Ebookin' on a Budget

Buy More and Spend Less with

OverDrive®

Housekeeping

Recording & PDF

You will receive a follow-up email **tomorrow**.

Zoom features

Feel free to **ask questions** under Q&A and adjust **Closed Captions**.

Certificate

Take our post webinar **assessment** to earn a certificate.

Presenters:

Lauren Bajda

Training Specialist

Abbey Patton

Account Manager

Agenda

01 **Marketplace**
Best practices and self-service tools for success.

02 **Next-level Support**
Working with your OverDrive team for help.

03 **Next Steps**
Your calls to action for ebookin' on a budget.

04 **Help & Resources**
All your links in one place!

01

MARKETPLACE

The most powerful tool in your toolkit

Lending models

One Copy/One User (OC/OU)

Metered Access (MA)

Metered Access Concurrent Use (MACU)

Cost Per Circ (CPC)

Simultaneous Use (SU)

Metered Access Concurrent Use

The Duke and I
Bridgerton Series, Book 1
Unabridged
Bridgerton
Julia Quinn, Rosalyn Landor
Recorded Books, LLC | Recorded Books, Inc. |
Recorded Books Inc.
Adult Fiction
Romance, Historical Fiction
Fiction / Romance / Historical / Regency
Language(s): English
On-sale date: 4/5/2018
Street date: 10/7/2016

Content access level(s): Adult

Unit(s): 0   ADD TO MAIN CART ▾

Choose your lending model:

OC/OU $109.00

MA: 100 checkouts (concurrent users) $174.40

SAMPLE

🎧 Preview full title

🎧 OverDrive MP3
🎧 OverDrive Listen

🔗 Share

SUBSCRIBE TO OUR E-MAIL LIST!

OverDrive
Marketplace™

Lauren Bajda - My Digital Library (OverDrive

Search OC/OU & MA by title, author,... 🔍

Advanced search ▾

SHOP
One Copy/One User & Metered Access ▾   INSIGHTS   ADMIN ▾   CURATE ▾   NEWS   INVOICING ▾   SUPP

🔍 One Copy/One User & Metered Acc...
🔍 Cost Per Circ
🔍 Simultaneous Use
Automate carts (OverDrive Insights)
Purchase content credit

rcebooks 2021 Adult Title Preview Collection ‹ ›

|	
What do titles in this model do?	Expire from your digital collection after a certain number of checkouts (e.g., 100 checkouts). Can be borrowed by multiple users at the same time.
Where does this model live?	Main SHOP tab in Marketplace. Can filter down to this model.
Pros	Concurrent checkouts. Completely eliminates holds. Predetermined Cost Per Circ.
Cons	Limited content available. Can increase Metered Access expired content management.

*For more information on how this works with your Advantage library, please reach out to your Account Manager.

Cost Per Circ
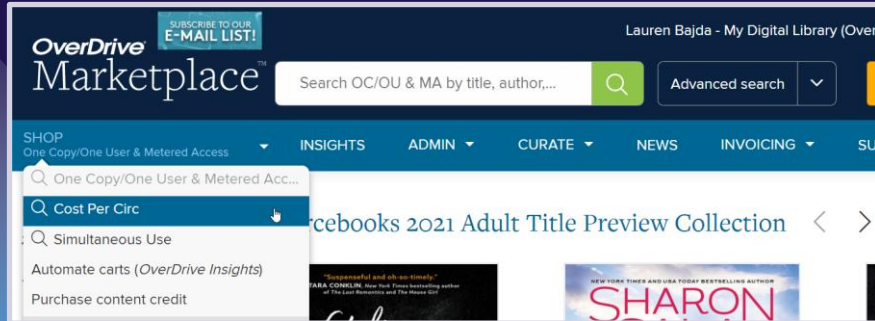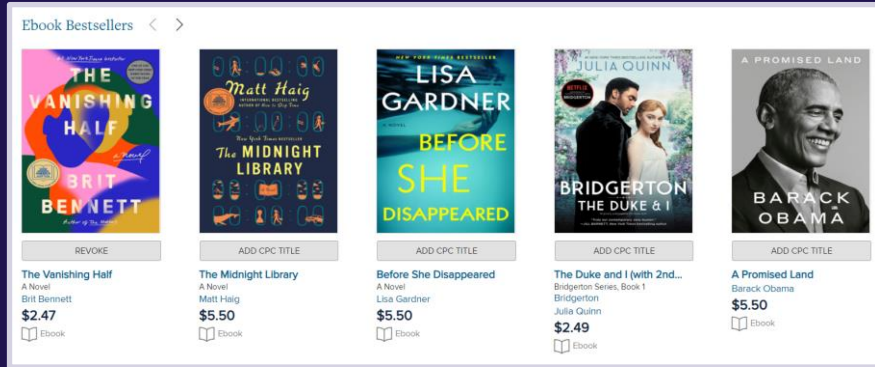
What do titles in this model do?	Pay only when title is borrowed. Titles can be borrowed simultaneously until budget runs out.
Where does this model live?	Drop down menu under SHOP tab in Marketplace.
Pros	Concurrent checkouts. Set a monthly budget by format. Low commitment. Helps with wait times.
Cons	Can take active management. Can't control which titles budget goes to.

For more information on how this works with your Advantage library, please reach out to your Account Manager.

Simultaneous Use

What do titles in this model do?	Titles can be borrowed by an unlimited number of users simultaneously. Usually expire after a set time.
Where does this model live?	Drop-down menu under SHOP tab in Marketplace.
Pros	Unlimited checkouts within a set time. Great way to provide no wait content.
Cons	Limited content available. No guaranteed Cost Per Circ.

For more information on how this works with your Advantage library, please reach out to your Account Manager.

Poll

Book clubs

These lending models are great for book club picks!

- Metered Access Concurrent Use

- Cost Per Circ

- Simultaneous Use

Book clubs
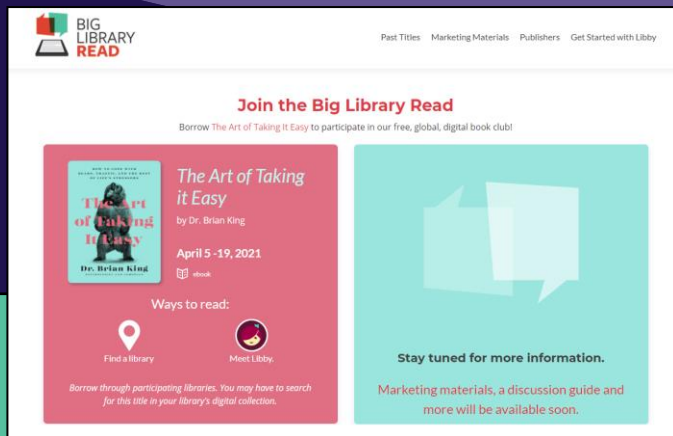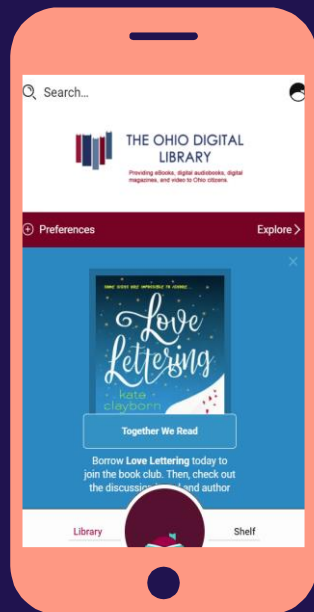
Start a digital book club using Big Library Read

Global ebook Club

Big Library Read (BLR), facilitated by OverDrive, is a reading program through your library that connects readers around the world with the same ebook at the same time without any wait lists or holds.

Easy to Join

It's a worldwide digital version of a local book club, the program is free through your local library or school library and all you need to get started reading is a library card or student ID.

Your local book club gone global

Download Libby, find your library and get ready to read! Simply borrow the free ebook from your library using your phone or tablet.

Curation

Create Collection   ✖

Collection type:

○ Curated
  Hand-picked titles typically based on a theme. Ex: Holiday Favorites, *Gone Girl* Readalikes

◉ Automated
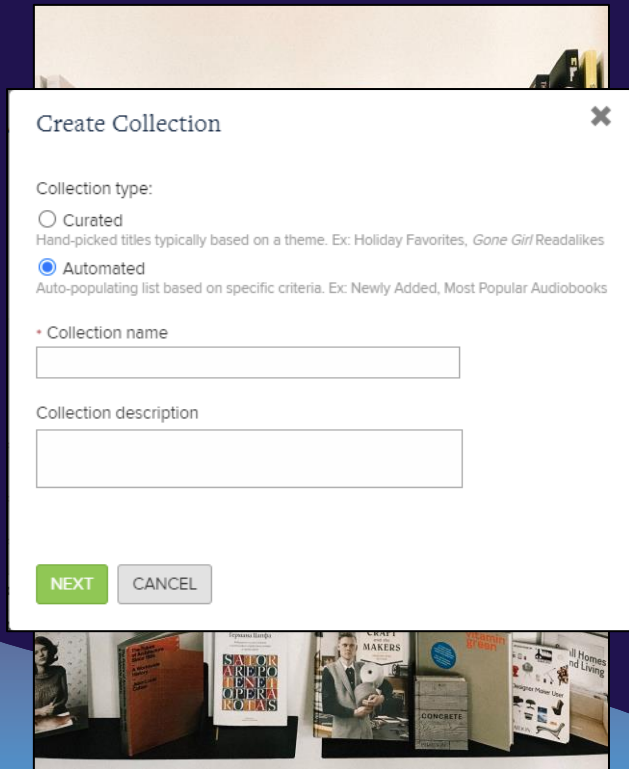 Auto-populating list based on specific criteria. Ex: Newly Added, Most Popular Audiobooks

* Collection name

Collection description

NEXT   CANCEL

Photo by Marta Dzedyshko from Pexels

🔍 Search...

THE OHIO DIGITAL LIBRARY
Providing eBooks, digital audiobooks, digital magazines, and video to Ohio citizens.

⊕ Preferences   Explore ›

Love Lettering
kate clayborn

Together We Read

Borrow **Love Lettering** today to join the book club. Then, check out the discussion and author

Library   Shelf

Curation

Create Collection

Collection type:

○ Curated
Hand-picked titles typically based on a theme. Ex: Holiday Favorites, *Gone Girl* Readalikes

● Automated
Auto-populating list based on specific criteria. Ex: Newly Added, Most Popular Audiobooks
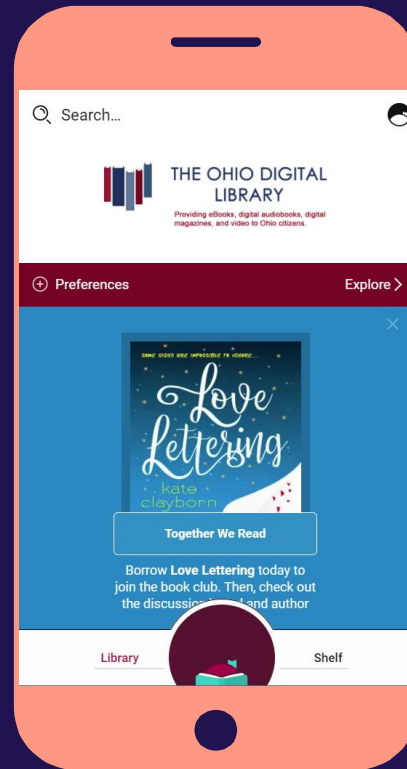
* Collection name

Collection description

[NEXT] [CANCEL]

‹ Library

Books That Outlast Your New Year's Resolution

Listing 206 books and 159 audiobooks. Includes: Fiction (317), Literature (148), Historical Fiction (87), and more.

⊕ Preferences   Refine

Mississippi Blood · Greg Iles
★★★★☆ 517   #6 IN SERIES

Borrow

Play Sample

Tag

AUDIO

The Wright Brothers · David McCullough
★★★★☆ 1.82K

Borrow

Play S

Library   Shelf
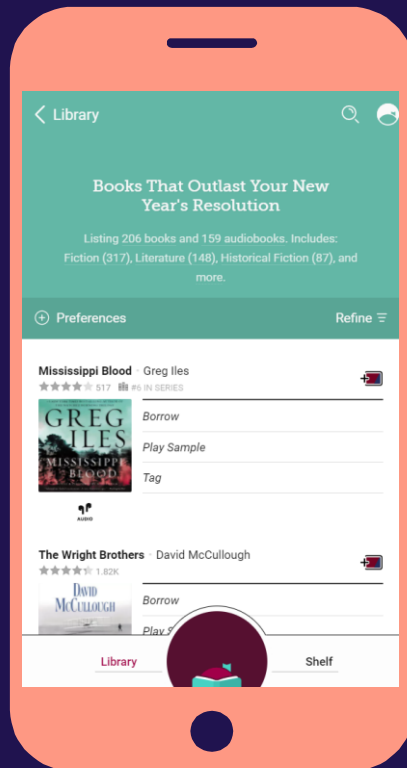
'Always available' room

1. "Always Available" eReading room *(SU content)*
2. "Available Now" eReading room *(Not limited to SU)*
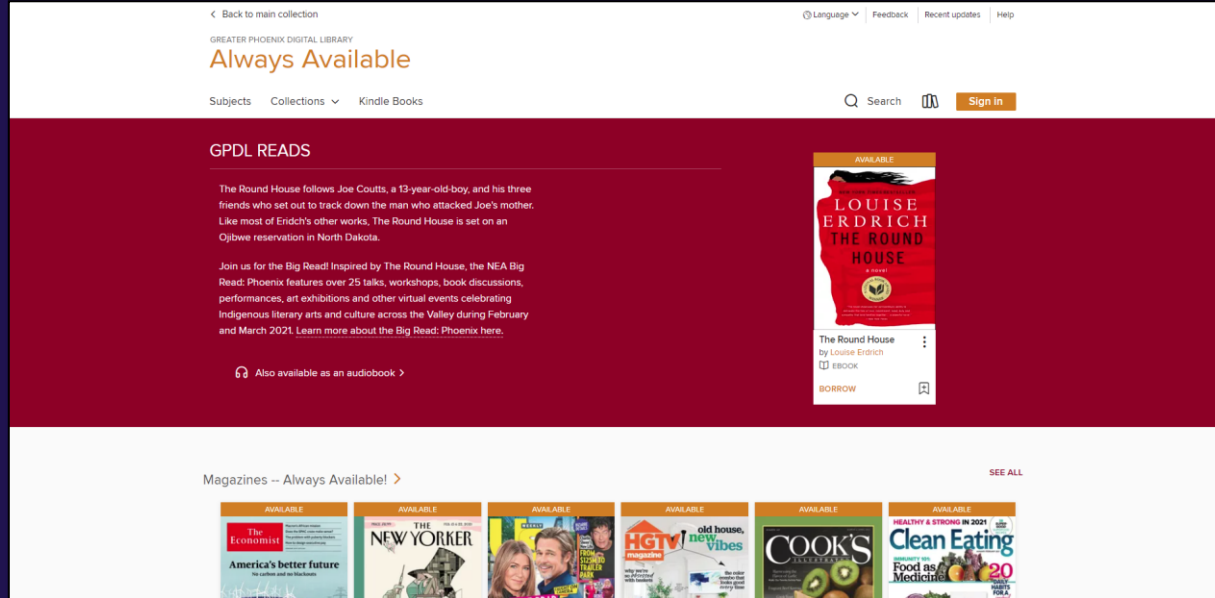
Reach out to your Account Manager.

Sales

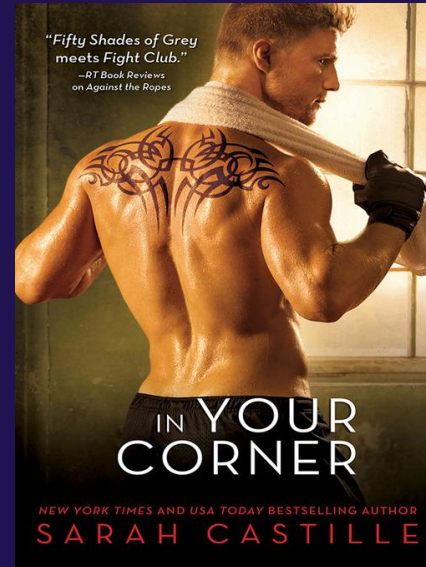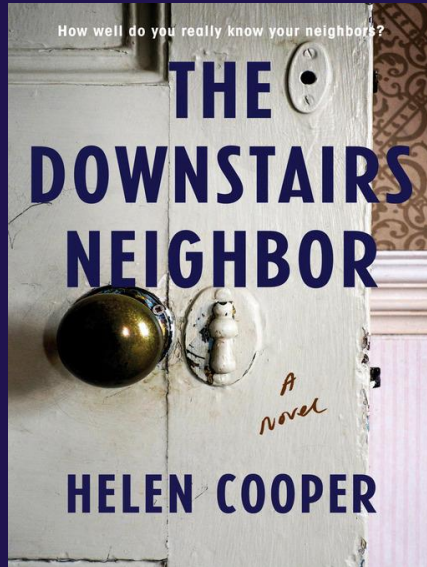|	
Audiobook sale	June
End-of-year sale	November/December
Back-to-school sale	September
Romance sale	February
New year, new you sale	January

Never miss a sale!

Data to inform purchasing

Data to inform purchasing

Data to inform purchasing
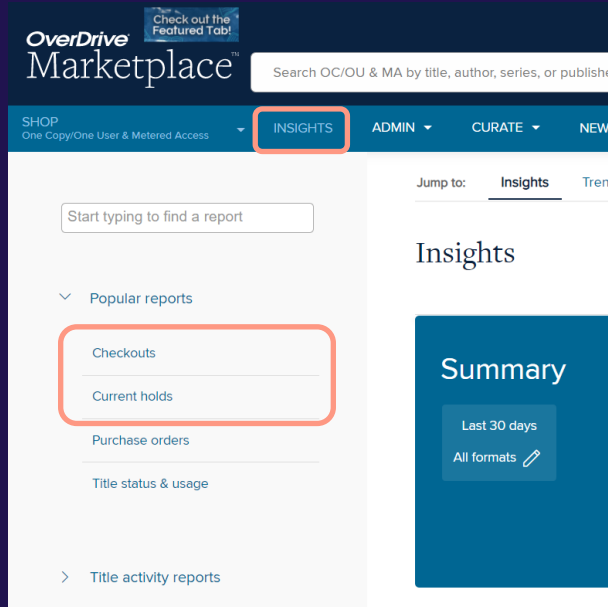
Insights > Popular reports

- Checkouts

- Current holds

Don't have a collection development policy?
Use reports to help you set one up.

Poll

Recommend to Library (RTL)

NOT OWNED	ON HOLD	NOT OWNED	AVAILABLE

A Time for Mercy
by John Grisham
📖 EBOOK

RECOMMEND

The Invisible Life of Addie...
by V. E. Schwab
📖 EBOOK

GO TO HOLDS

Daylight
by David Baldacci
📖 EBOOK

RECOMMEND

The Vanishing Half
by Brit Bennett
🎧 AUDIOBOOK

BORROW

Recommend to Library (RTL)

NOT OWNED

A Time for Mercy
by John Grisham
📖 EBOOK

RECOMMEND

ON HOLD

The Invisible Life of Addie...
by V. E. Schwab
📖 EBOOK

GO TO HOLDS

NOT OWNED

Daylight
by David Baldacci
📖 EBOOK

RECOMMEND

AVAILABLE

THE VANISHING HALF

ACCOUNT LIMITS ✕

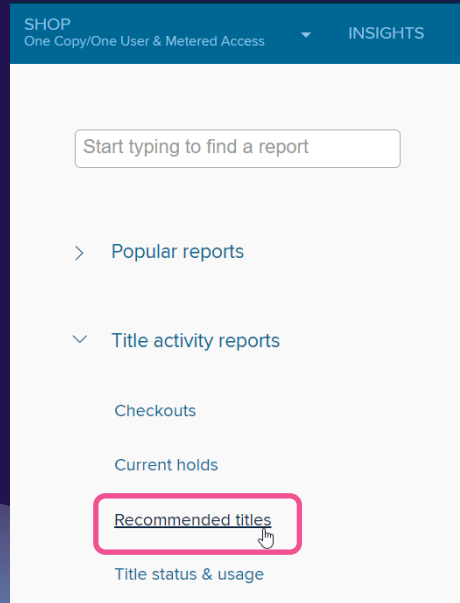|	
LOANS	2 of 100
HOLDS	4 of 100
RENEWALS	3 days before expiration ❓
WISH LIST	6 of 5,000
RECOMMEND TO LIBRARY	8 titles every 1 day (8 remaining)

OK

Recommend to Library (RTL)

Recommended titles report

SHOP
One Copy/One User & Metered Access ▼   INSIGHTS

Start typing to find a report

> Popular reports

∨ Title activity reports

Checkouts

Current holds

Recommended titles

Title status & usage

Automated Cart

SHOP
Automate carts (*OverDrive Insights*) ▼   INSIGHTS

🔍 One Copy/One User & Metered Acc...
🔍 Cost Per Circ
🔍 Simultaneous Use
Automate carts (*OverDrive Insights*)
Purchase content credit

Looking for self-published titles?
These titles are now located in the One Copy/One User & Metered Access shopping section.

RTL (Recommend to Library)
Let your users help with collection

02

NEXT-LEVEL SUPPORT

Lean on your OverDrive team for support

Special Book Club requests

Step 1

Reach out to Account Manager.

Step 2

Account Manager will approach publisher.

Step 3

Host book club!

No guarantee that OverDrive will obtain the title in requested lending model.

Monthly site updates

'Bang for your buck' carts

Created by OverDrive Content Specialists

Feature titles for $10 or less

Return on investment

Reach out to your Account Manager.

Custom reports

Photo by *Carlos Muza* on *Unsplash*

Budget report

Alternative Lending Model Report

Partner Analysis Review

High Performing Peer Group Titles <u>Not</u> at Your Digital Collection

Want to make data driven decisions?
Request customized reports!

Reach out to your Account Manager.

03

NEXT STEPS

Your calls to action for ebookin' on a budget.

Next steps

- Reach out to your Account Manager.

- Subscribe to OverDrive's blog.

- Sign up for OverDrive's email updates.

04

HELP & RESOURCES

All your links in one place

Help & resources

Account team

Great for...

Marketplace Help

Great for...

OverDrive Help

Great for...

Resource Center

Great for...

Upcoming webinars

March 2
Getting Started with
Marketplace

[**Register**]

March 10
Getting Started with
Libby

[**Register**]

Schedule today!
Virtual patron trainings with
Libby

[**Schedule**]

Thanks

Tomorrow you will receive:

Recording & PDF

Certificate

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