

Resources from Virtual Not Invisible... Raising Awareness of Your e-Content Collections Webinar

OverDrive Marketing Resources

- [Partners Portal: Marketing and Outreach Resources](#)
[OverDrive Test Drive](#) found in Partners Portal
- [Best Practices Handbook](#) (PDF): wealth of information and something we suggest everybody take a look at. Divided into 3 sections: collection development, staff training and marketing.
[Learning Center on demand trainings](#): provides trainings on your schedule for each component of Content Reserve and other programs specific to OverDrive
- [Community Outreach training slides](#) (PDF): Slide show of components from the Best Practices Handbook. Ready-to-show to staff
- [Digital Library Blog](#) : subscription information available on the right-hand
Specifically, the [promotional ideas](#) and [community outreach](#) categories.
- [OverDrive Help](#) : Specifically [OverDrive Help Videos](#)

Additional OverDrive Resources

“Also available as an eBook” stickers: [Sacramento Public Library](#) and [a sticker template](#)

[An eye catching email template](#)

[Linking a Facebook page directly to a digital collection](#)

[Community partnership](#) and [making your presence known outside of your library](#) branches

To access Marketing Materials from OverDrive:

URL: <http://ftp.overdrive.com>

User name: library

Password: pr00f5 (0 = zero)

Folder: *Libraries > U.S. Libraries > Wisconsin > **Next Gen***

Articles

Fast Company

<http://www.fastcocrete.com/1682962/the-end-of-rational-vs-emotional-how-both-logic-and-feeling-play-key-roles-in-marketing-and->

Trendwatching

<http://www.trendwatching.com/trends/10trends2013/>

Conversational Advertising report

<http://www.docstoc.com/docs/119372644/Conversational-Advertising---Mobile-Squared>

Marketing articles (available in BadgerLink):

- Anlony, J. (2013). THINK MOBILE, ACT LOCAL. Entrepreneur, 41(5), 54-57.
- Kemp, N. (2013). SHIFT. Marketing (00253650), 20.