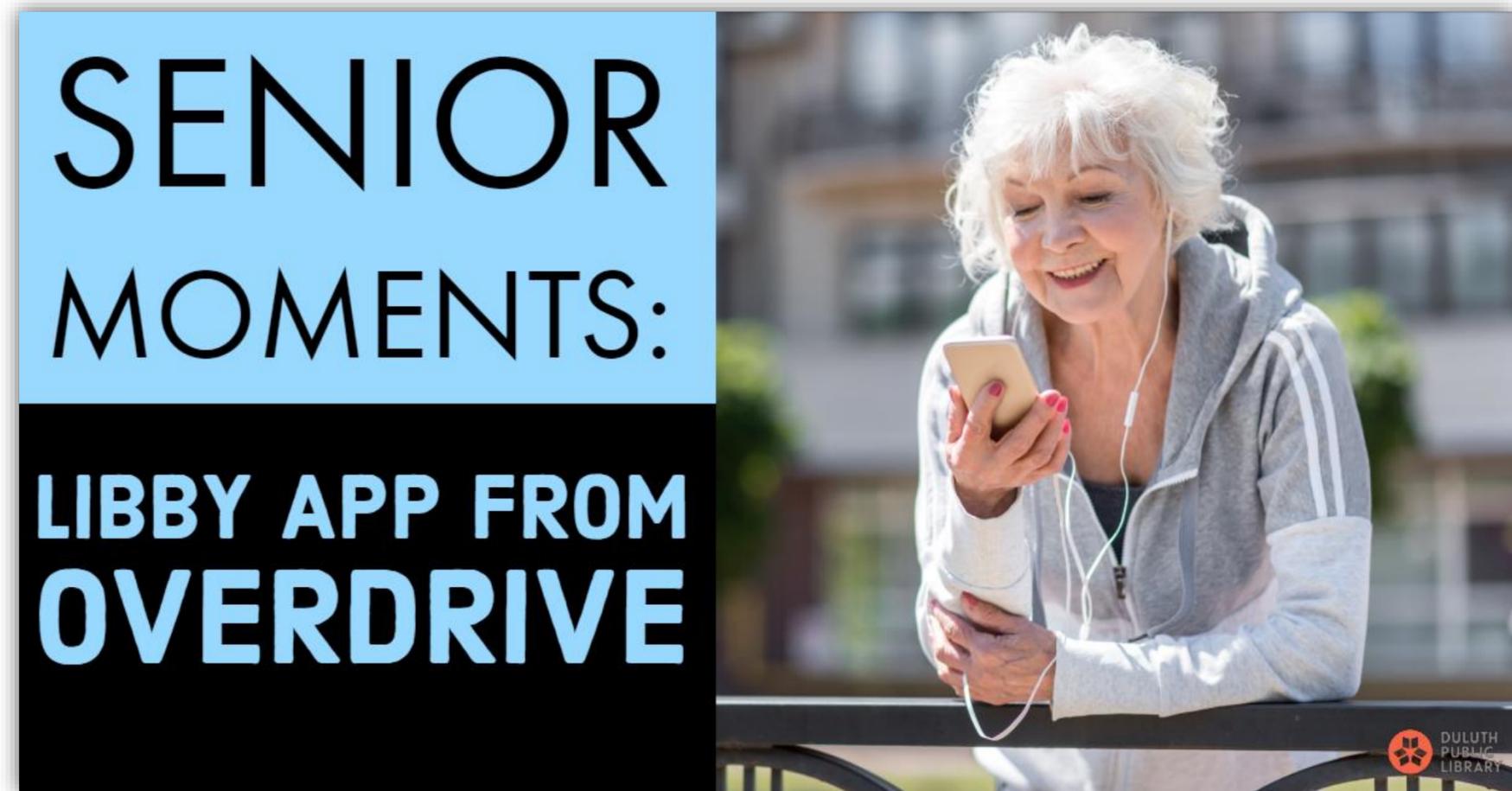
- Approach an influencer.
- Host a booth at the local farmer's market, art fair, or festival.
- Utilize QR codes for quick and easy access.



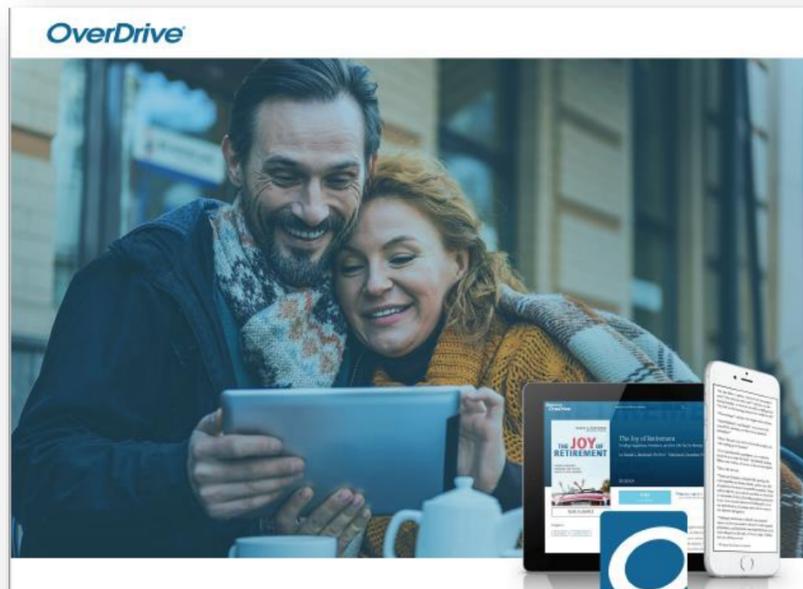
# 2018 Targeted Training Spotlight

## 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



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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.

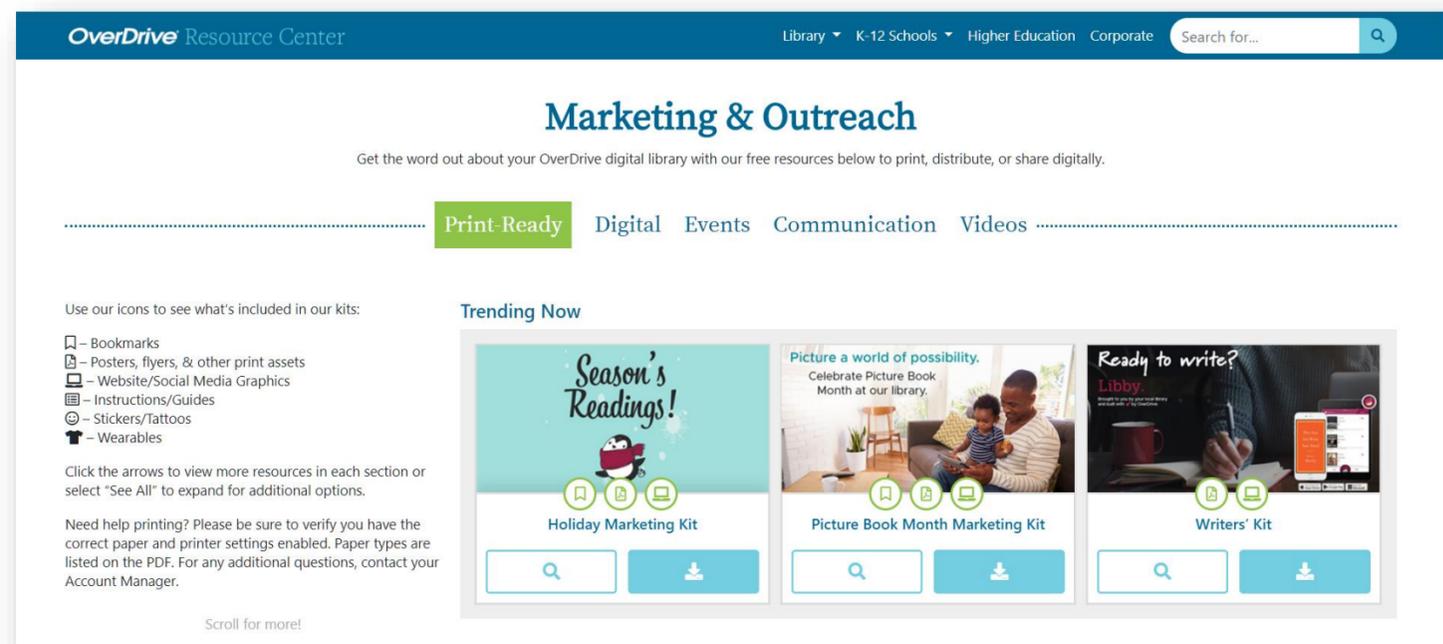
# 2018 Out of the Box Spotlight

## 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.

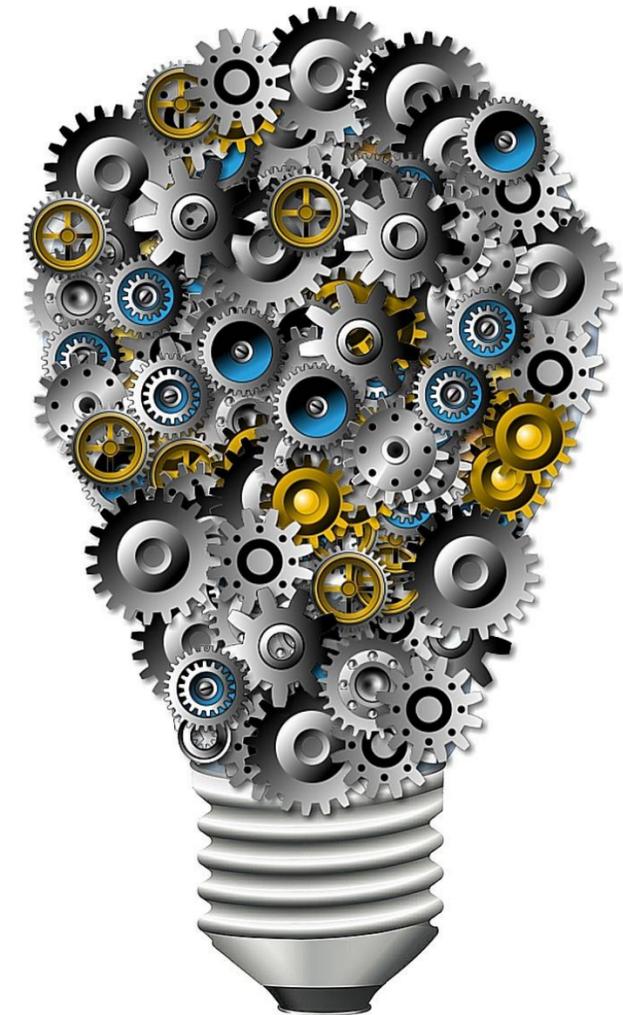
<https://resources.overdrive.com/library/marketing-outreach-print-ready/>

# BEST PRODUCT DEVELOPMENTS

# 2018 Product Trends

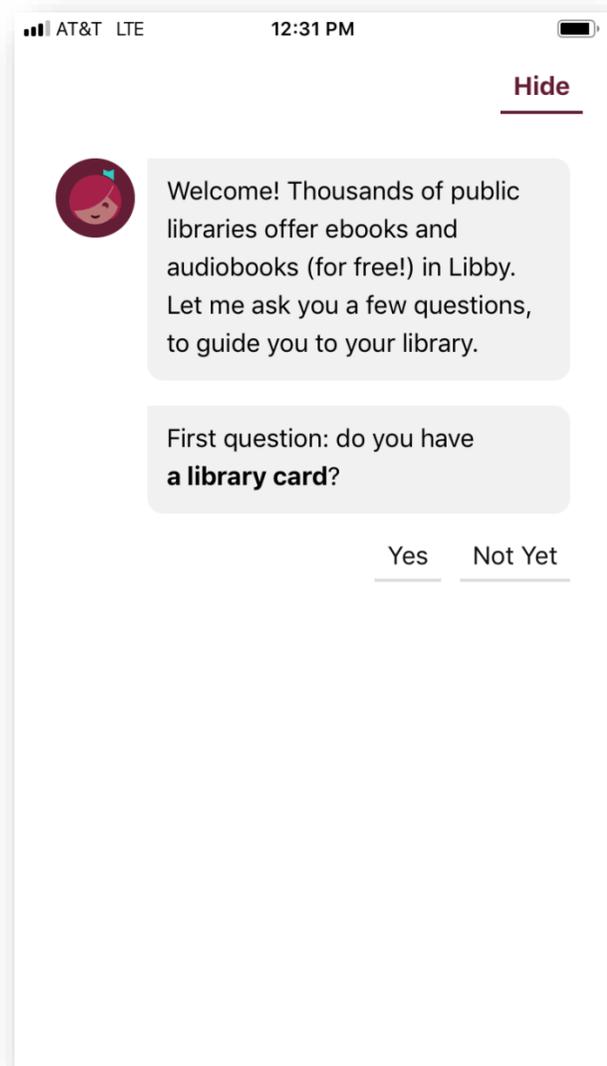
We want to help **YOU**:

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



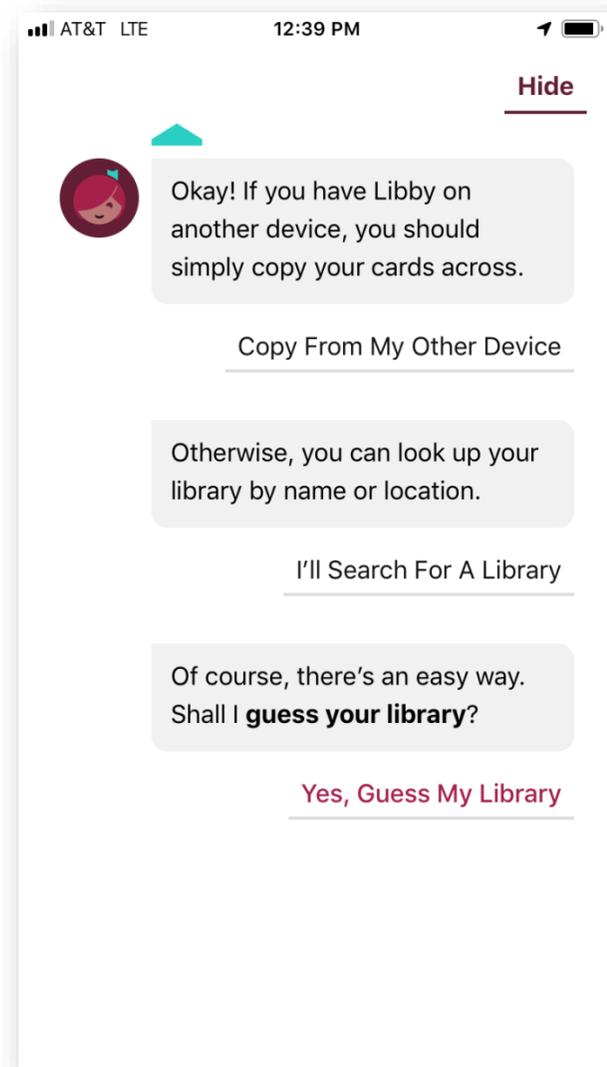
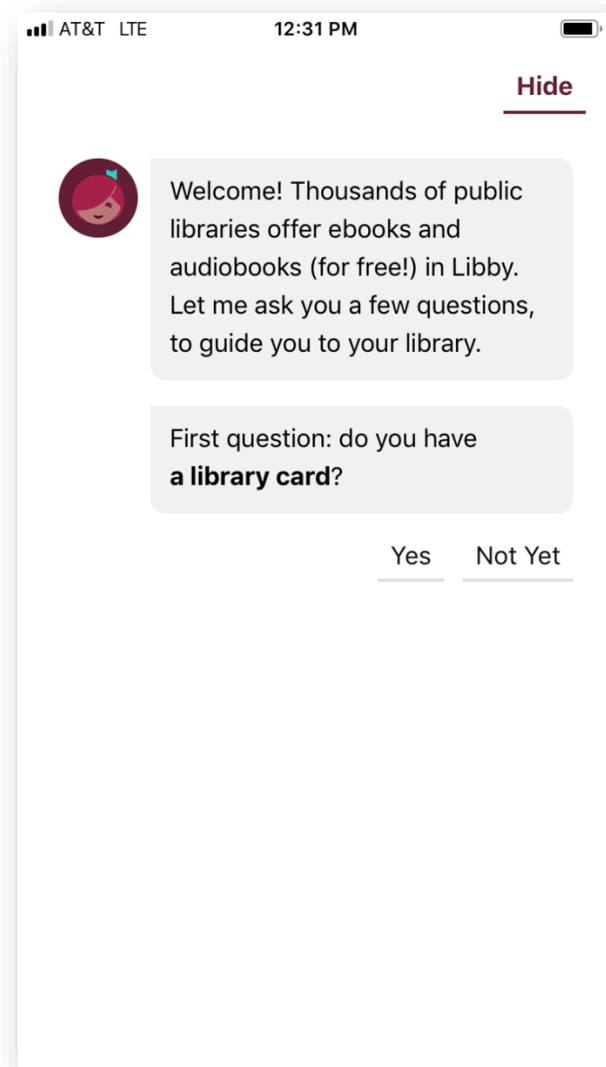
# Ease of Use: Libby Updates

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



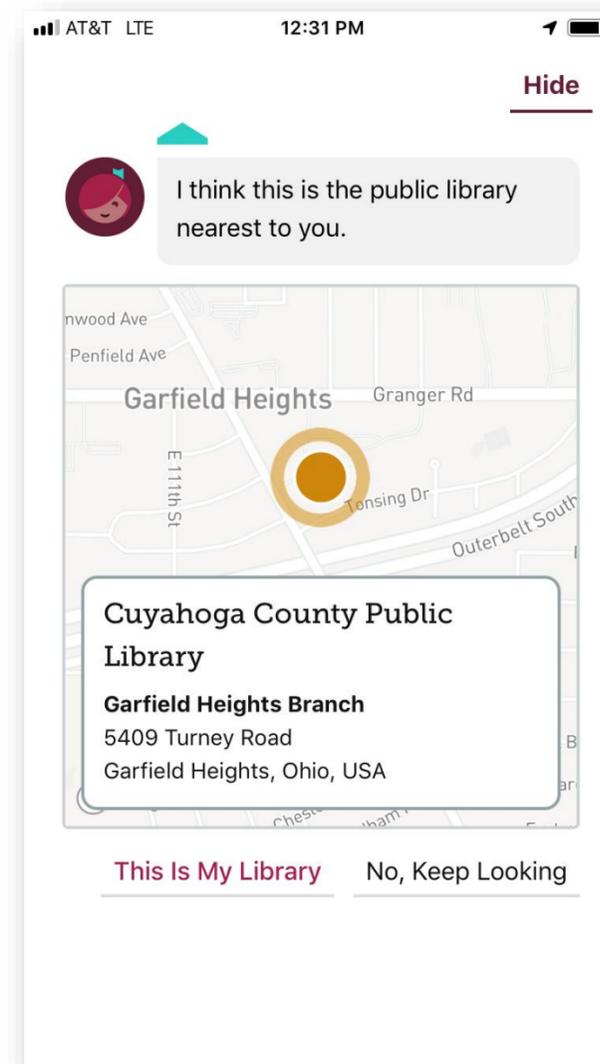
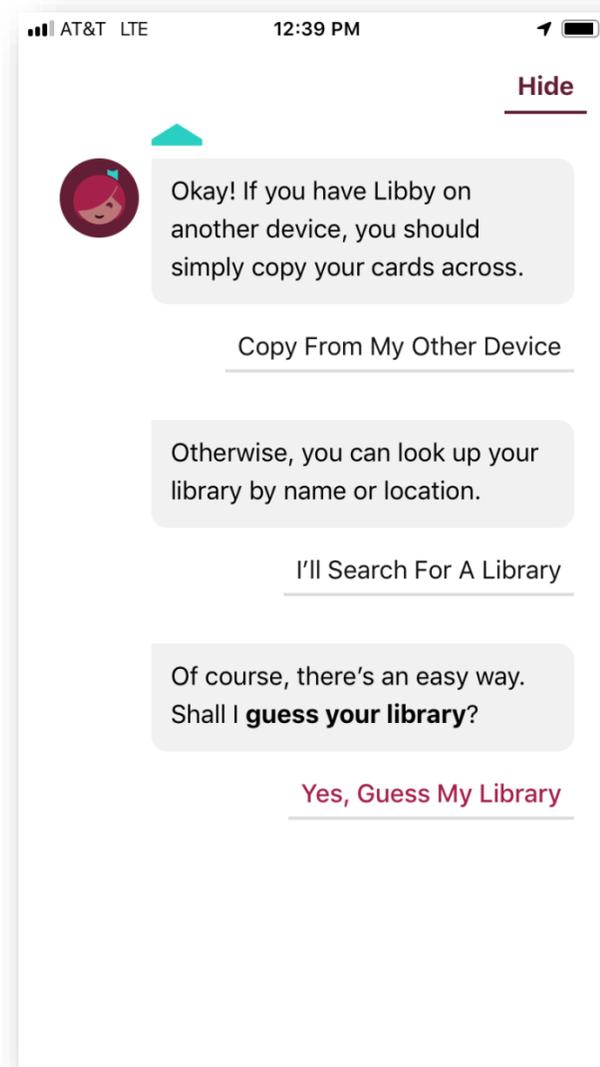
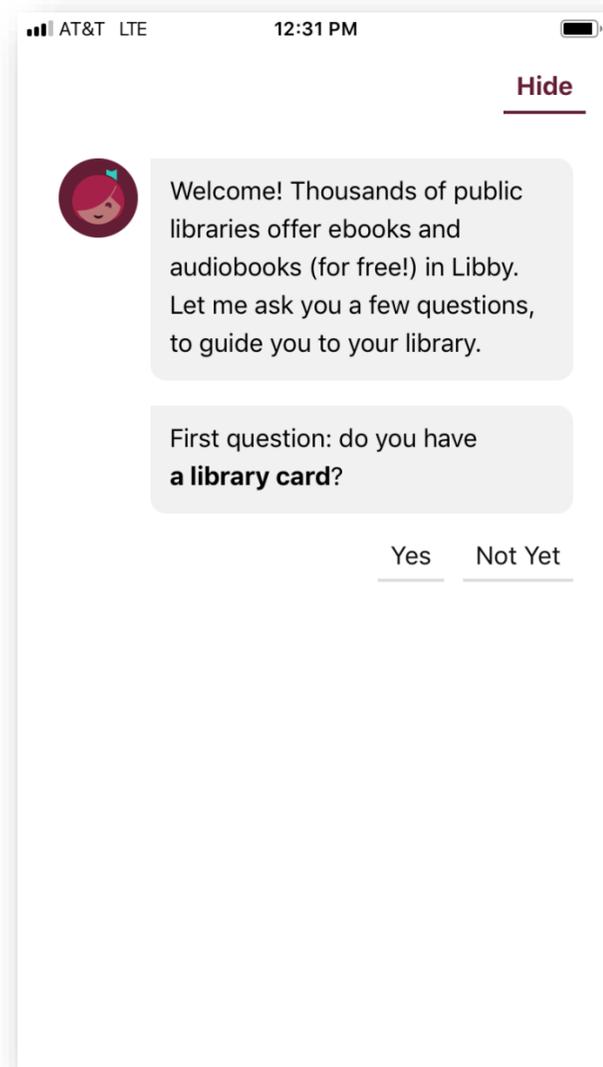
# Ease of Use: Libby Updates

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



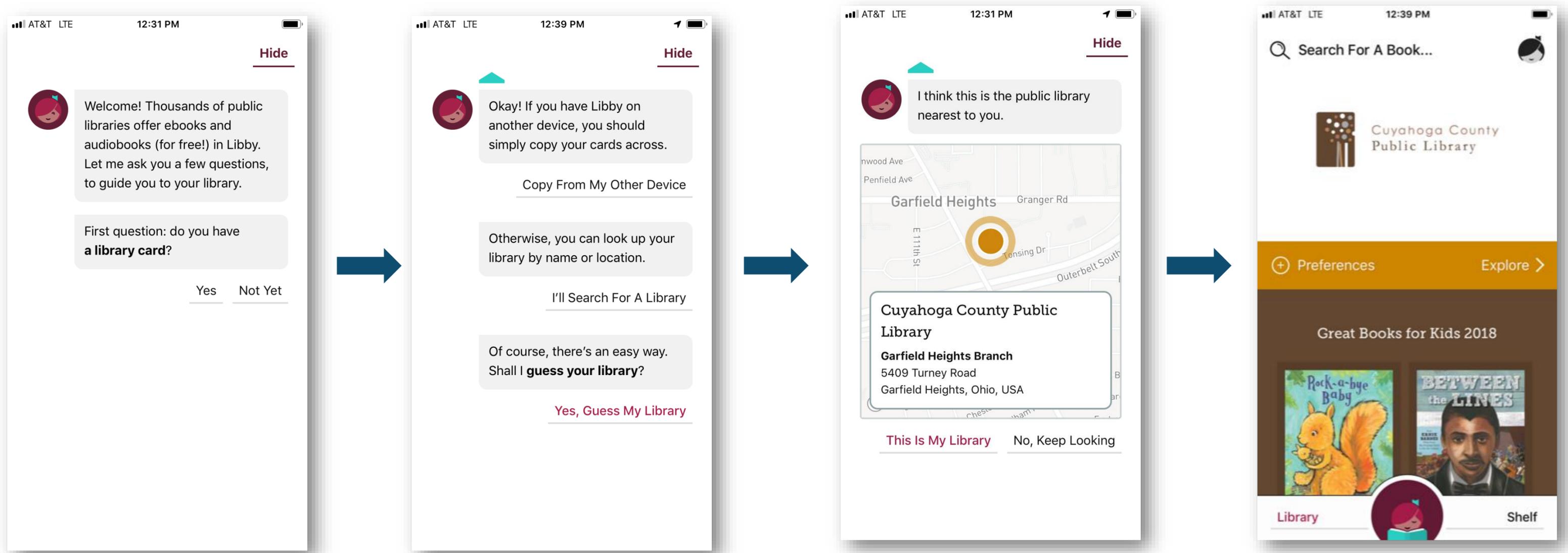
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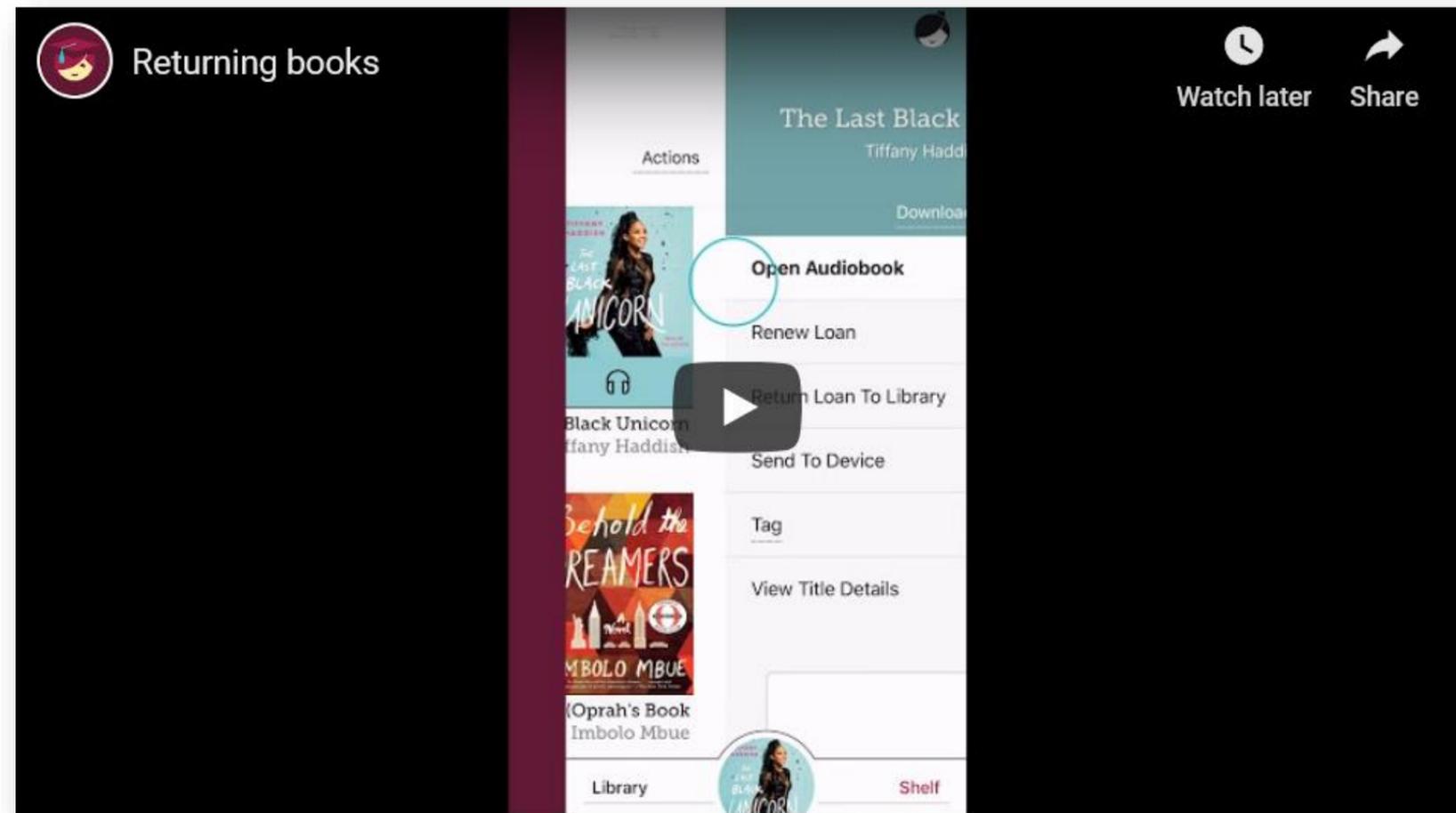
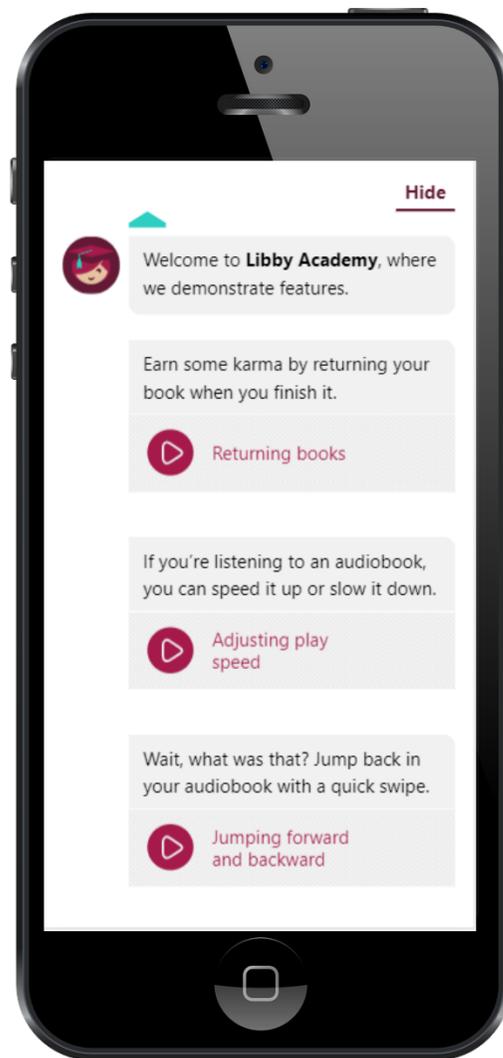
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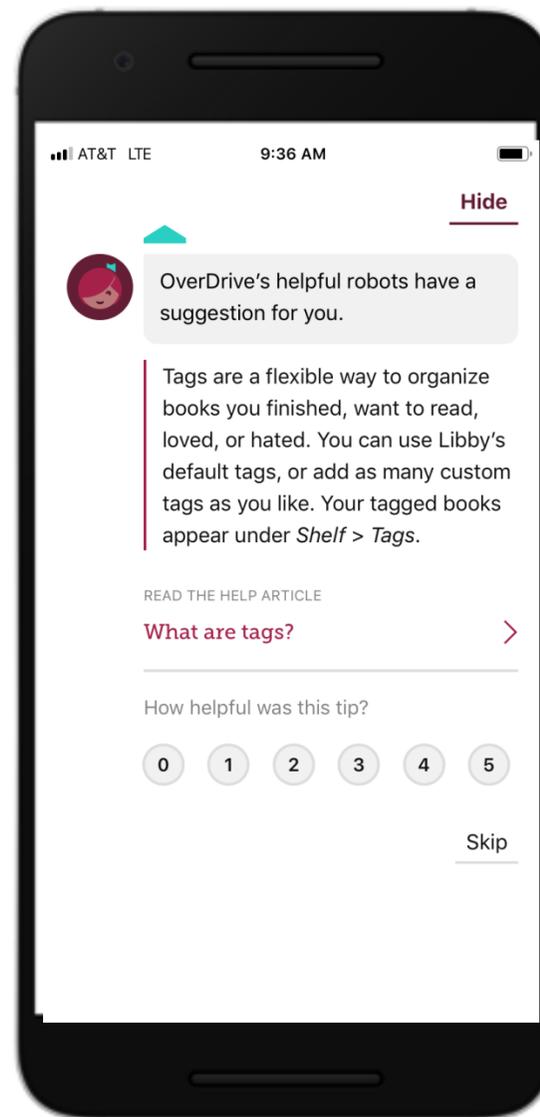
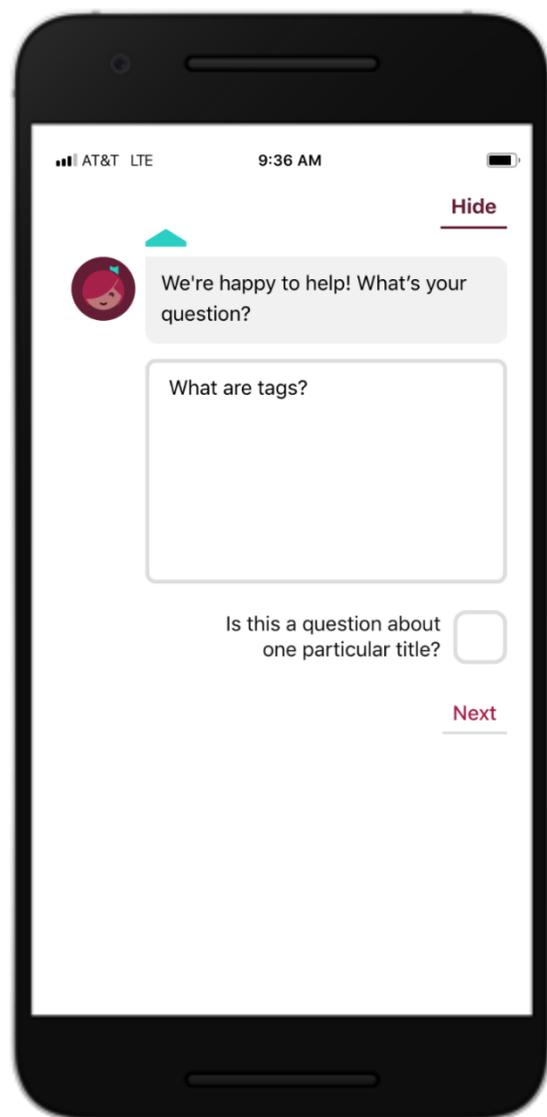
# Ease of Use: Libby Updates

**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.*



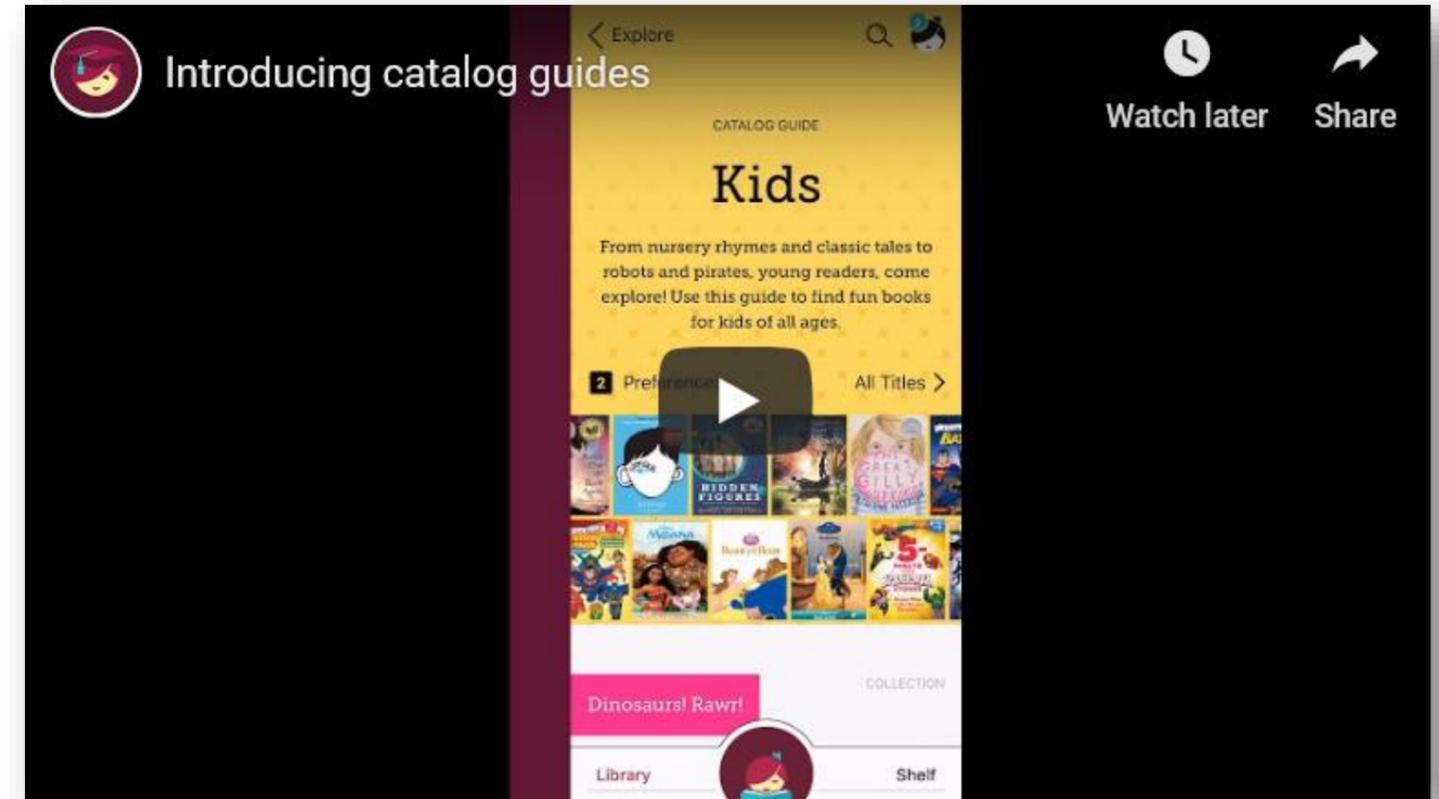
DEMO

# Connect Readers with Content They'll Love: Catalog Guides

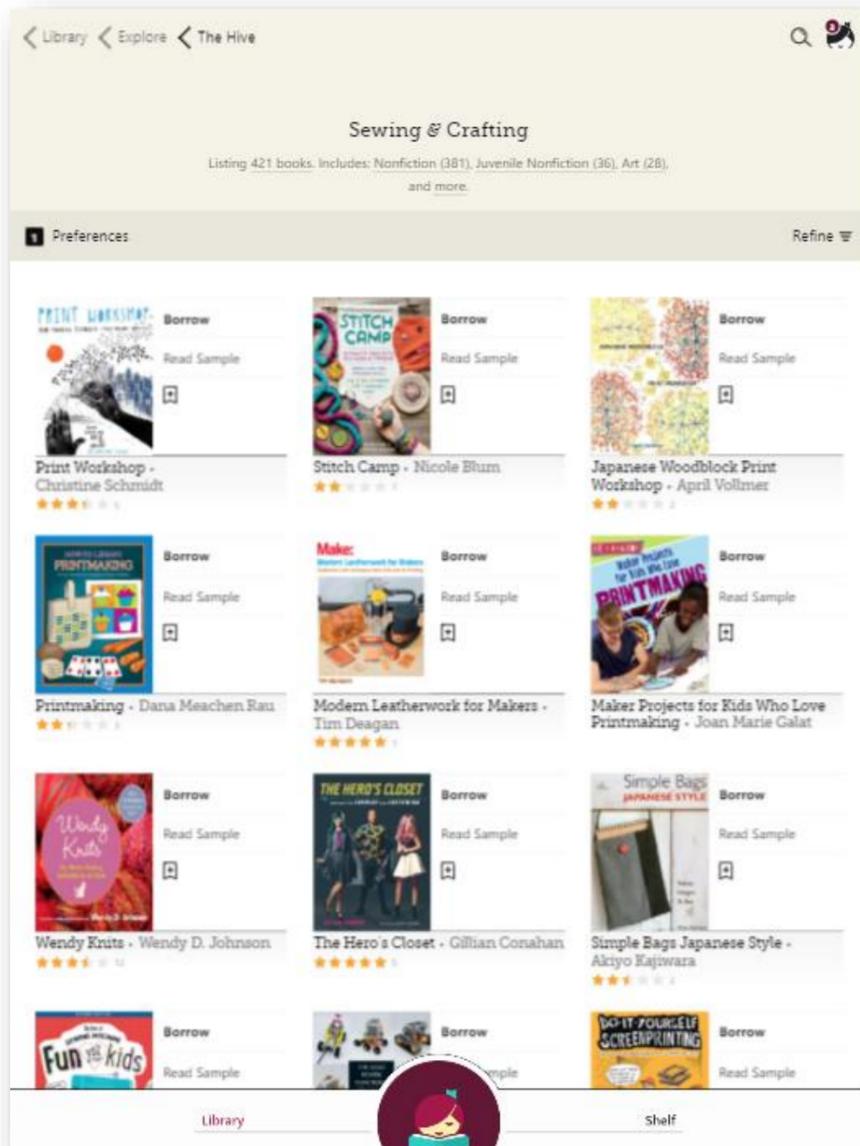
Libby's reimagination of Reading Rooms highlight your collection based on:

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

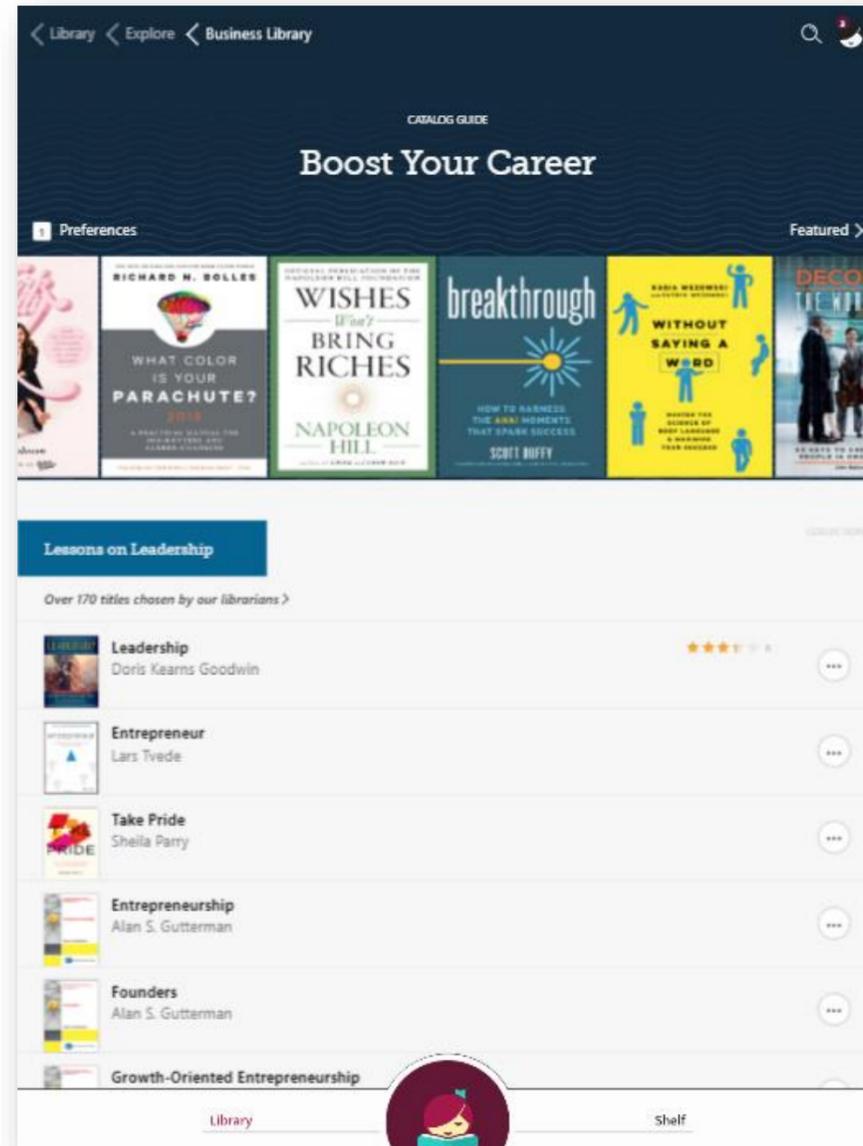
Contact your Account Manager to get started.



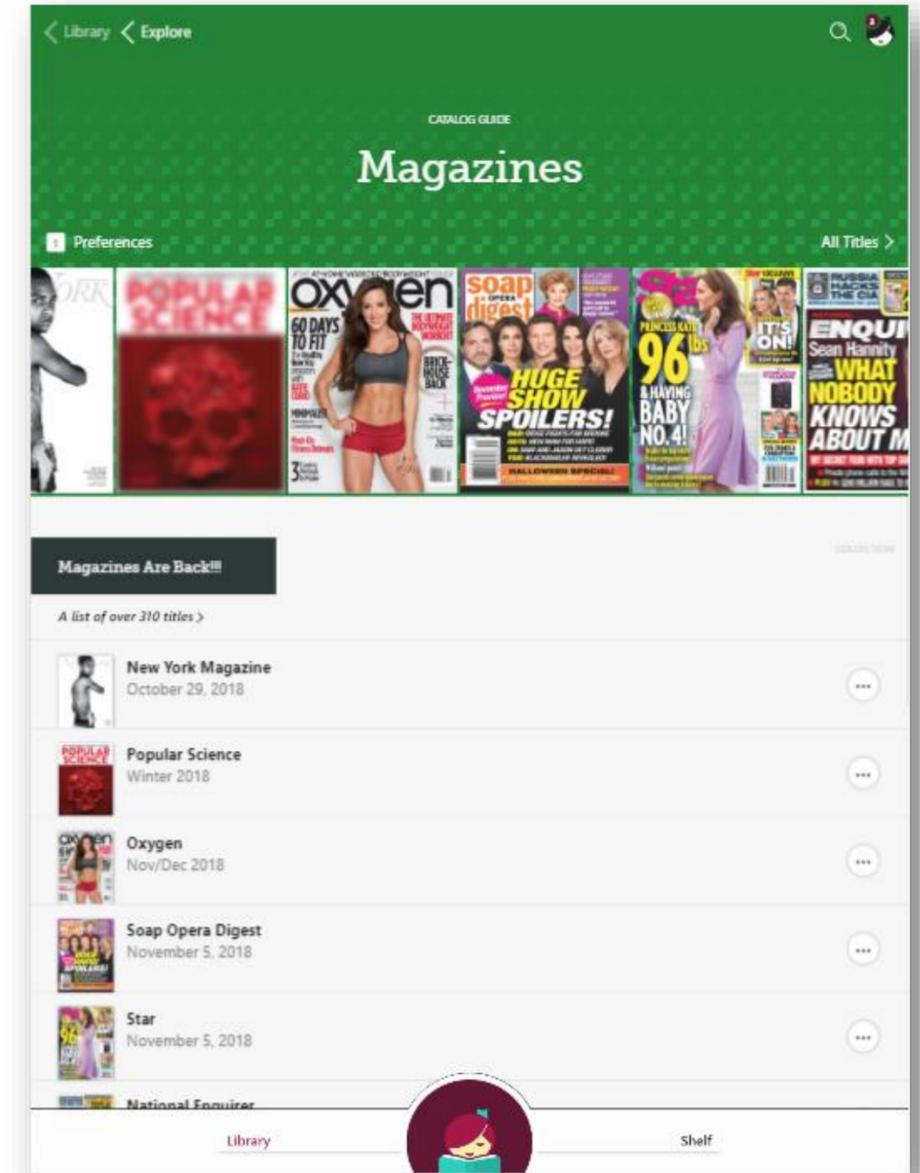
# Catalog Guides: Partner Examples



Hillsborough County Library Cooperative—*The Hive*



National Library Board Singapore—*Business Library*

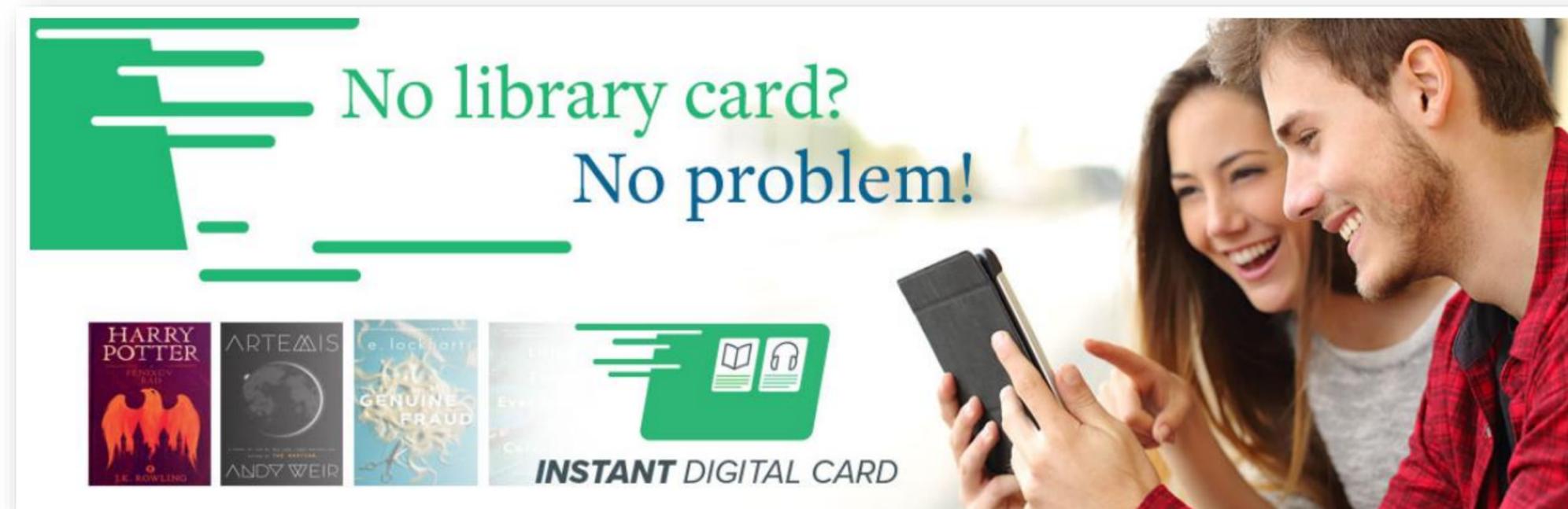


CLEVNET—*Magazines*

# 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?

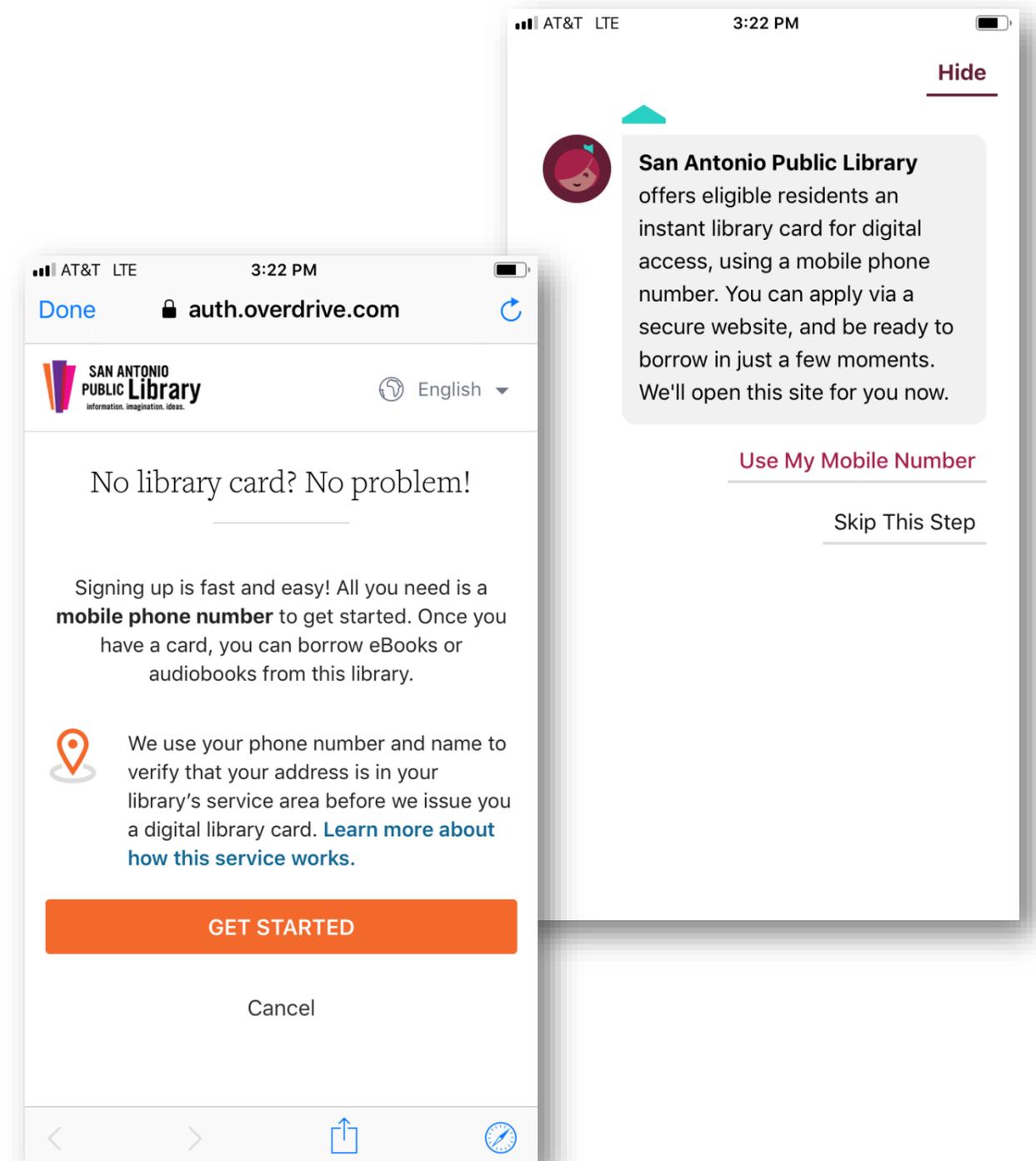
**The solution:** Use Instant Digital Card to bring new users to the digital library in just 30 seconds. IDC provides instant access to the digital collection, allowing readers to register and sign in with a mobile number.



# 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.

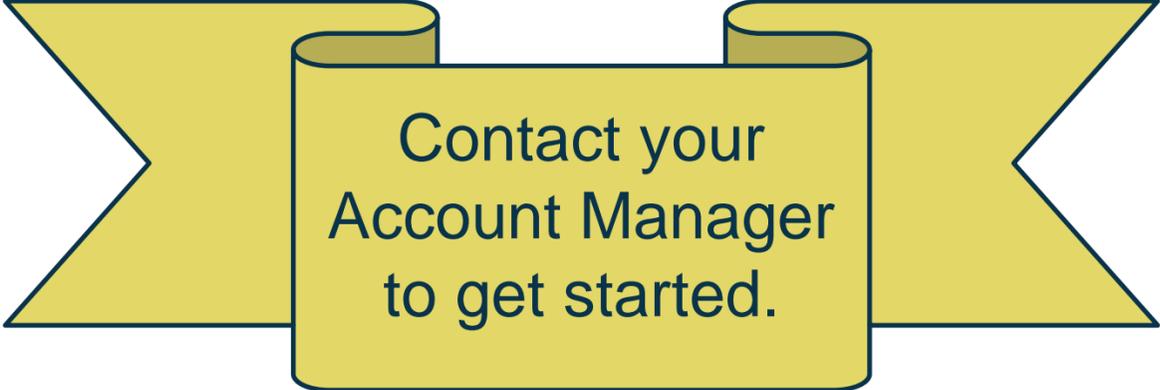


# Partner Stories: IDC

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.”*

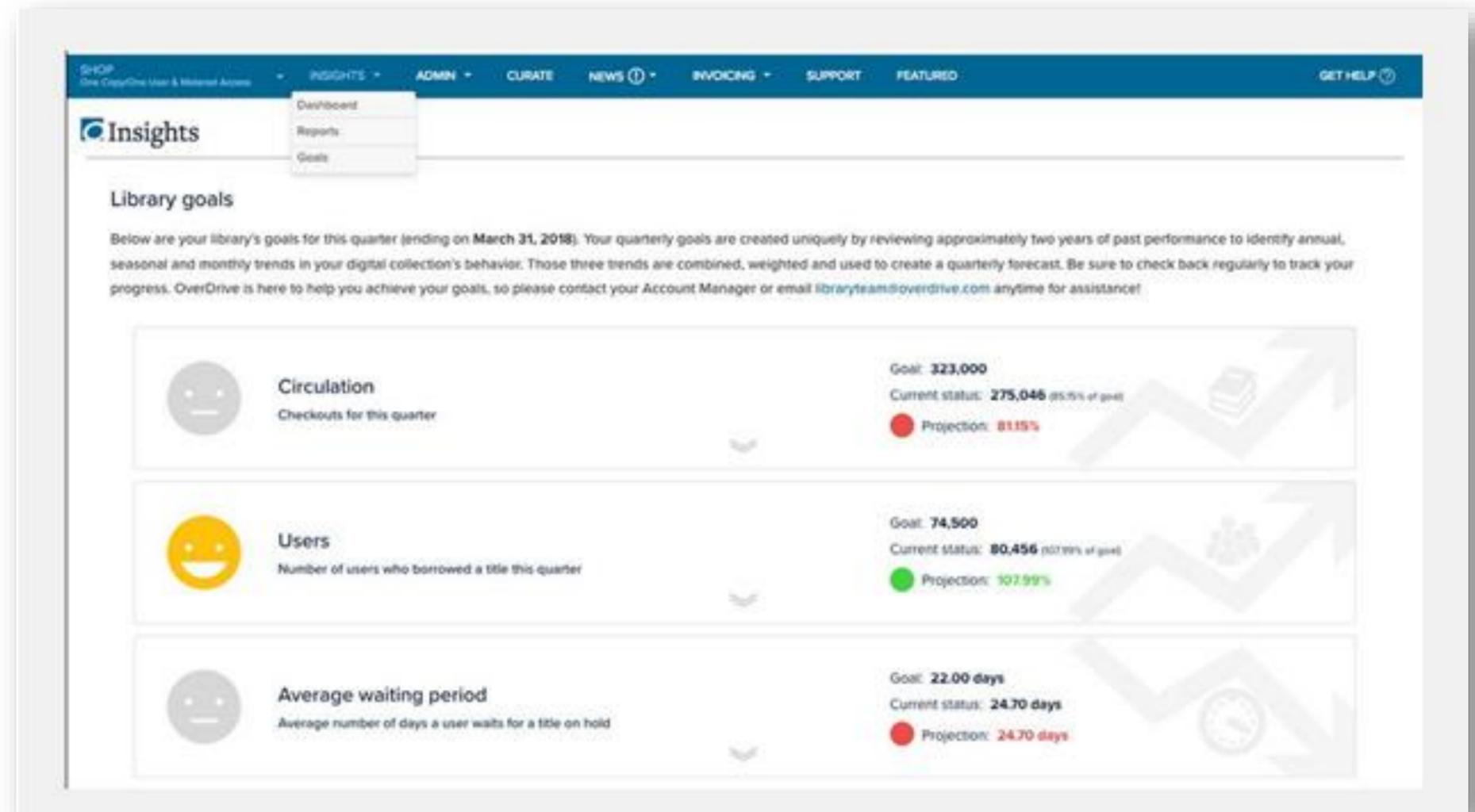
-Sacramento Public Library staff



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.

The screenshot shows the 'Libraries' section of the OverDrive Resource Center. The page has a blue header with the 'OverDrive Resource Center' logo and navigation links for 'Library', 'K-12 Schools', 'Higher Education', and 'Corporate'. Below the header, the word 'Libraries' is centered. The main content area is divided into four quadrants, each with an icon, a title, a short description, and an 'Explore' link. The quadrants are: 1. Marketing & Outreach (speech bubble icon), 2. Staff Training (graduation cap icon), 3. Collection Development (stack of books icon), and 4. Apps & Features (smartphone icon).

**OverDrive** Resource Center Library ▾ K-12 Schools ▾ Higher Education Corporate 🔍

## Libraries

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### Marketing & Outreach

We are here to help you get the word out about your OverDrive collection with free print and digital assets, communication templates, and programming & event ideas.

[» Explore](#)



### Staff Training

Sign-up for live webcasts, download training templates, and view on-demand staff training recordings any time of the day or night.

[» Explore](#)



### Collection Development

View recommended lists created by our Collection Development Librarians to help find the best titles for your digital collection based on reviews, media coverage and more. Plus, learn about the latest sales in OverDrive Marketplace to get the most bang for your buck!

[» Explore](#)



### Apps & Features

Learn about apps, features, and service enhancements to maximize your digital collection and reach more users.

[» Explore](#)

**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***<sup>®</sup>