

# Marketing Your Digital Library to Millennials

Discover who Generation Y is and how to talk to them about your OverDrive collection

*Presented by OverDrive Training*



# Speakers



Briana



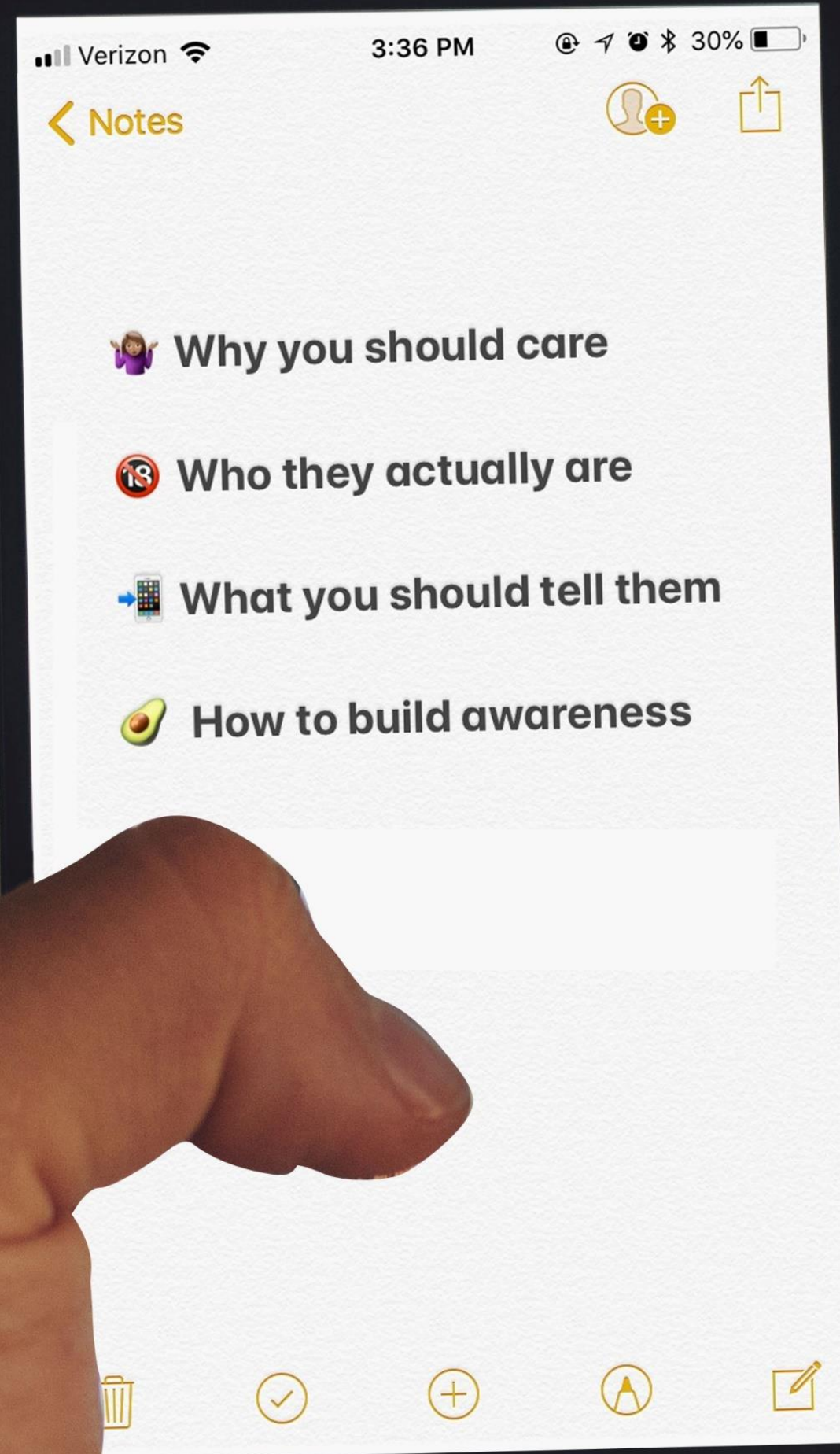
Sydney



Courtney



# TODAY'S SESSION:





# A love story





# A love story





# A love story





A photograph of two men sitting in a cafe. The man on the left, with a beard and wearing a checkered shirt, is sitting in a black chair and smiling while looking at a laptop on his lap. The man on the right, with short dark hair and wearing a dark t-shirt, is sitting in a red armchair and smiling towards the first man. In the background, a woman is working at a counter, and a chalkboard menu is visible with text in Portuguese. A semi-transparent orange rectangle with the word 'WHY' in white is overlaid in the center.

WHY



# Millennials are using their public libraries

JUNE 21, 2017



## Millennials are the most likely generation of Americans to use public libraries

BY ABIGAIL GEIGER

[Source: 2017 Pew Research Center survey](#)



# Millennials are using their public libraries

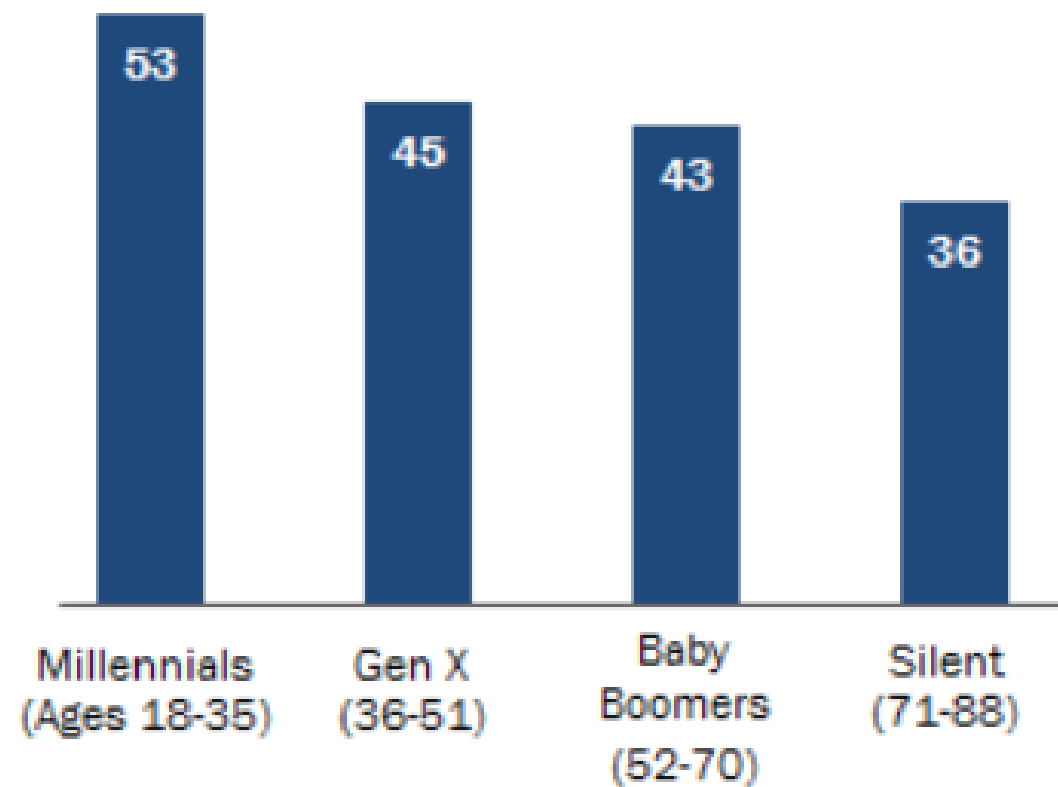
JUNE 21, 2017



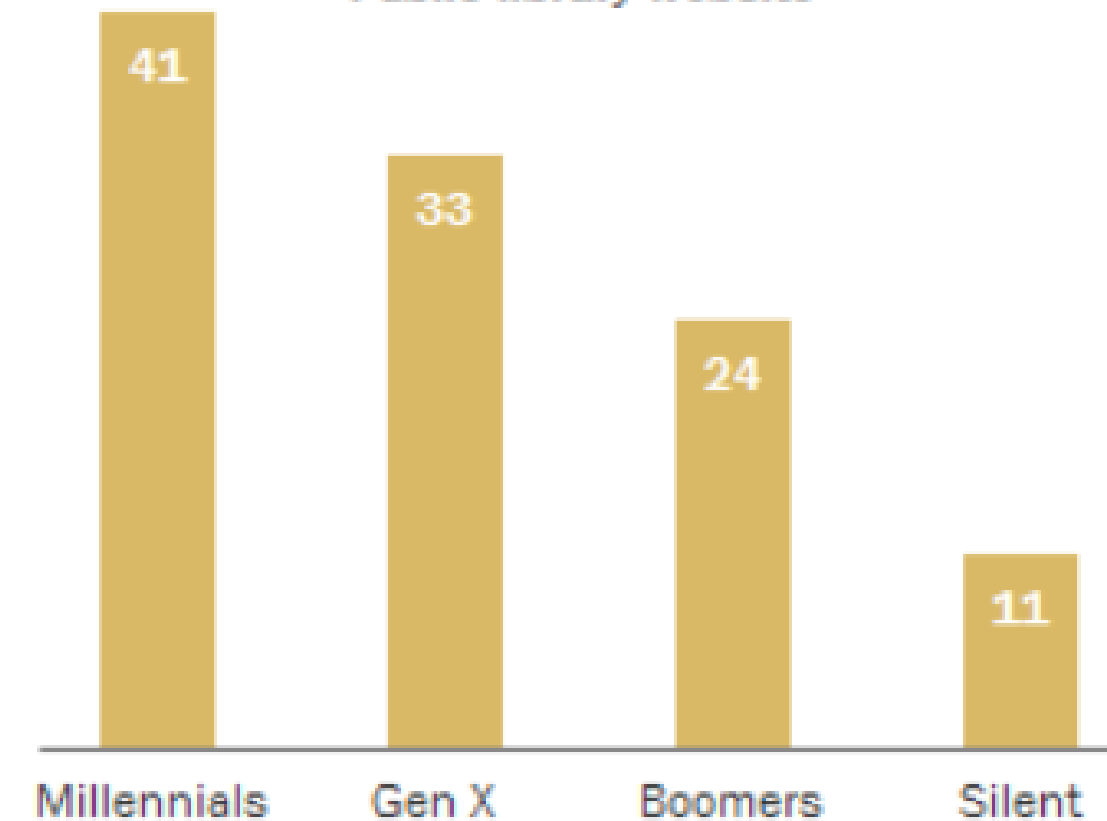
## Millennials are the most likely generation of Americans to use public libraries

BY ABIGAIL GEIGER

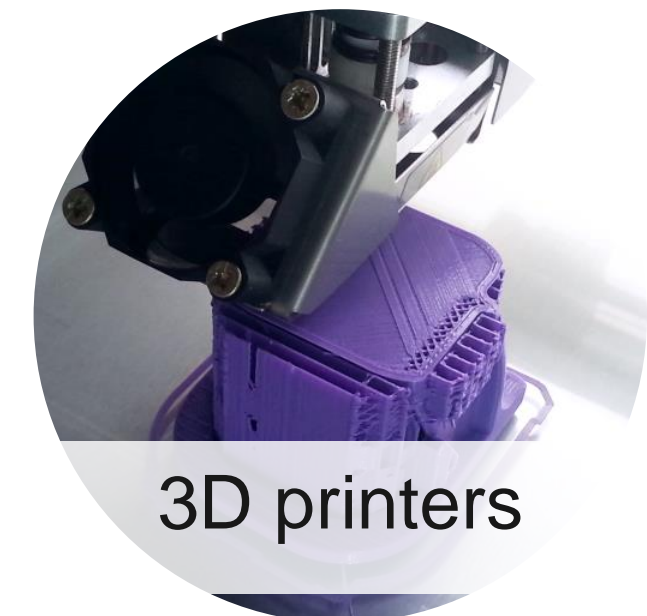
**Public library/bookmobile in person**



**Public library website**



# Public libraries already have a lot to offer millennials



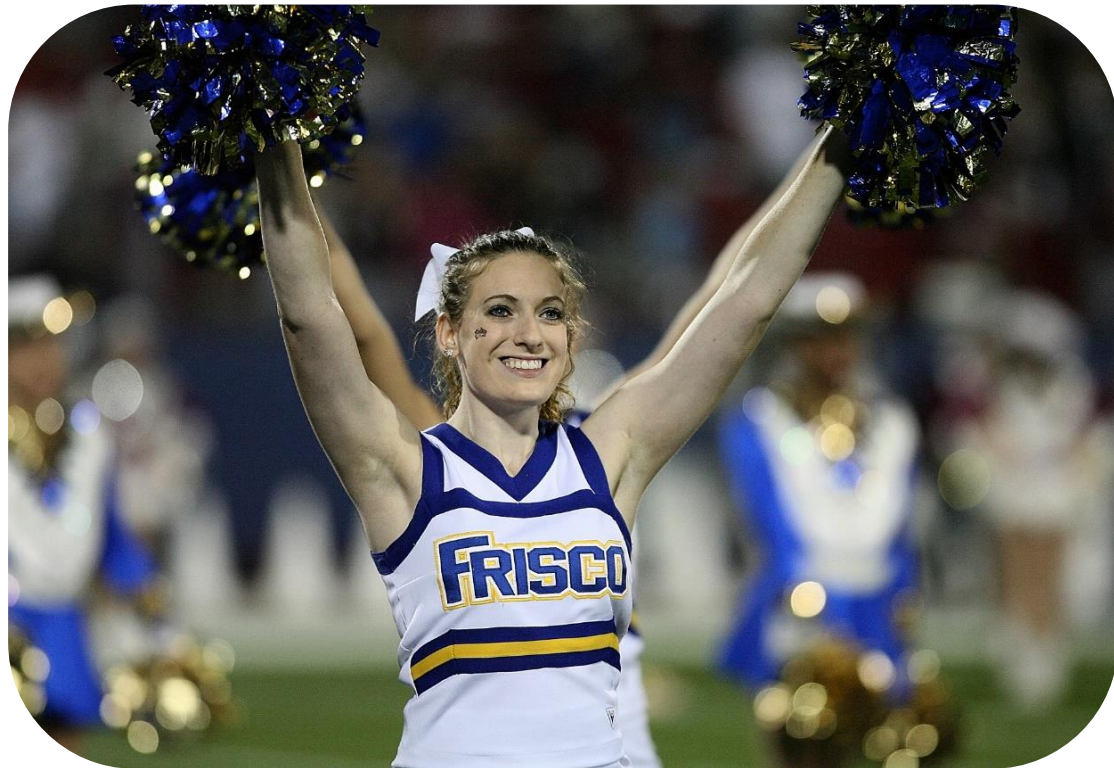




WHO



# What the world thinks about millennials



How old they are



What their problem is



What they're reading



# Who millennials actually are



How old they are



What their problem is



What they're reading

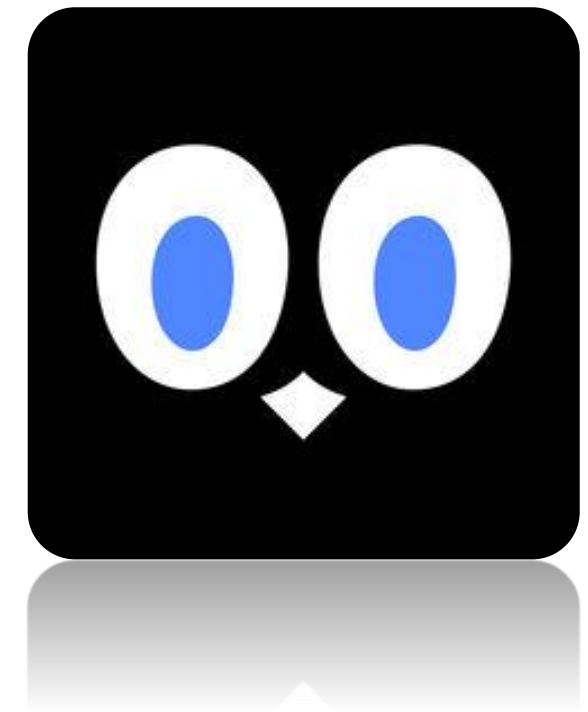
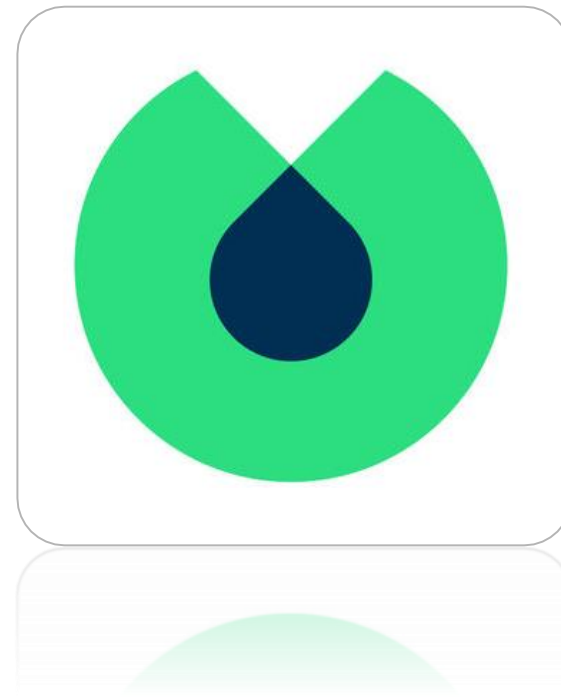
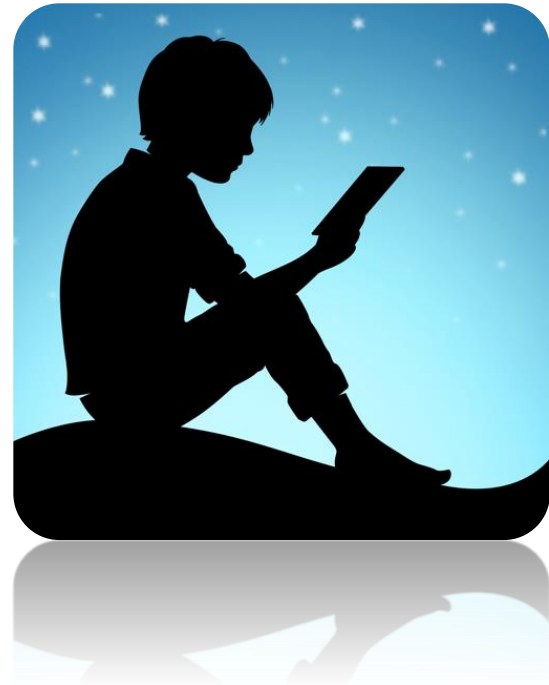




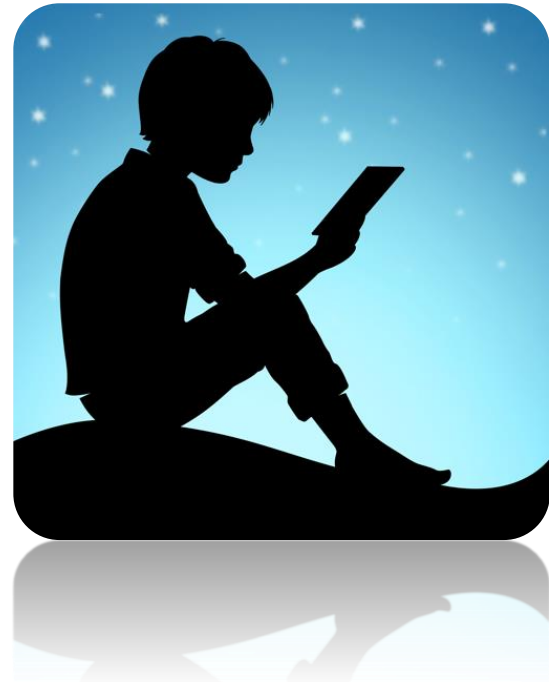
WHAT



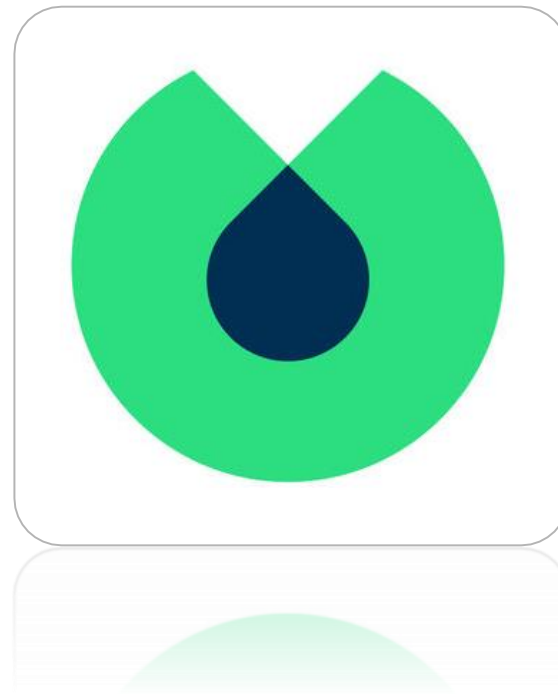
# Popular reading apps



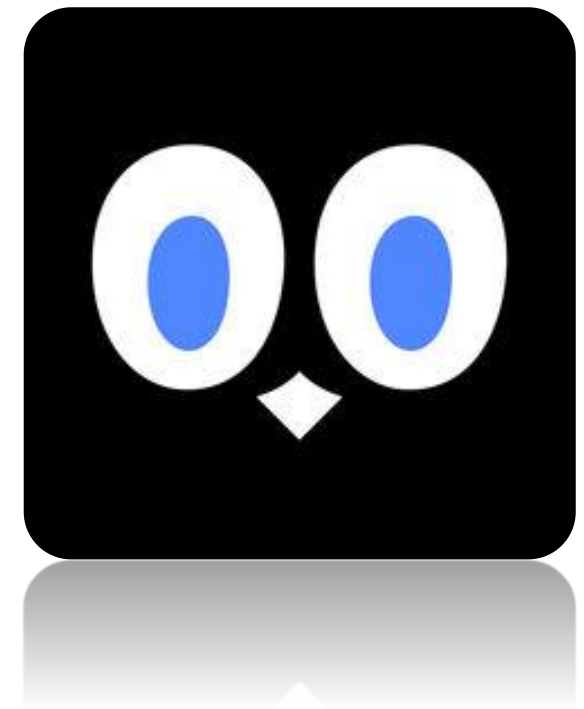
# Popular reading apps



Kindle  
Pay per title



Blinkist  
\$12.99/month



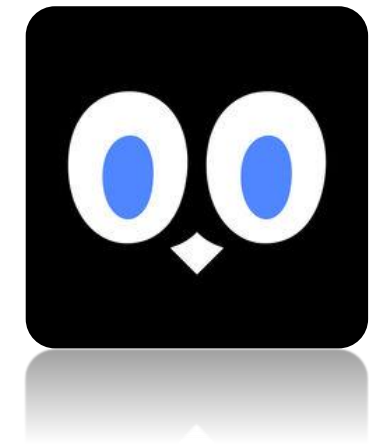
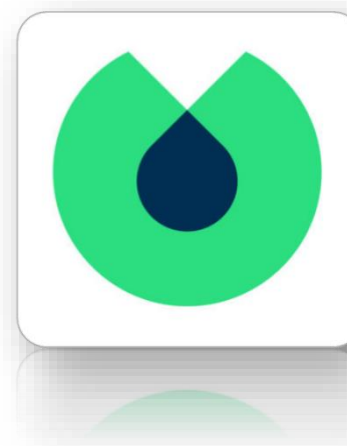
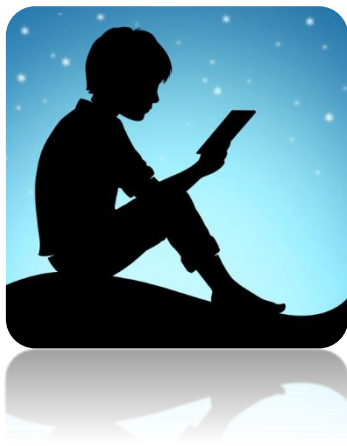
Hooked  
\$14.99/month



Tell them about Libby



Libby.

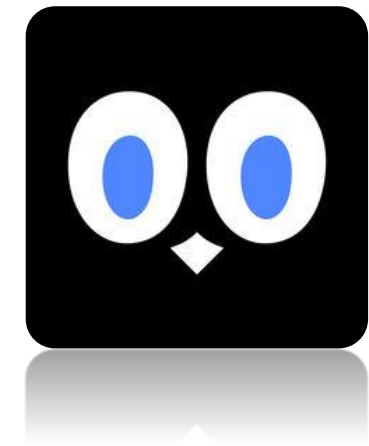
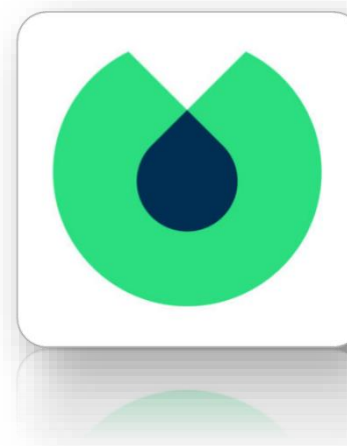
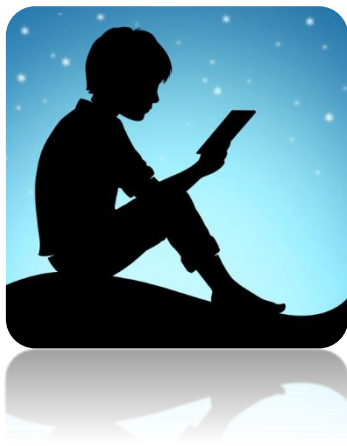




Tell them about Libby



Libby.

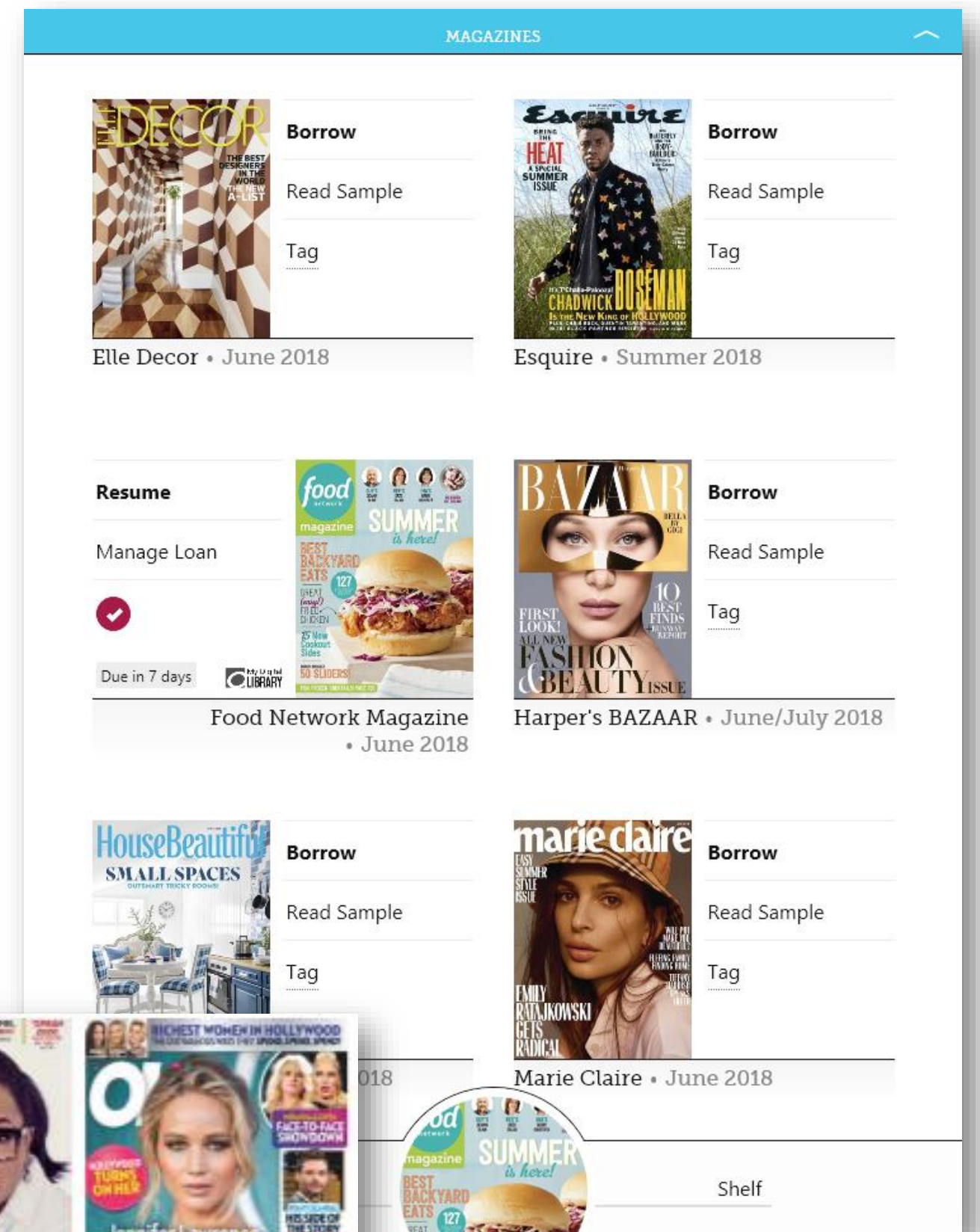




# OverDrive Magazines

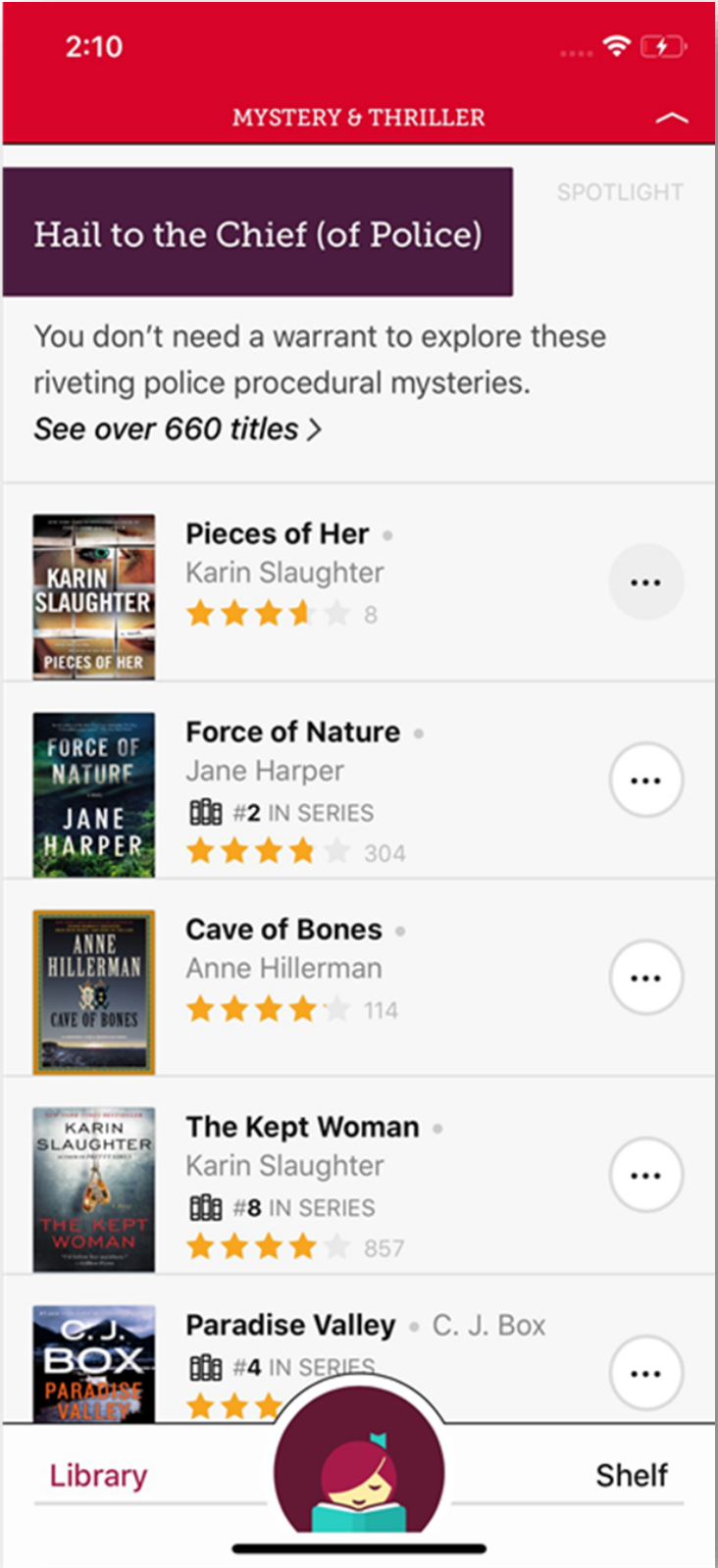
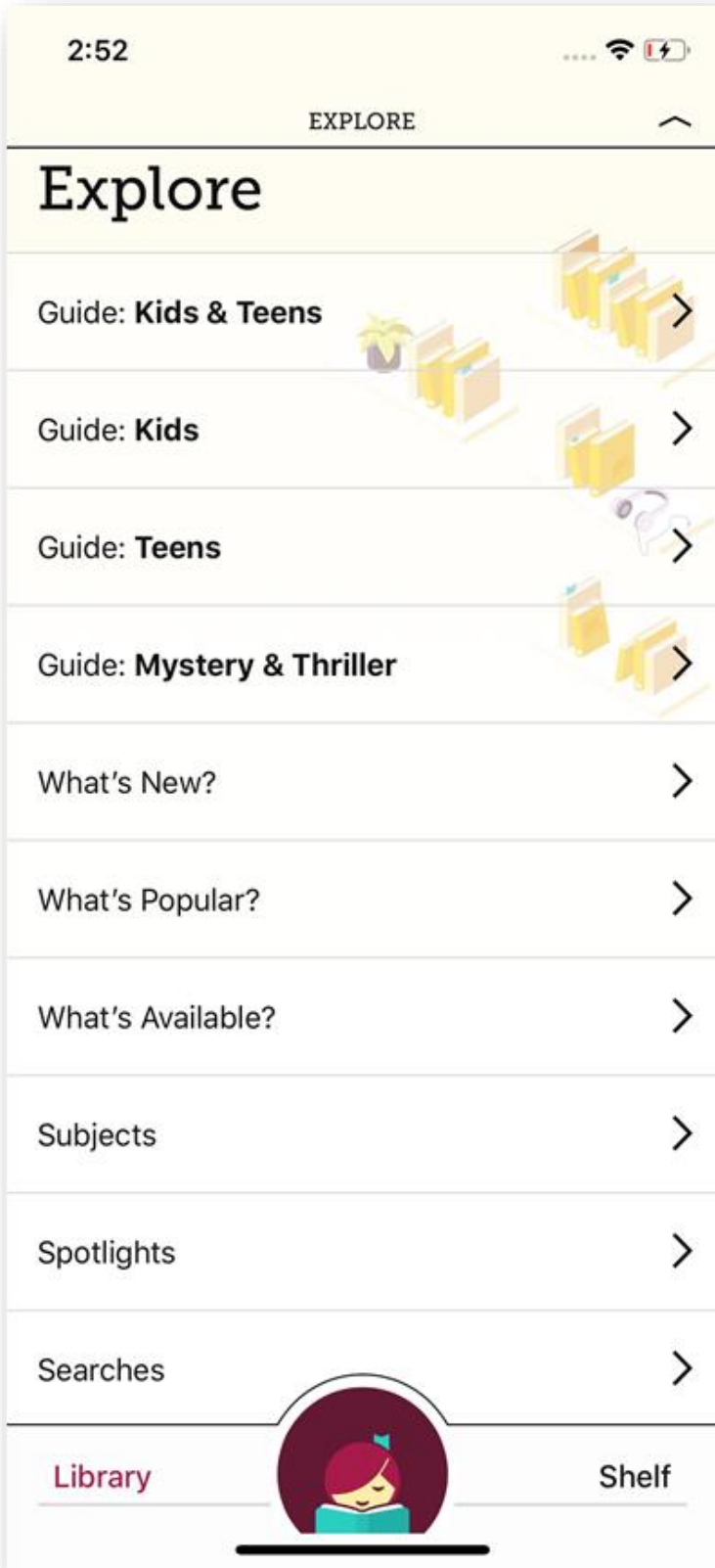
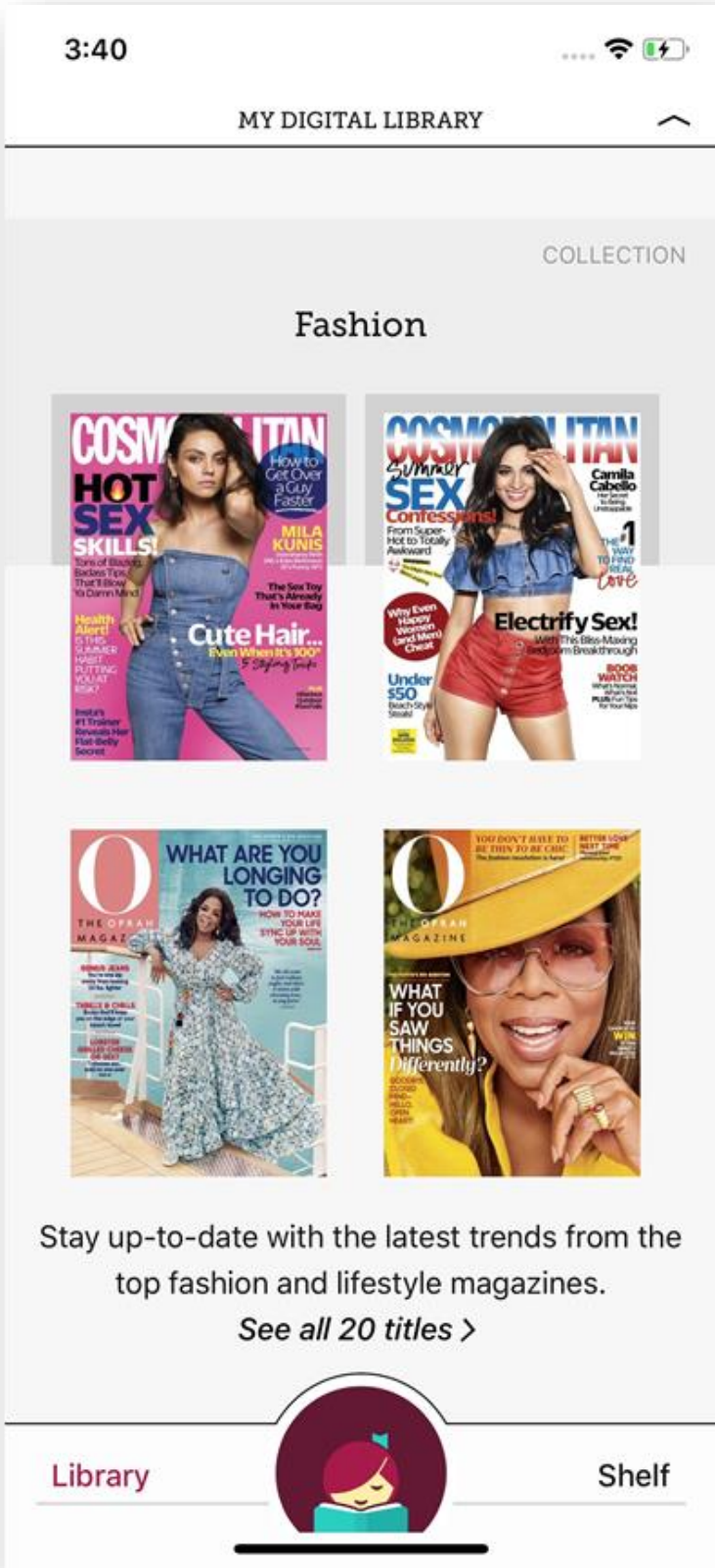
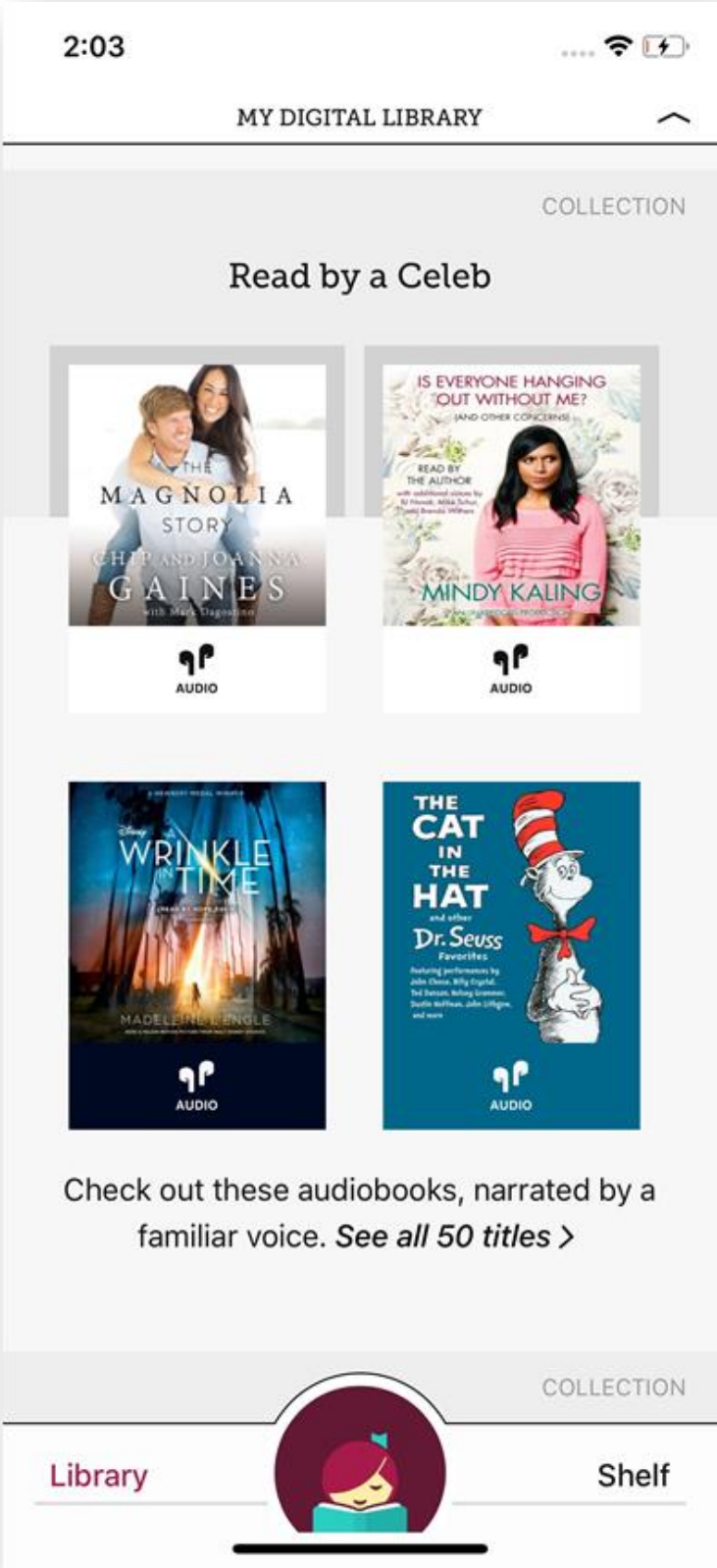
- ✓ No circulation caps
- ✓ Simultaneous use
- ✓ No additional signups
- ✓ Premium content

**Contact your Account Manager to add magazines to your collection!**



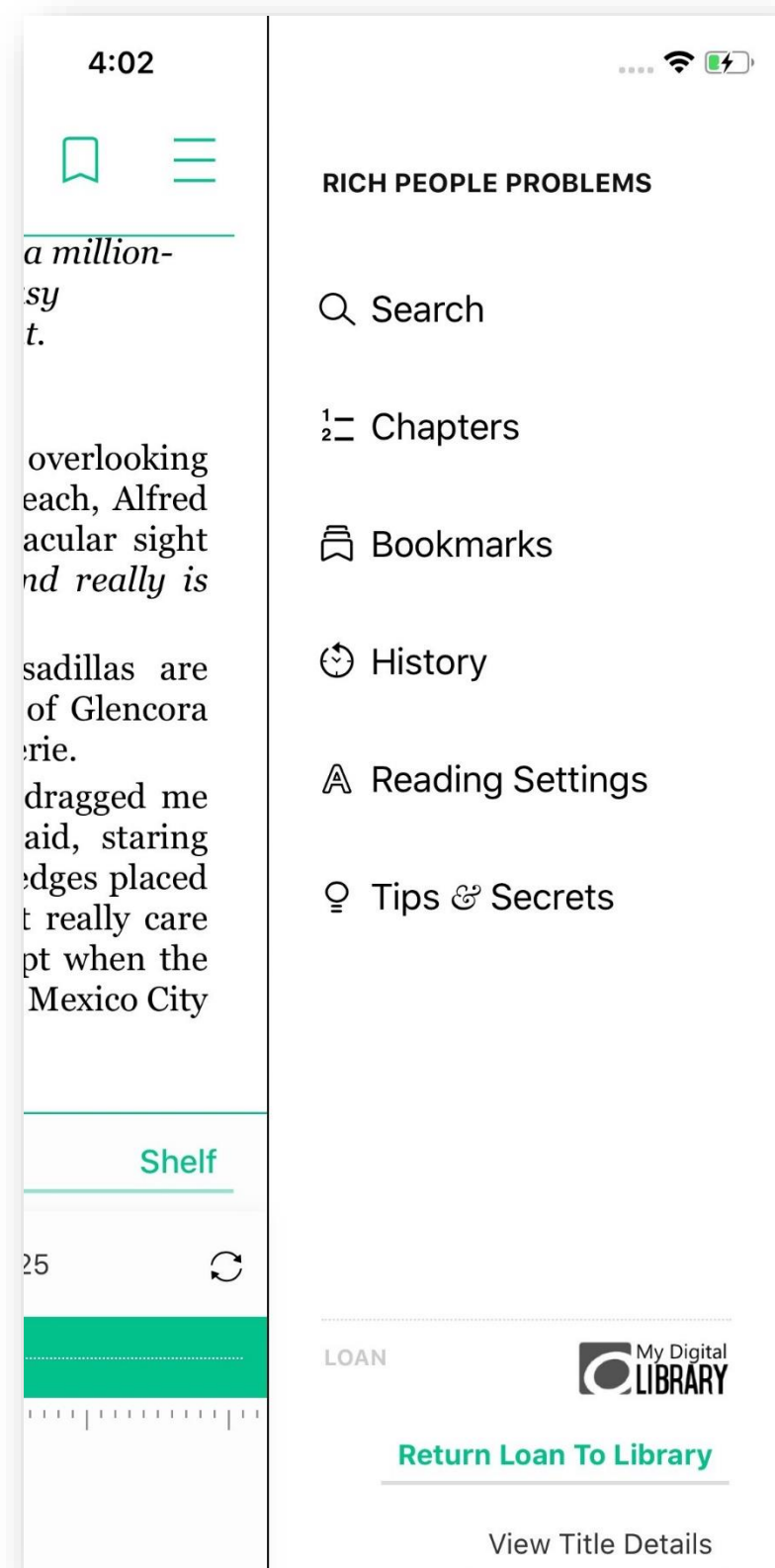
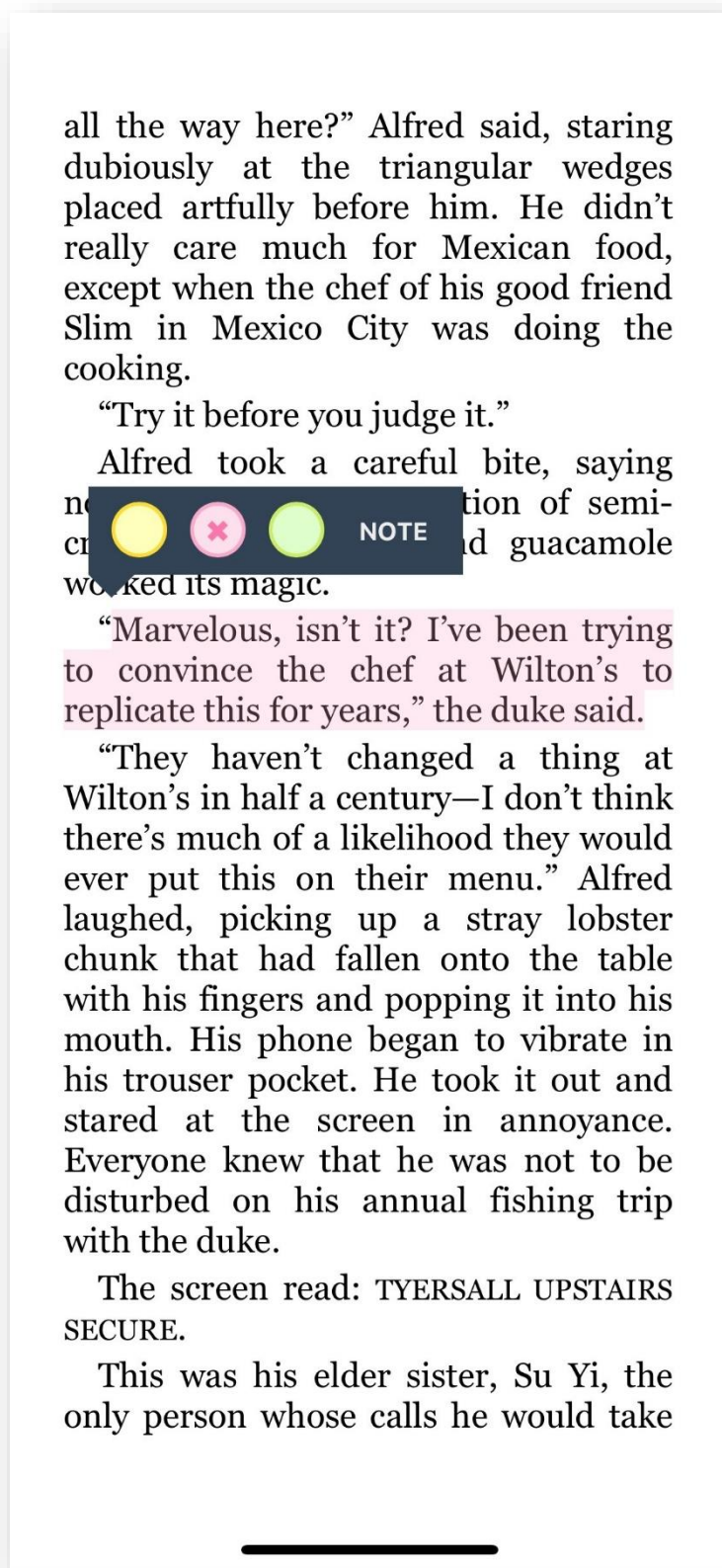
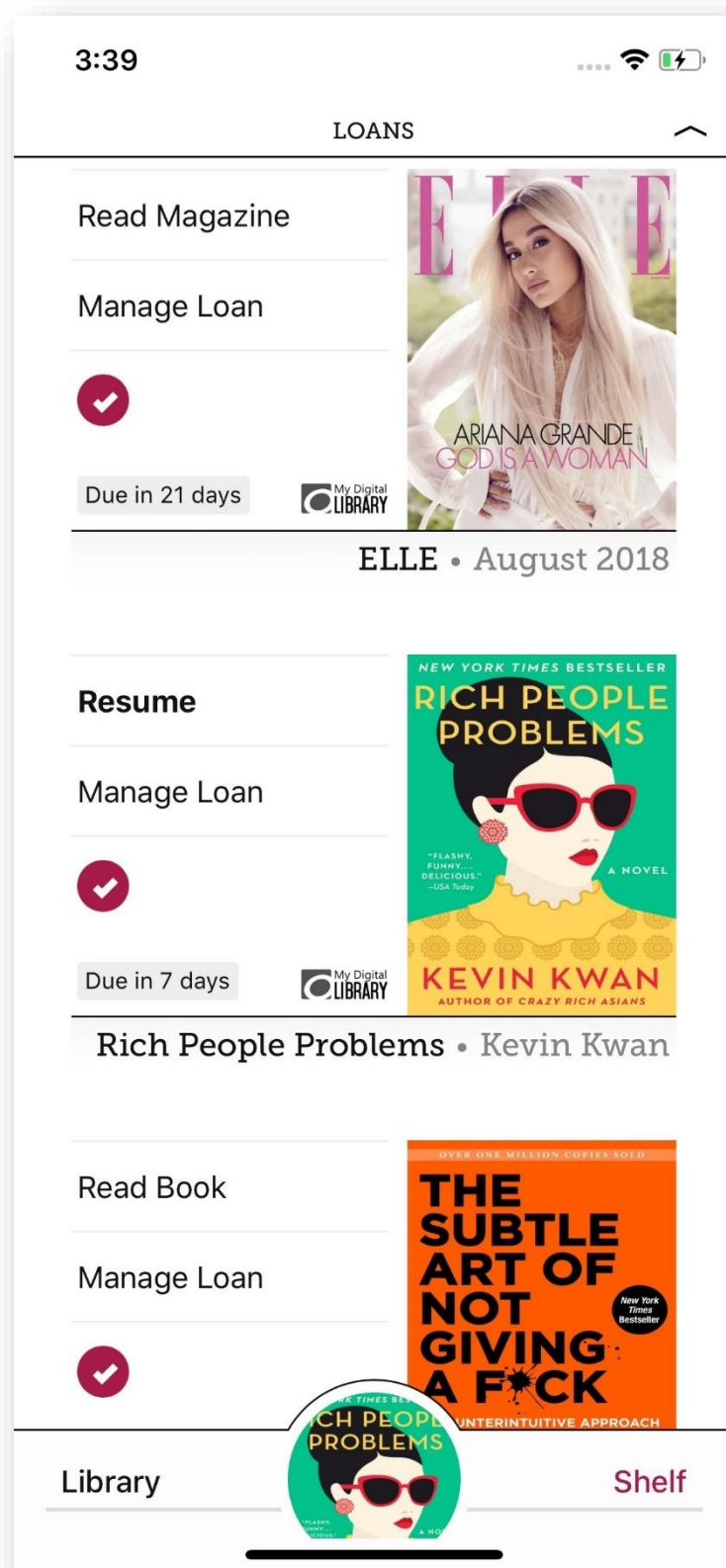


# Show them how to find titles

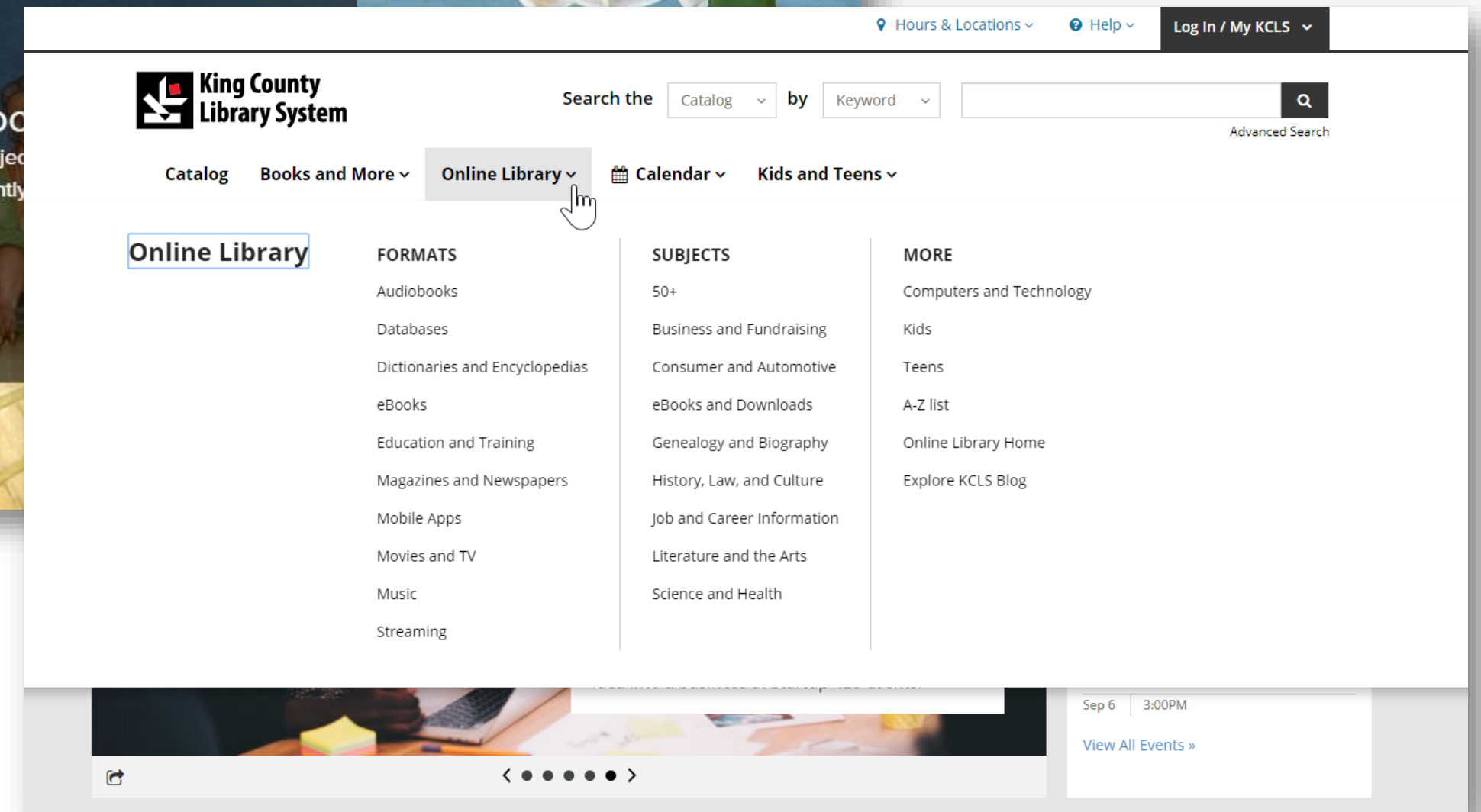
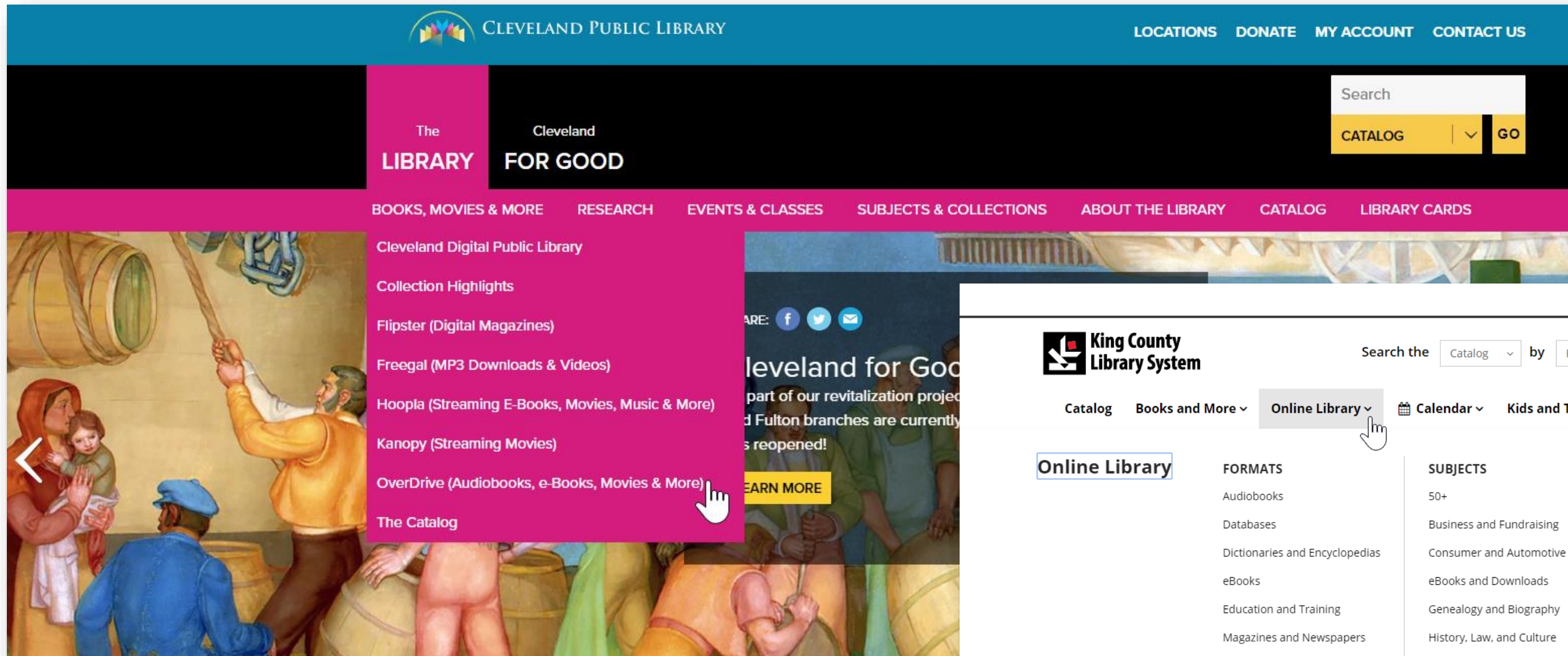




# Tell them why digital is sometimes better



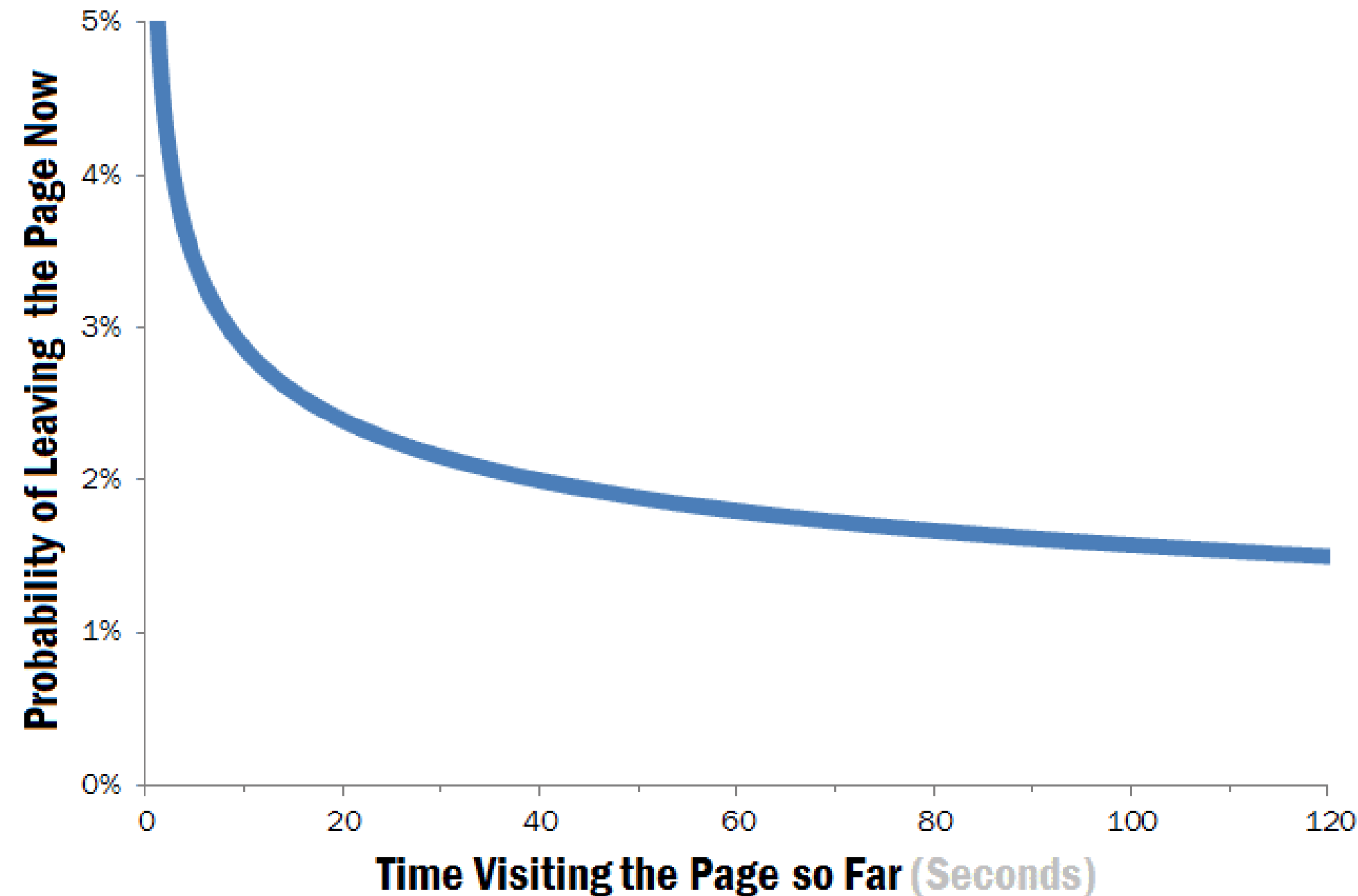
# Make sure they know about your OverDrive collection





# Make sure they know about your OverDrive collection

According to Nielsen Norman Group's research, the average page visit lasts a little under a minute.



[Source: Nielsen Norman Group](#)



A photograph of a young Asian family. A woman with long dark hair, wearing a white lace top, is on the left. A young boy in a light green polo shirt is in the center, looking at a laptop. A man with short dark hair, wearing a blue t-shirt, is on the right, also looking at the laptop. They are all smiling. A green rectangular overlay with the word 'HOW' in white capital letters is positioned over the boy's face.

HOW



# Get social



**The TRIAD:**  
**FACEBOOK**  
**TWITTER**  
**INSTAGRAM**



**Alex Halpern, official angry librarian**  
@HalpernAlex



Replying to @HalpernAlex

In addition to meeting a community's need for educational and recreational materials, **PARTICULARLY FOR YOUNG FAMILIES...**

3:59 PM - Oct 23, 2017

♡ 4,944 💬 654 people are talking about this



librarianmsg • Follow



librarianmsg Happy #booklovers day! Have you read any of these yet? (Yes, I know it was yesterday, but IG wouldn't let me post captions yesterday. Waaah! 😭)

I am realizing I am a different reader in different seasons. A few things to know about me as a reader in summer:

1. I hate sleeping in AC, but also don't sleep well in heat...hence plenty of sleepless nights in summer and more time to read. Kinda weird, but oh well. .

2. I am a #moodreader big time and in the summer I let myself read whatever I want— #mglit, #yalit, #grownupreads, #nonfiction, #fiction, whatever



160 likes

AUGUST 10

Log in to like or comment.



rian

demands of the 21st  
ked this thread.





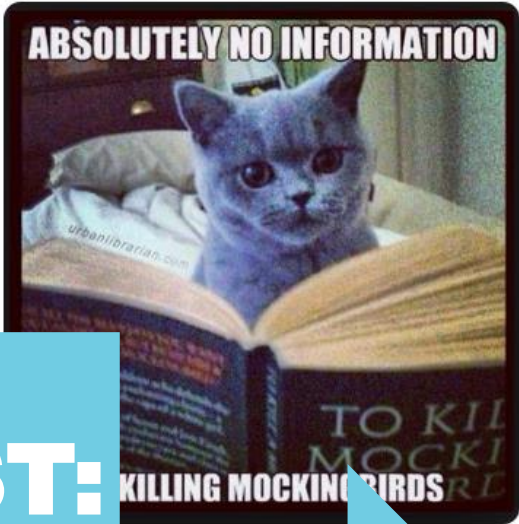
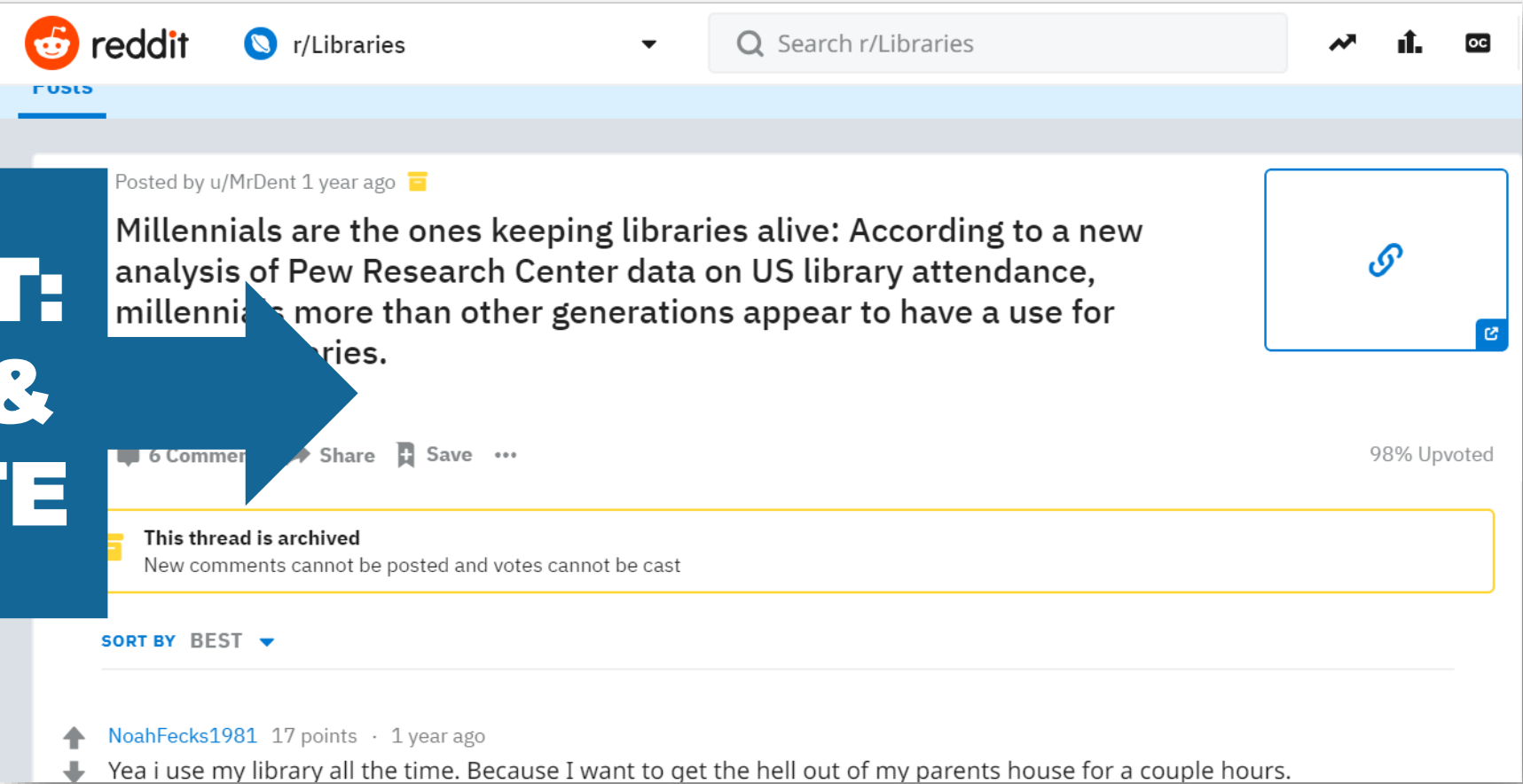
# Get social



**BOOK CLUBS 24/7**

**PINTEREST: MEMES & MORE!**

**REDDIT: POST & UPVOTE**

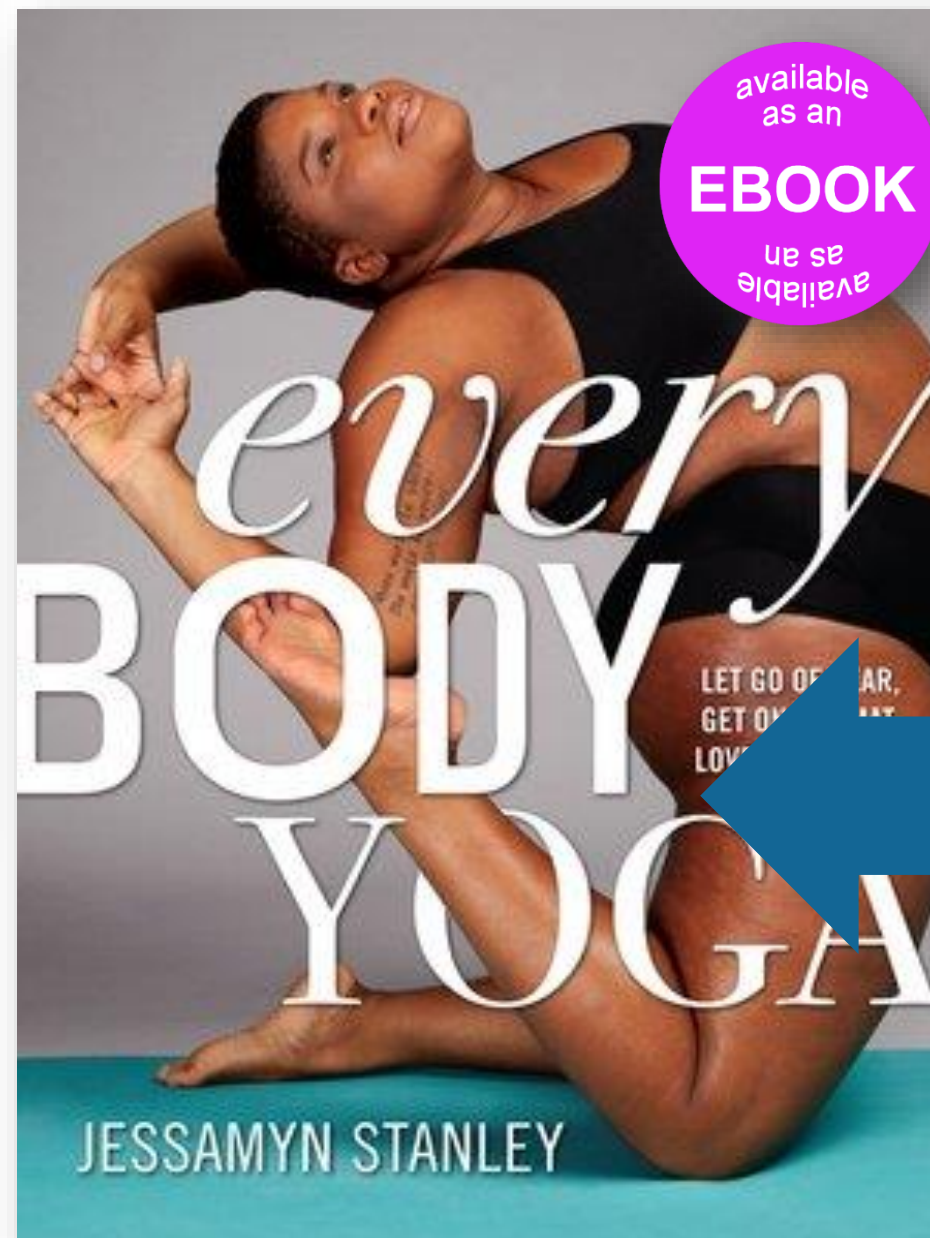




Think local



**POST THIS  
AT THE  
COFFEE  
SHOP**



**POST  
THIS AT  
THE GYM**

**POST THIS AT  
THE CSA**



# Stay relevant

**americanlibraryassociation** ...



**541 likes**

**americanlibraryassociation** What diverse books are you pushing your patrons to read?

#diversebooks #Wereaddiversebooks #readtherainbow #ala #alaannual

**phoenixpubliclibrary**  
3,911 followers



**welovebookworms**  
[View More on Instagram](#)  
35 likes

**overdrive\_libs** • Follow



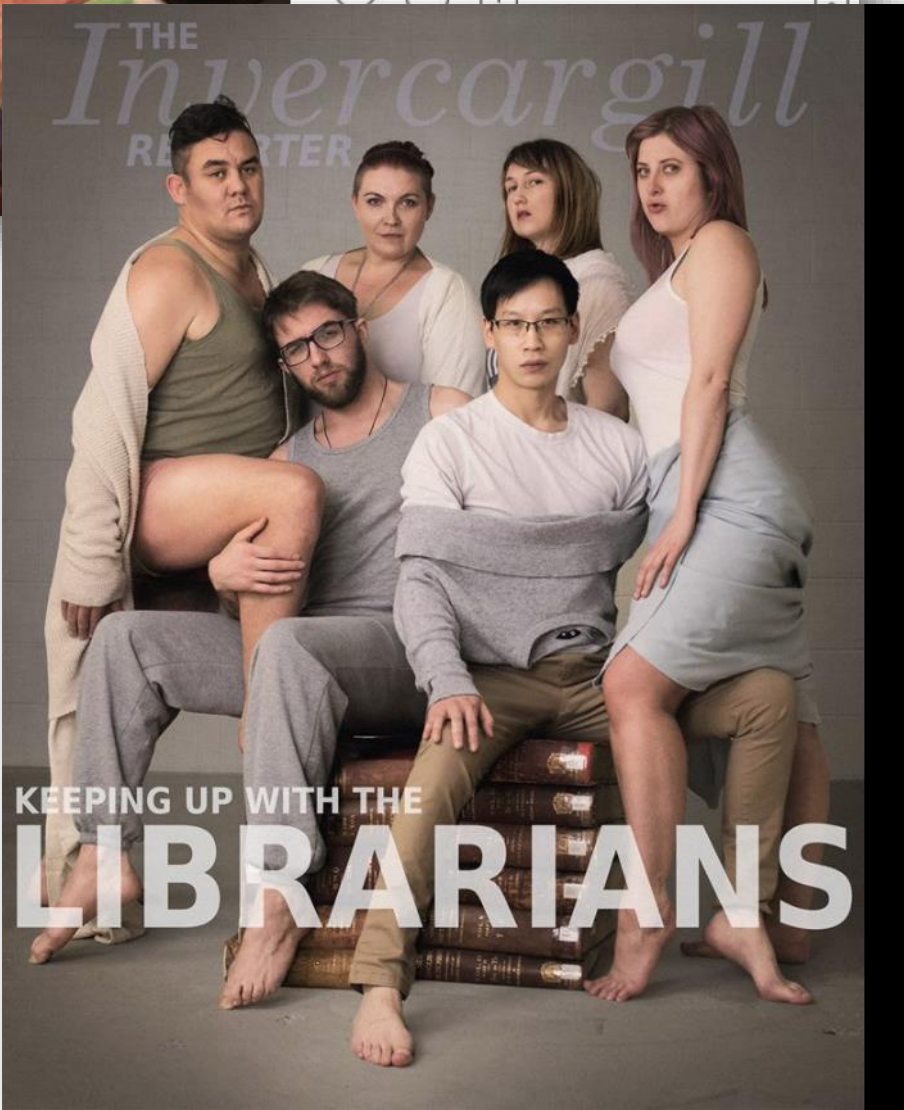
overdrive\_libs Tonight's a good night to Meet Libby 📖 Browse & borrow thousands of eBooks and audiobooks from your local library...seriously...all you need is your library card! .

#ebooks #ebooklove #booknerd #library #librarylove #librarylife #librarycard #amreading #ebooks #audiobooks #bookish #igbooks #bookstagram

theluvofbooks\_ad I love Libby 🥰🥰 I use her all the time more than the og overdrive app 😊

overdrive\_libs @theluvofbooks\_ad Happy to hear it! Libby is the fastest way to reading happiness after all! 📖🥰

jtoplilar Love love love Libby! Hoping for a Kindle version of the app too...I prefer it to the overdrive app...especially for my kids!



**Invercargill City Libraries and Archives**  
Like This Page · October 13, 2017 · 🌐

It has been 10 years since the Kardashians first graced our screens. To celebrate, our social media team decided to have a totally impromptu, definitely not planned, photo-shoot. — with Sandra Rought, Marge Colley Miller, Christine Landrum, Marc Moore, Shaun Stephanoff, Gail Groeneveld, Emma Whatmore, Stephen Leung, Elaine O'Shea, Sue Watson Hess, Anette Norström and Linda Shrum Dedmon.

 12K 1.2K Comments 5.4K Shares

 Like Comment Share

Most Relevant ▾

**Invercargill City Libraries and Archives**



**THE KARDASHIAN DECADE**

 195

Like · Reply · 47w

 Write a comment... 



# Promote Libby challenge

## WHAT:

*Promote Libby*

## WHEN:

Monthly – from now until 2019 (*and beyond!*)

## HOW:

- Hashtags
- Images
- Printed and online materials
- [Big Library Read](#) (10/1-10/31)

## CTA:

- Tweet at us
- FB @mention us
- Instagram @mention us
- Email your Account Manager

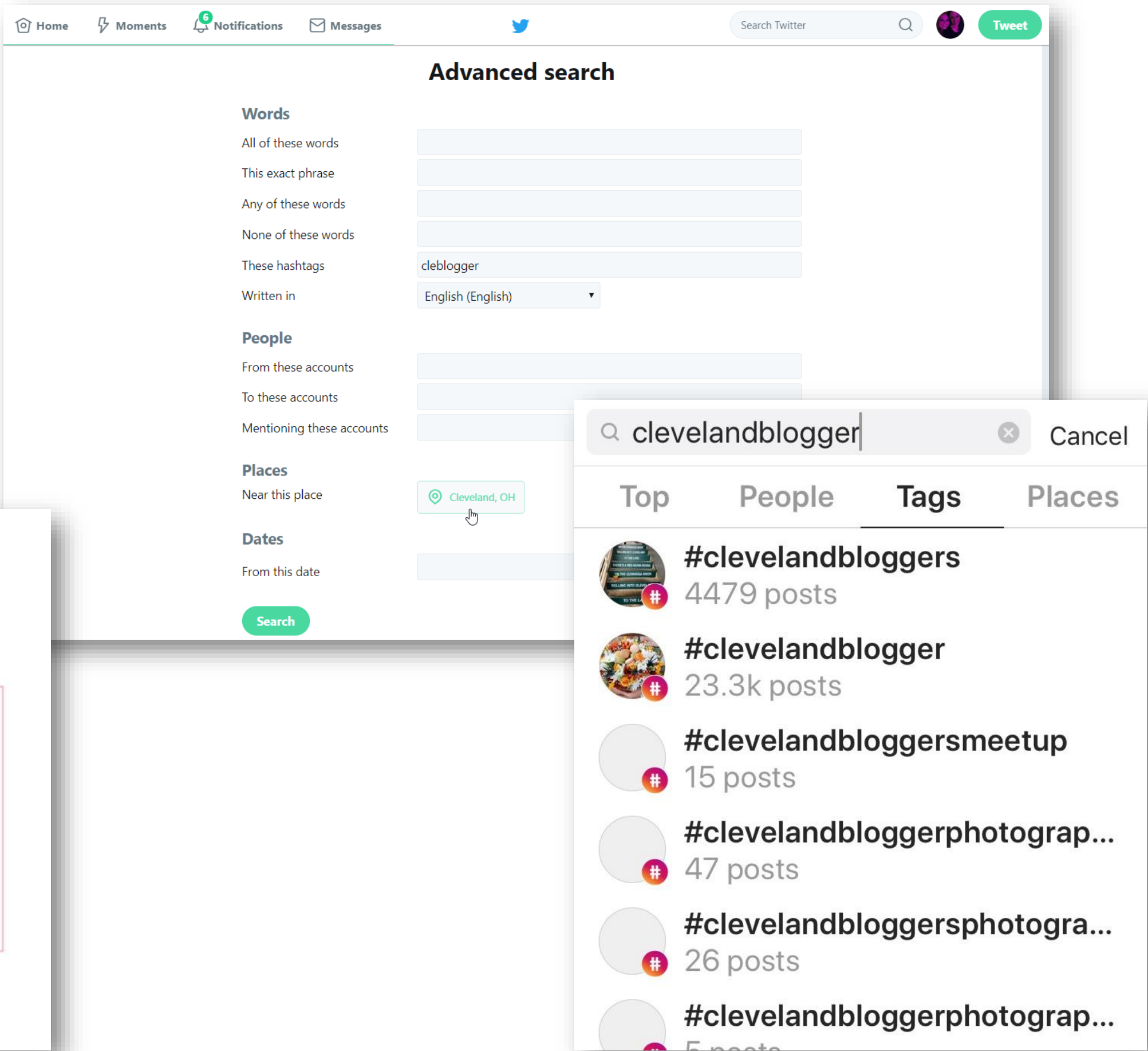
We would LOVE to hear about your marketing & promotion success!



More marketing  
kit info in our  
[blog post](#)



# Chat up influencers





# Curate? More like cur-*GREAT!*

goodreads

HomeMy BooksBrowseCommunity

Search books

Listopia > Millennials Book Lists

YES PLEASE

#GIRLBOSS

Adulting

NOT THAT KIND OF GIRL

tiny beautiful things

152 books — 229 voters

Non-Fiction for Women in their Twenties

152 books — 229 voters

READY PLAYER ONE

THE SIXTH EXTINCTION

100 books — 22 voters

Great Books for 20-Somethings

100 books — 22 voters

What Millennials Are Reading In 2013

16 books — 14 voters

Millennials: Gender, Sex, Dating, Marriage, Kids

33 books

To All the Boys I've Loved Before Read-Alikes

SEE ALL

80s & 90s Nostalgia

SEE ALL

BOOKRIOT

A Millennial Book List for Black Liberation

SHOP

AUDIOBOOKSCHILDREN'SCOMICS

MYSTERY/THRILLERROMANCESCI-FI/FANTASY

YOUNG ADULT

LISTENSHOPINSIDERS

A MILLENNIAL BOOK LIST FOR BLACK LIBERATION

ANTOINETTE SCULLY

03-20-18

MILLENNIALS RUIN EVERYTHING

In true millennial form, I'm proud to kill off one of America's beloved past-times: racism. Of course, there have always been writers working to dismantle racism (the prolific books of James Baldwin and Angela Davis come to mind). But millennial writers are speaking up and demanding attention. To help you join the revolution, here is a list of new (or newish) books written to help you rise up and fight for black

When Dimple Met Rishi

by Sandhya Menon

AUDIOBOOK

BORROW

Meet Cute

by Jennifer L. Armentrout

EBOOK

PLACE A HOLD

Words in Deep Blue

by Cath Crowley

EBOOK

BORROW

I Believe in a Thing Called Love

by Maurene Goo

EBOOK

BORROW

Words in Deep Blue

by Cath Crowley

AUDIOBOOK

BORROW

By Your Side

by Kasie West

AUDIOBOOK

BORROW

Little Fires Everywhere

by Celeste Ng

NEW YORK TIMES BESTSELLER

AVAILABLE

Little Fires Everywhere

by Celeste Ng

NEW YORK TIMES BESTSELLER

AVAILABLE

MEDDLING KIDS

by Lisa Thompson

NEW YORK TIMES BESTSELLER

AVAILABLE

THE SUPERSTURAL ENHANCEMENTS

by Lisa Thompson

AVAILABLE

FIREWORKS

by Lisa Thompson

AVAILABLE

Rakuten  
OverDrive

39



## Next steps

**Update your website** to make your OverDrive service easy to find.

Promote **Libby** as the free and easy way to read.

Curate lists of audiobooks, magazines, **true crime fiction**, and more.

Seek **influencers** and new ways to get social.

Engage millennials **quickly, visually**, and **continually**.

### Learn more

Read about the Pew Research Center's [2016 reading survey](#) and [2017 library use survey](#).

View our past marketing webcasts from the [Staff Training section of the Resource Center](#).

Visit the [Resource Center](#) for marketing materials and curated list suggestions.

Follow OverDrive on social media.





# Evaluate this training

## **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.

## **Don't have the time right now?**

Click the link below when you get the presentation PDF and fill it out later.

[OverDrive Training Evaluation](#)





THANK YOU

**Rakuten**  
*OverDrive*<sup>®</sup>