

VIRTUAL NOT INVISIBLE...RAISING AWARENESS OF YOUR E-CONTENT COLLECTIONS

Sara Gold & Stef Morrill

WiLS

May 21, 2012



Thank you so much for joining us today.

For the next hour we are going to talk about raising awareness of your e-content collections.

We'll include some general trends in marketing

And then touch on what libraries are doing to raise awareness both inside the library and in the community at large.

We have links to a bunch of materials you can use in your own libraries that we will share as well.

Let's start with why we are here (switch slide)

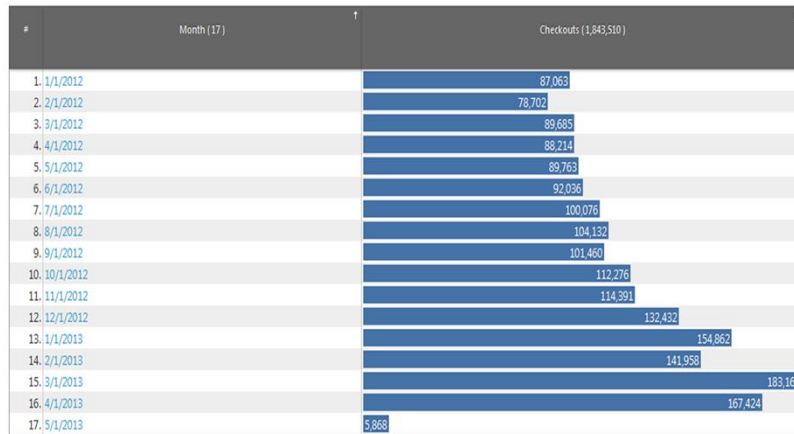
Why Are We Here Today?



We are here for several reasons:

- Because we have one of the most well-developed, highest circulating shared digital collections in the country.
- In fact of all OverDrive customers, the WPLC Digital Library is #13 in Collection Size and #2 in Checkouts. Checkouts have increased 88% between this time last year and this year.
- Because since Jan 1st we have averaged 6750 new user registrations per month for the WPLC Digital Library

Demand for Digital

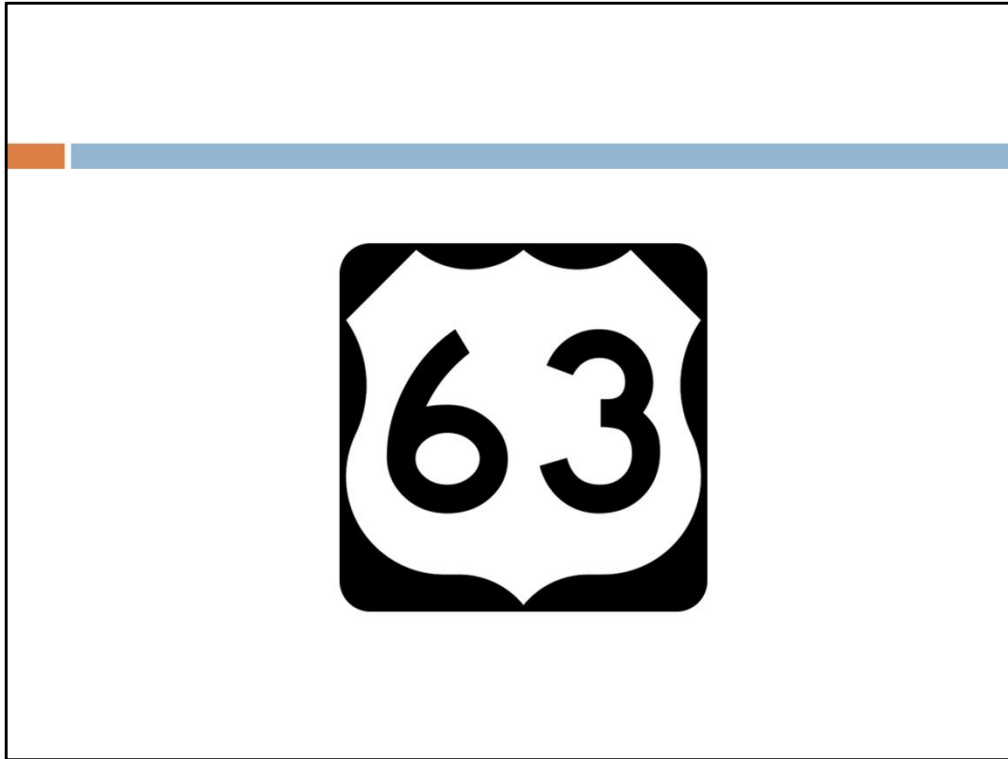


Because the demand for digital continues to increase at an exponential rate.

Yet, for internet users who read e-books, online bookstores are the first stop. Asked where they start their search for an e-book they want to read, 75% of e-book readers start their search at an online bookstore or website. Some 12% start at the library.

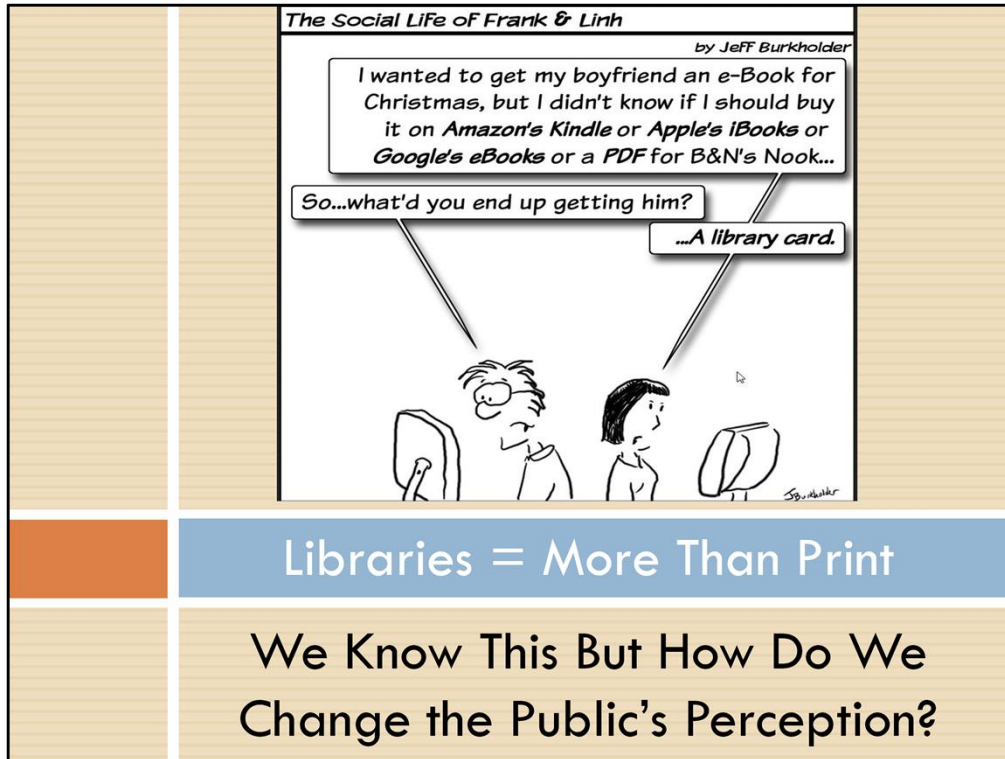
AND finally....

Source: [Pew Internet and American Life Study: Rise of E-Reading](#)



Because 63% of Americans don't know if public libraries are loaning out e-books (of those not already borrowing from the library).

Source: [Pew Internet and American Life Study: Rise of E-Reading](#)



There is a perception among the general public that libraries= print.

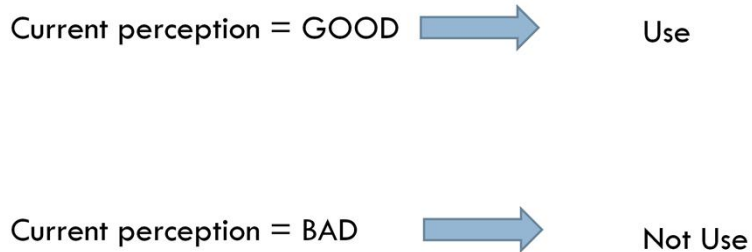
We all know there is way more to libraries than print books but how do we change the public's perception?

And why do we want to change this perception?

Hopefully we will provide answers to each of these questions in this session.

(to Stef)

Building on Existing Perceptions...



Recently reading an article in Fast Company: “The End of Rational vs. Emotional”

There has long been a perception in marketing that emotion and logic are separate, and that a message can appeal to either, but not typically both.

Recent research finds that Logic and Feeling both play a role in decision making, they are intertwined.

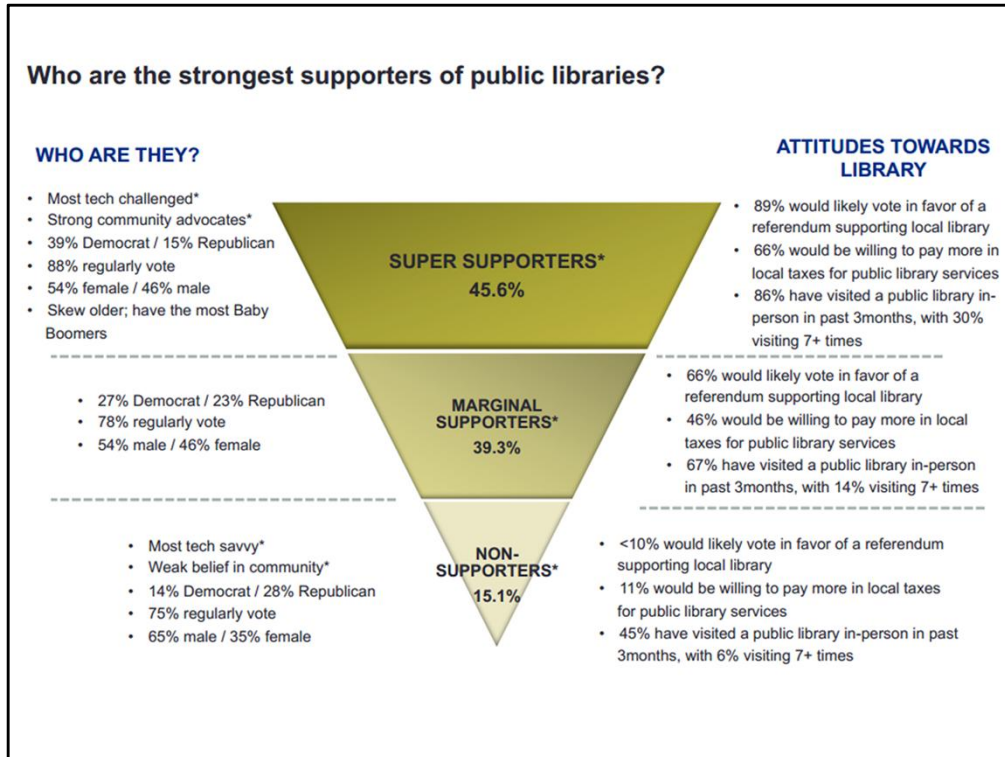
We want logic and feeling to align.

So, when we move toward a brand, align reasons to be consistent: we want evidence to support our beliefs

If current perception is good, using the brand feels right and consistent.

Current perception is bad, that is not going to feel right (BP, Papa Murphys, Target)

If current perception is bad, need to change that perception or align with something good.



Let's tie this to the recent study of Wisconsin users/non-users.

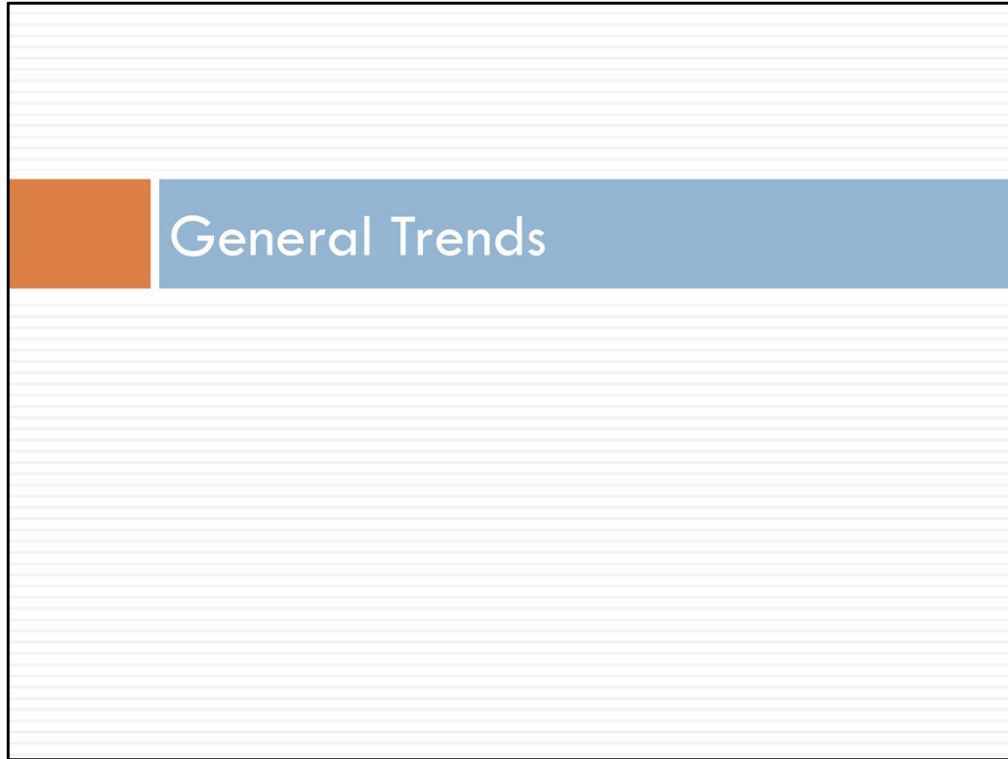
We have super supporters that have a strong perception of libraries: they skew older and are most tech challenged.

We have non-supporters: most tech savvy, tend to be younger

The Goal....

- Super supporters: Raise awareness, provide assistance
- Non-supporters: Raise awareness, change perceptions, connect with things they perceive as good.....

Think about these groups as we talk about what libraries have done and what has been successful.....are we reaching these non-supporters? Do we need to?



Let's touch on some general trends in marketing to give us a sense of what's being done and talked about now.

I owe a big thank you to Paula Rosecky of Hemispheres Research in Seattle for taking the time to discuss what she sees as hot trends in consumer marketing

Apps and More Apps



One of the biggest trends is the development and use of apps to promote what Paula calls Infotainment, illustrating how closely information and entertainment are entwined. More often than not, an entertainment app download is accompanied (or followed closely) by a more utilitarian app.

Here is a super cool app Paula shared with me:

Hointer: Shopping with a Remote



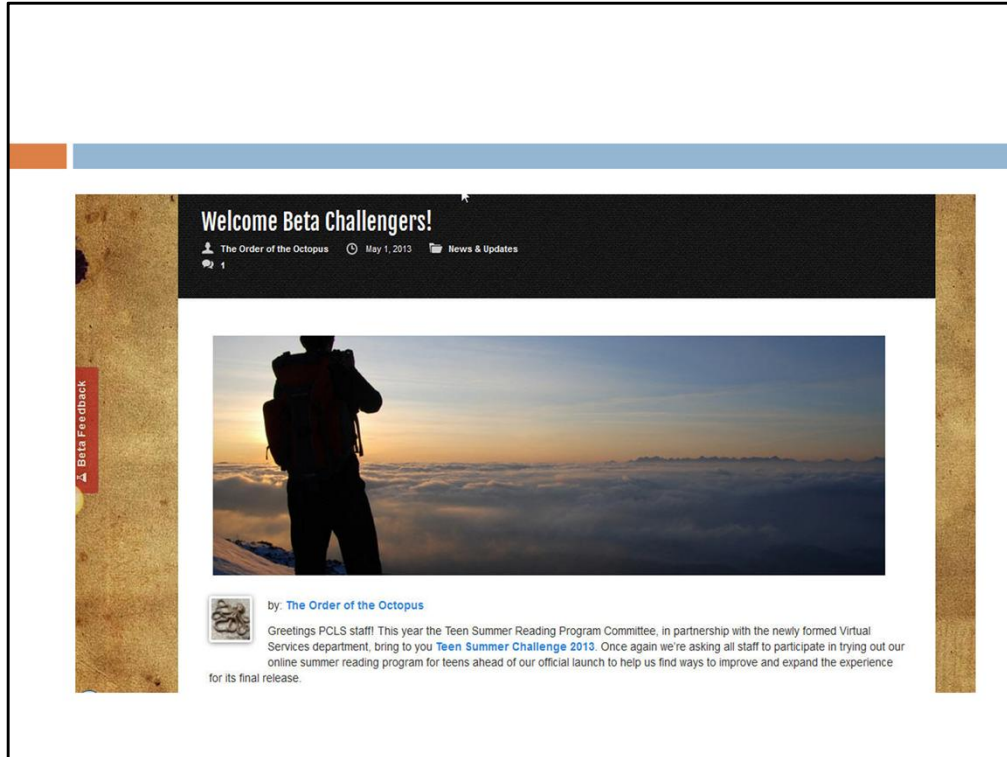
INNOVATE
No need to sift through piles of clothes or wait on a salesperson. Tap the clothing you like and your items will be delivered to your fitting room in under 30 seconds.

DISCOVER
Browse and try on over 150 styles from premium jeans brands. Choose a clean dark wash for work or try the edgier raw look for a night out. Discover what you like and find the perfect fit fast.

SIMPLIFY
Like it? Swipe your credit card and walk out--no lines, no hassle. Not the right fit? Toss it away, literally. We'll take care of the rest.

<http://www.hointer.com/>

A retail clothing store in the Seattle area that allows customers to select clothing by scanning barcoded tags after downloading the Hointer app. The clothing in sizes selected is delivered to a fitting room. If you like something, you can buy it on the spot without waiting in a checkout line.



Here's a project the Pierce County Library System (WA state) created with that uses to engage teen patrons.

Importance of Local

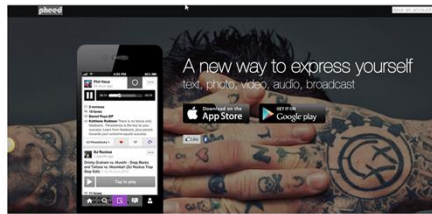
The logo features the word "Buy" in a brown, cursive script font, positioned above the word "local" in a large, bold, green, sans-serif font. Below "local" is the word "FIRST" in a very large, bold, green, sans-serif font.

Buy
local
FIRST

More and more people want to support locally owned businesses to build community and keep their \$\$ spent in their neighborhoods. They want more local online options for the convenience factor.

Social Networking

Phheed



Geo-Location



There is no shortage of Social Networking sites.

Phheed is one of the hottest social networking sites among Millennials, having now surpassed FB in popularity.

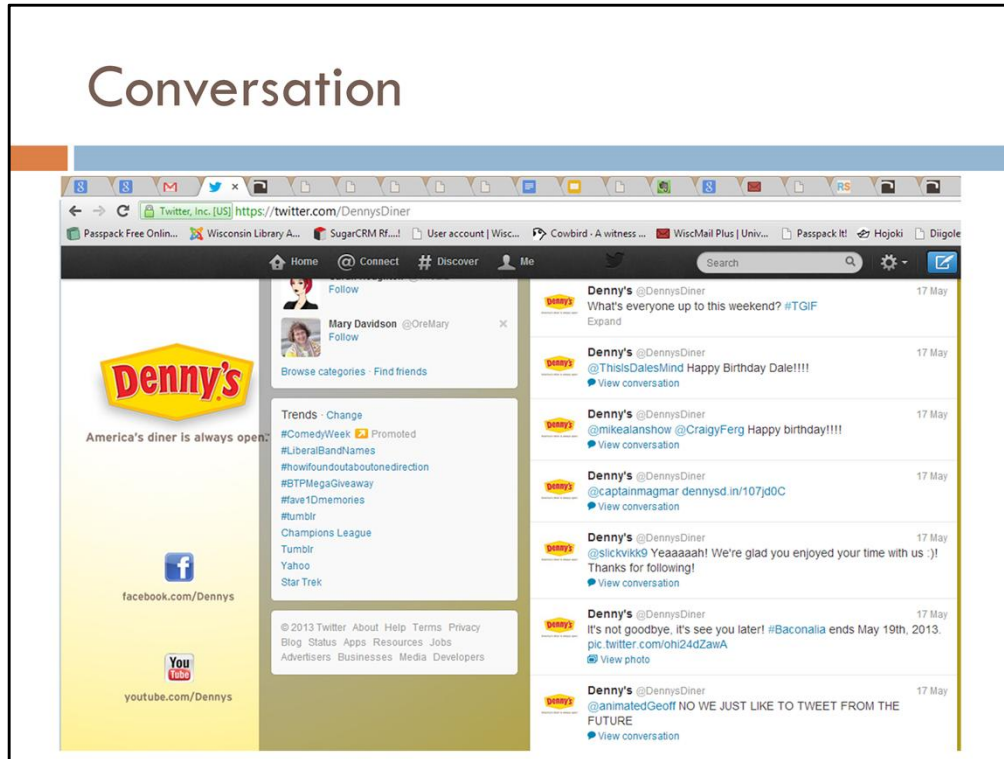
Geo-Location is the concept of knowing and using a mobile user's location so that a company can provide better products/services based on his/her specific location.

Ex. Around Me app for iPhone

or Lyft, which is a virtual carpool app which provides commuters with less expensive and more social ways to get around. Users log into the app, specify where they're heading, and a background-checked driver picks them up for less than a typical cab ride.

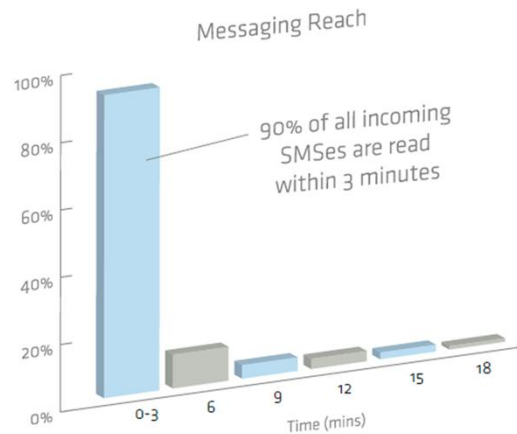
(To Stef)

Conversation



Engaging people around the brand: may have nothing to do about the product or brand, directly. The idea is that “It’s not about selling, it’s about engaging. It’s not just about customers, it’s about people” You want the conversation to be relevant and to reflect a personality. Denny’s, McDonalds are known for this Let’s look at the “It’s not goodbye”tweet. This is announcing the end of their Baconalia program for this year. Easy for them to say “Baconalia ends on May 19th. Thanks so much for your support” Instead, they do this, raise interest, connect differently

SMS – Channel for conversation



Many businesses are using opt-in SMS lists as a channel for conversation.

90% of text messages read within 3 minutes, 16% response rate

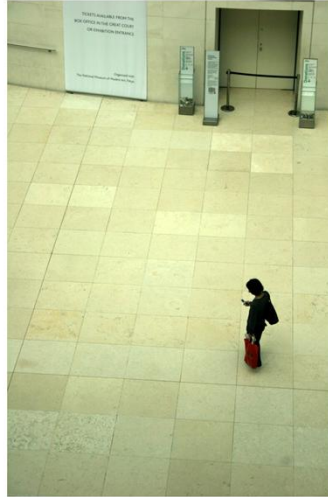
(Study: *Conversational Advertising* prepared by [mobileSQUARED.](#))

Email is not nearly as effective

Lots of commercial services for this: Slicktext – 50 free a month so you can try it with a specific set of patrons....see how it goes.

Fanminder.com: sending offers

Mobile Moments



One of the sites I like to keep an eye on is Trendwatching. Once a year they release their “10 crucial consumer trends” report. Great way to get a sense of what consumers are thinking. “Mobile Moments” is one of their trends.

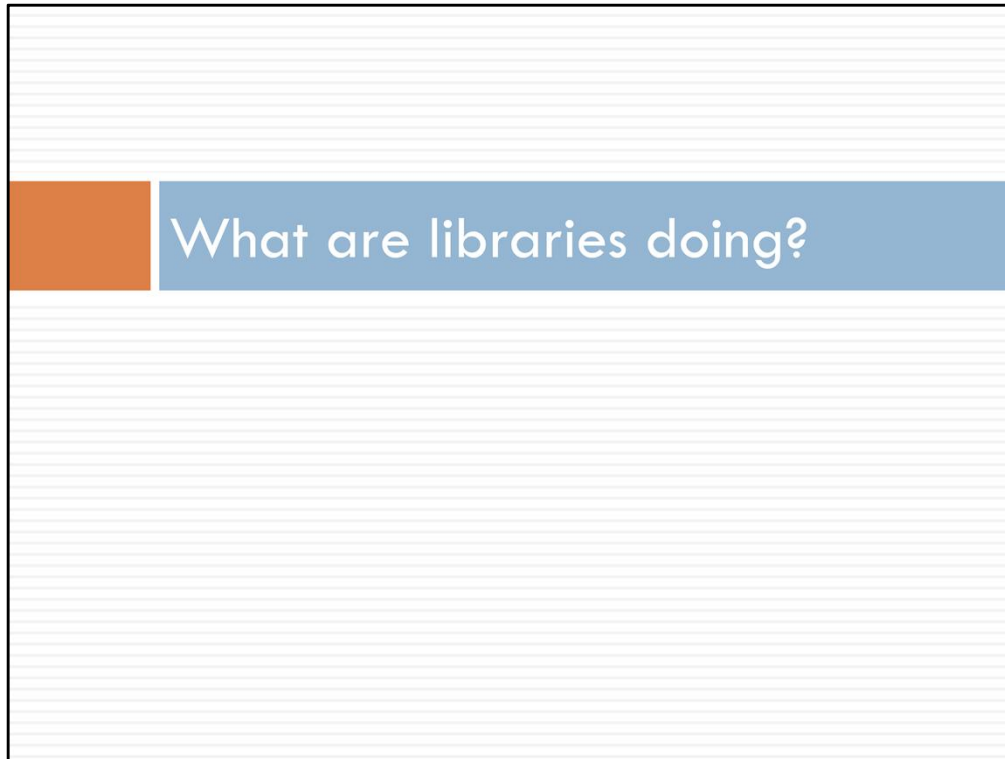
Many of you may experience this yourselves..

A survey of US adult smartphone owners found that 63% of female respondents and 73% of male respondents don’t go an hour without checking their phone (Source: Harris Interactive, June 2012).”

Consumers look to mobile devices to maximize every moment – waiting time, walking time, etc.

They are looking for mini-experiences: brief things they can engage with for a few moments.

{Book samples?}



We're now going to talk about what libraries are currently doing to market ebooks. We've collected information in-state through a survey, and out-of-state through keeping an eye on lists, journals, etc. and talking with OverDrive.

We know this is by no means comprehensive, so please jump in if you're doing something or if you've heard of other nifty things that people are doing. We're being conversational – this is the beginning of the conversation!



What is being done in the library to promote econtent?

Training staff

- Provide readers to staff
- Attending sessions from OverDrive
- In-services for staff

First thing may be to train staff well.

If we think back to the user/non-user survey, our super supporters are not technologically savvy (so they need help) and our non-supporters are technologically savvy (so they need someone knowledgeable). Both ends of the spectrum rely on trained library staff to “sell” the service.

La Crosse: “Several years ago, eight staff members were designated to get either a Kindle or a Nook (at library expense), with a small stipend to buy content, and they're the go-to people when someone calls or comes in needing help. We all started with simple readers, but most of us have since gone on to upgrade or add a tablet of some kind, too. “

Test Drive from **OverDrive**

Test Drive

[Home](#) » [Libraries](#) » [Public Libraries](#) » [Librarian Resources](#) » Test Drive

Lend and Demo eBook Devices

OverDrive Test Drive is a program that enables libraries and schools to offer eBook devices for lending and demonstration.

OverDrive provides guidelines, recommendations, best practices and promotional materials to help you successfully integrate eBook devices into your everyday services, all within publisher copyrights and library policies.



EDUCATE YOUR PATRONS

Test Drive gives patrons the chance to learn about and compare different eReading devices using titles from your digital collection. Our guidelines and resources make it easy to reset and prepare your devices for the next patron.

Not sure where to begin with training? OverDrive has a great service that provides almost everything you need to train both staff and patrons. All you provide are the devices (which OverDrive can help you select if you would like)

Users borrow your Test Drive devices to download eBooks from your digital collection.

When a device is returned, OverDrive provides guidelines to help you reset it for the next user.

This way, even people who don't own devices of their own have the opportunity to learn how to use them while increasing circs and following publisher copyright

Programming & Events

- One-to-One training
 - Sign up!
 - Drop in!
- E-Reader Classes
 - Tied into local theme: “Device Rodeo”
- Holiday time programs...
 - Technology review program
 - What Gadget Should I buy?
- Techstravaganza!
- Host an eBook Treasure Hunt
- Digital Book Club
- Specific audience...

LOTS of libraries are doing programming and events around e-content.

The most popular is the one-to-one training sessions.
7 out of 14 respondents are providing this in some form.

One-to-One:

This is time: sometimes 30 minutes, an hour – where a patron can get individualized help

Some libraries – like Appleton – have patrons sign up for time. They did 218 of these sessions in 2012.

Others – like La Crosse and Brown County – have drop-in times.

Kenosha mentioned that they have done it both ways, and found that “The response was overwhelming, literally: we had one staff member, and the fewest attendees we had was 10, and the most was 27.” Moved to classes, now one-to-one”

Many are also offering E-Reader Classes

--Separate classes for different readers in some cases (Matheson in Elkhorn)

--Some all together: 1/month each month (Colfax Public Library)

--Some are tied into local themes, which is a great idea: Manawa is “Rodeo City” so they have “Device Rodeo” e-reader class.

--Brown County: Partners with Barnes & Noble They come in and demonstrate the “latest and greatest”

Some libraries are doing Holiday Time programs....

Technology review (Appleton): Highlight ereaders/game consoles around Christmas

Sauk City has a “What Gadget should I buy?” program that ends with demonstrations of OverDrive for the various gadgets.

Techstravaganza: Brown County, March, highlight all tech in library

Two suggestions from OverDrive: Host an eBook Treasure Hunt, as part of Summer Reading Program or on its own
In addition to print book clubs, try a digital book club

Specific audience.....Colfax PL held a program for parents of children with learning disabilities/autism and showed them how to use eBooks and how to use the iPad for books and special apps.

Mentioning with Other Programs...

- Library tours
- Drawings at programs
- Incorporating e-content into Summer Reading

Could you cross promote econtent at your other programs?

Appleton PL mentions the service during library tours.

La Crosse PL does drawings for Kindles at Trivia Program and Adult Summer Reading program

You're creative people. Think there is probably a tie-in for almost any program.

Materials

- Handout/Brochure with instructions for all types of devices
 - ▣ Service desks
- Posters
- “New Member Packets”
- Materials from OverDrive

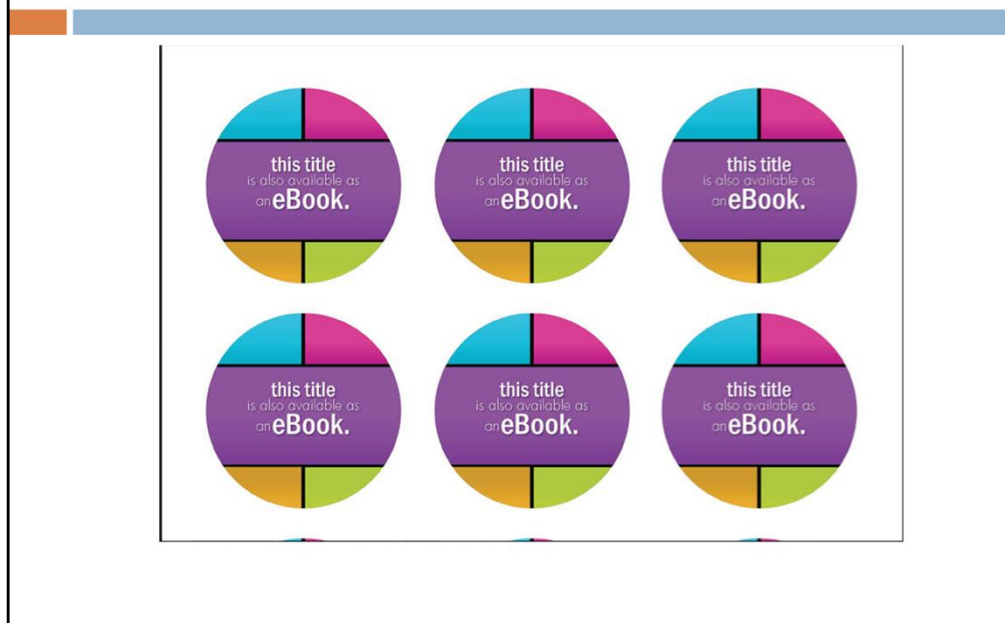
6 libraries mentioned all-in-one brochures or handouts.

Colfax PL uses posters that promote ebooks and their iPad checkout

New member packets: Delafield is including with information given to people who get library cards

OverDrive: LaCrosse PL uses posters, business cards – LD Fargo uses shelf hangers in the audio section and uses handouts, bookmarks – we’ll talk about this more in a little bit!

Also Available as an eBook



Consider cross-promotion and increasing awareness of e-content by using stickers like these from OverDrive

<http://overdriveblogs.com/library/2013/02/05/%E2%80%9Calso-available-as-ebook%E2%80%9D-templates-now-available/>

Word of Mouth!

- Upselling to audiobook borrowers
- Reference/information desk

Don't discount the value of "word of mouth" in the library!

LD Fargo: upsells to audiobook borrowers

Matheson: Reference/information desk

Fits well with conversational marketing model. Talking with them about what matters to them.



What is being done in the library to promote econtent?

In the Media

- Library newsletters
- Municipal newsletters
- Newspaper
- TV
- Press releases

Let's start with what you can do in the media

Library newsletters: Matheson PL (Elkhorn)

Municipal newsletters; Franklin PL puts articles in their municipal newsletter that gets mailed to every household – great publicity!!

Sauk City also put things in municipal newspapers to highlight the fact that they HAVE this stuff

Kenosha has had several newspaper articles on eBooks in the past few years, as well as an appearance by one of their administrators on a Milwaukee TV station. They also send out press releases about our classes, open houses, and drop-in sessions.

Brown county also sends out press releases for the launch and when they got download stations in the library.

Think a bit about user/non-user – this “old” media is primarily reaching our “super supporters” – which may be fine – raise awareness, offer assistance – should the focus be on offering assistance????

Web Presence

- Prominently displayed on website
- Facebook
- Twitter
- Blog
- Records in online catalog

Many libraries mentioned prominently linking to the Digital Library on their website. A number of libraries promote through Facebook. Sauk City provides links to specific ebooks through Facebook (which OverDrive suggests)

Three libraries promote on Twitter

Colfax PL promotes through their blog.

And one thing I think most of you are doing is loading records into the catalog, which certainly helps users discover.

Thinking conversationally.....is it possible to engage community through other Facebook or Twitter pages? Could you follow the conversation generated by others in your community (where might those non-users hang out) and offer tie-ins to digital content when appropriate?

Eye-Catching Templates from OverDrive

Enjoy eBooks & more from the Library

Access anytime, anywhere!



- Easy checkout
- Variety of titles
- 24-7 access

Available on your computer, smartphone, tablet or other device.

Click to get started!



powered by
OverDrive

One of the best ways to promote your digital collection is through a channel you already use to connect with your patrons: email. It's a direct, easy, and effective means of raising awareness and generating interest.

Direct Marketing to Target Audiences



Here's an example of a direct mail flyer that one of OverDrive's library partners created a few years ago. They sent these to a retirement community near them and specifically targeted people who may not be able to easily make it into branches. I could see something like this being repurposed for use by smaller libraries with limited hours to reach out to patrons and let them know services are always available online. In the Community Outreach training, you'll see some examples of libraries using social networking and email to send messages that even though a branch may be closed, the digital collection is available 24/7.

Community Events

- Farmers Market
- University Meet & Greet
- Earth Fair booth
- “Community Fest”

Community events are a great venue in which to promote e-content

Farmers Market: Appleton has had a booth

La Crosse PL has a presence at meet-and-greets at the universities and at the Earth Fair where, they take a device loaded up with something colorful (cookbooks work well!) and prop it up open on the table next to some flyers or business cards. That often sparks conversations.

Delafield: highlight at Community Fest

Madison: Wi Book Festival, WPLC table

Community Partnerships with Outside Organizations

- Schools
- Other agencies in community/village board
- WI Council for the Blind
- Literacy organizations
- Computer organizations
- Kiwanis
- Optimists
- Women's business group
- Barnes & Nobles
- Best Buy

There are lots of opportunity to engage with other organizations in the community!

For schools..

Colfax PL distributes a brochure for Parent's Group through partnership with the school

Appleton Public Library has done multiple school visits

Weyenberg: discuss with school IMC staff

--Appleton brings info and devices to intra-organization meetings

--Sauk City mentions at Village Board

--Appleton Public Library works with the WI Council for the blind, concentrating on accessibility and materials (both physical and digital) from the library

Appleton PL staff also speak at events like service sorority, senior computer users group

At Sauk City, staff speak to the Kiwanis and the Optimists

Kenosha Staff have given talks about eBooks to a local women's business group, and at a Barnes & Noble Educator Appreciation Day event.

Matheson told Best Buy in the area about Overdrive so they could promote the sale of their ereaders and tell people about getting free books

Great opportunities to reach those non-users, tie into something they feel positive about.

Word of Mouth!

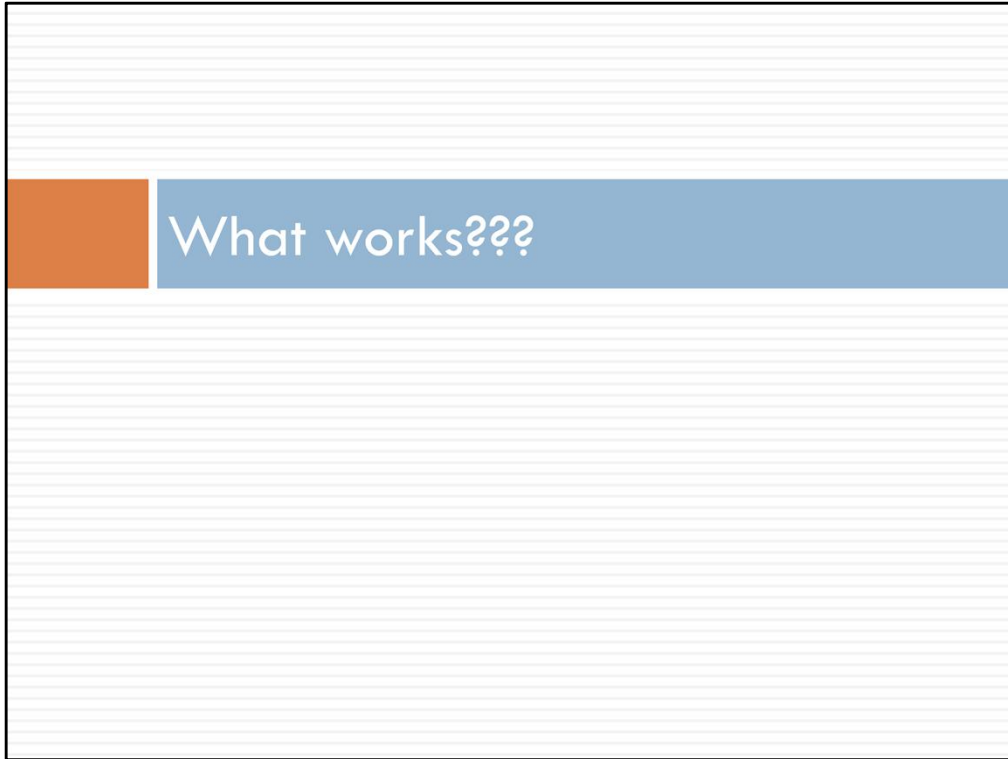
- “Nothing like having a mammogram and talking about overdrive”
- “I've had way more people come into the library for the first time because someone at the gym or grocery store mentioned that I got their Kindle set up and started them downloading books. “

Just like in the library, word of mouth outside the library matters.

Get those supporters talking to other supporters about how they learned how to do this at the library.

We ourselves are advocates outside of the library – do you have something with the URL “on you” at any time?

(to Stef)



What, of all of these things did the libraries feel were most successful?

Most Successful

- One-to-one sessions: 8
- In-library classes: 5
- Best buy partnership: 1
- Facebook promotion: 1
- Handouts: 1
- Presentations in the community: 1

Least Successful

- Farmers Market: no wireless!
- Handouts: people lose them and don't read them
- Broad sessions for beginners: needed too much help
- "Community Fest has been a great outreach experience, but not for digital downloading. People are not ready for the answer to "How do I download books onto my Kindle?" when their question is still "There's a library in Delafield?" "



Partners Portal: Marketing and Outreach Resources

The screenshot shows the OverDrive Partners website interface. At the top, the title "Partners Portal: Marketing and Outreach Resources" is displayed. Below it is the OverDrive logo with "PARTNERS" next to it. A search bar with the placeholder "Enter Search Term" and a "Search" button is visible. A navigation bar contains three links: "LEARNING CENTER", "MARKETING & OUTREACH", and "SERVICE ENHANCEMENTS". The main content area features a breadcrumb trail: "Home > Marketing & Outreach > Libraries". A large image shows a woman smiling at a laptop, with a smaller image of a group of people reading. Below the image is the heading "Promotional resources for public libraries" and a paragraph of text. To the right, there is a "Newsletter Signup" section with a "Subscribe" button and a "Tweets" section showing two tweets from @OverDriveLibs.

OverDrive PARTNERS

Enter Search Term Visit overdrive.com.

LEARNING CENTER MARKETING & OUTREACH SERVICE ENHANCEMENTS

Home > Marketing & Outreach > Libraries

Promotional resources for public libraries

One of the easiest ways to increase circulation of your digital library is promoting the service to your users. Raise awareness of your digital library service within your library and on the web with these promotional resources.

Newsletter Signup

Sign up to receive partner communications, including weekly content deals and news about service enhancements.

Enter Email Address

Tweets Follow @OverDriveLibs

OverDrive Libraries @OverDriveLibs 1h
Can't sleep? Why not check out @michaelmalone10's ebook, *Four Corners of the Sky* for Free from your library! #BigLibraryRead
Expand

OverDrive Libraries @OverDriveLibs 5h
Be sure to #follow @michaelmalone10, the man who is making #BigLibraryRead possible!
Expand

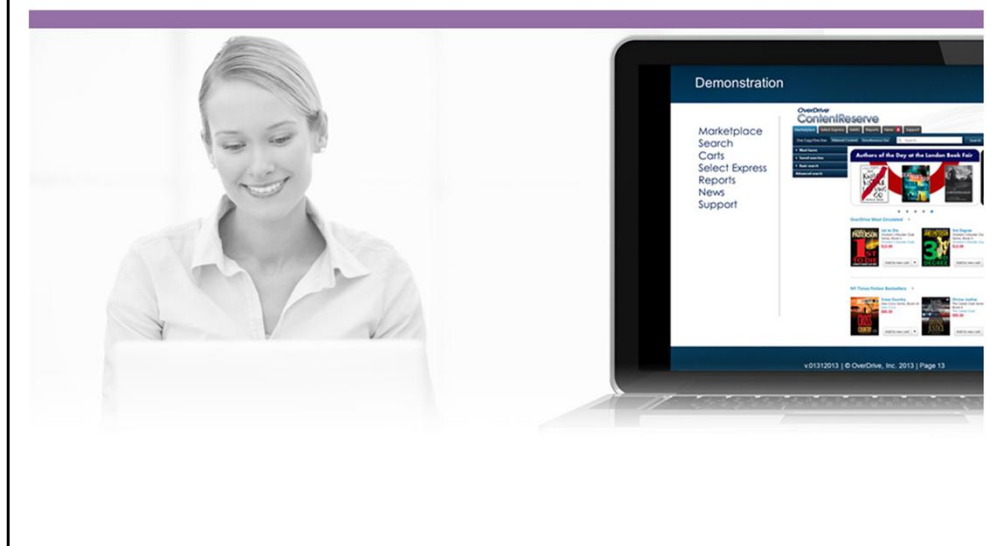
resources specific to public libraries. There is a portal for every library type.

Best Practices Handbook



is a wealth of information and something I suggest everybody take a look at. It is divided into 3 sections: collection development, staff training and marketing.

Learning Center On-Demand Training



provides trainings on your schedule for each component of Content Reserve and other programs specific to OverDrive

Community Outreach Training Slides

Best Practices to Maximize Circulation
via Marketing Outreach

Contact: librarypartnerservices@overdrive.com

The collage includes images of a woman reading, a green apple on a desk with 'School' written on a chalkboard, a tablet, a man with headphones, a 'LIBRARY' sign, a 'GO!' sign, a woman with a smartphone, a man reading, a city skyline, a woman with a smartphone, a 'RETAIL' sign, a 'Corporate' sign, a woman smiling, a 'Put a Plugger' sign, and a woman reading.

This is a slide show of some of the elements from the Best Practices Handbook

OverDrive Digital Blog

OverDrive Home | About | Meet the Bloggers | Sales & Promos | Contact Us |

Digital Library Blog

News and Info for Library Partners

Summer Marketing Materials: Now Available!

May 20th, 2013 Cassie Renner

Summer is just around the corner. Time for road trips, the beach, vacations, and lazy summer days! I can think of nothing I'd rather do today (one of the first days above 70 degrees here in Cleveland) than read library eBooks on my NOOK outside in the sun!

To help you promote your digital collection inside the library, we've created a [Summer Marketing Kit](#). You can help your community cool off by getting crafty with these promotional materials. We've designed the smart guides with plenty of empty space at the bottom – perfect for gluing a popsicle stick to and creating an instant fan. There are also summer posters you can display around your library.

Don't forget about reaching out to your community with ways other than inside your library doors. Post status updates of new titles via Facebook or Twitter, start a

Escape with an eBook this summer

Enjoy anytime, anywhere
http://** lib.overdrive.com
Easy to Use

Subscribe
Subscribe in a reader

To subscribe via email, [click here](#).

Contact Us
Have questions about OverDrive's services for libraries, schools and colleges? [Contact us!](#)

OverDrive Social Media

Search the Blog
Search for:
Search

Blog Categories

You can either view or subscribe to the OverDrive Digital Blog to receive on-going marketing and other information.

Particularly helpful are the [promotional ideas](#) and [community outreach](#) categories

OverDrive HELP

The screenshot shows the OverDrive HELP website. At the top, the title "OverDrive HELP" is displayed. Below the title is a blue header bar. The main content area is divided into several sections:

- More help...**: A blue sidebar on the left containing two sections:
 - Device Resource Center**: "Explore devices that can be used with eBooks & audiobooks" with an icon of a laptop and books.
 - Videos**: "Get started quickly using these short videos" with an icon of a smartphone and tablet.
- OverDrive help**: The main logo with a search bar below it.
- Browse**: A grid of categories including Audiobooks, eBooks, Music, Video, OverDrive Media Console, Adobe Digital Editions, Kindle Apps, and a "Browse & check out" section with sub-items: Troubleshooting, Adobe authorization, and Transfer & burn.
- Get Started With...**: A grid of device and platform categories including Kindle, NOOK, Sony Reader, eBook readers, Android, BlackBerry, iPhone/iPad/iPod touch, Windows Phone, iPod, MP3 players, Windows, and Mac.
- Most Popular Articles**: A section at the bottom of the main content area.

OverDrive Help and OverDrive Help Videos are great resources for you, your staff and patrons. Particularly helpful is the Get Started With section which walks through using the most popular mobile and ereader devices

(to Stef)

For more information...

- **Fast Company**

<http://www.fastcocreate.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>

For more information...

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

For more information...

To access Marketing Materials from OverDrive:

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

User name: library

Password: pr00f5

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

Thank You!

Stef Morrill

Email: smorrill@wils.org

Phone: 608.263.2773

Sara Gold

Email: sgold@wils.wisc.edu

Phone: 608.890.3012

A special thank you to the sponsors of this webinar:
IFLS, ESLS, MCLS, MWFLS, NFLS, OWLS, SCLS, WCFLS,
Winnefox and WVLS