

# Helpful Hints to Make Your Digital Bookmobile Event Stand Out!

## TELL YOUR PATRONS WE'RE COMING

- Let them know that we'll help new users get started, answer experienced user questions, troubleshoot issues, and talk about new features and updates.
- **Be sure to emphasize that they can bring their devices - we have Wi-Fi onboard.**



## SOCIAL MEDIA AND OUTREACH

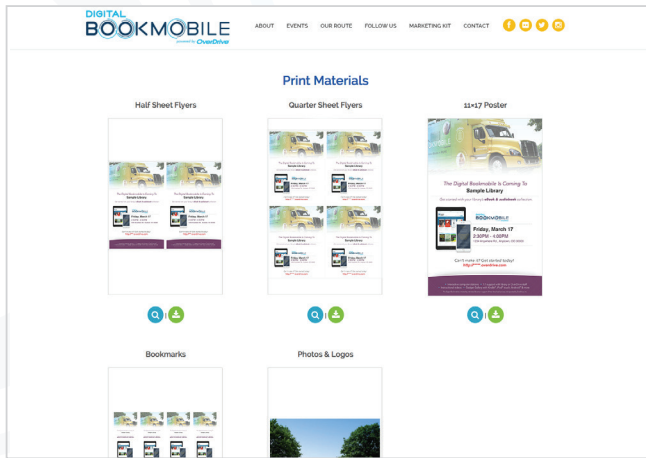
- Our team will promote across our social media and tag your accounts. We encourage you to create a hashtag to engage your patrons.
- Make sure you include us on your programming calendar and website.

## LOCATION, LOCATION, LOCATION

- Where we park the Digital Bookmobile is critical - the closer we can be to the main entrance the better.
- Have to park further away? We'll set up the Digital Bookmobile tent as close to the main entrance as possible to attract more visitors.



*“I think the location of the Bookmobile is key in attracting customers. Next time we'll try to get even closer to the front entrance!”* - Courtney Conway, Parma Snow Library



*“The marketing materials were easy to access and very helpful in promoting the event...”* - **Phyllis Nisle**,  
Buena Park Library

## MARKETING & OUTREACH

- **Advertise!**
- The **Digital Bookmobile website** ([digitalbookmobile.com](http://digitalbookmobile.com)) has a marketing kit that you can use to promote your upcoming event!
- You can advertise your library’s digital collection year-round by using the OverDrive resource center ([resources.overdrive.com](http://resources.overdrive.com)) as well.
- There you’ll find seasonal banners, table tents, cards (and so much more) that help promote your library’s digital collection.
- You’ll also find getting started guides in multiple languages.

## DAY OF EVENT PROMOTION

- The Digital Bookmobile has a tent, table, chairs, tablecloth, paperweights, and 8.5”x 11” plexi sign holders you can use to advertise your branch.
  - Bring flyers for upcoming programs
  - Put out your library branded gear
  - Library card sign-ups
  - Host a raffle! Anyone who goes through the truck gets a ticket to enter
  - We’ve seen people raffle library grab bags, books, devices, gift cards...
- Some other great ideas we’ve seen:
  - Coloring pages and crafts
  - Food trucks
  - Free food (cookies, candy, coffee, water, popsicles, mints...)
  - Library branded giveaways
  - Loudspeaker announcements & clerks promoting the Digital Bookmobile at checkout



**The best thing you can do, however, is to make sure your assisting staff is engaged. The patrons are familiar and comfortable with you and will join in when they see your team having fun.**



[digitalbookmobile.com](http://digitalbookmobile.com)

DIGITAL  
**BOOKMOBILE**  
powered by **OverDrive**