



5 Essential Ways

to Promote Ebooks,
Audiobooks, & More
in Libby



Webinar Level

Beginner



Slower pace

No familiarity

**Focus on what
feature is**

Intermediate

Faster pace

Some familiarity

**Focus on how to
best use features**

Advanced

Faster pace

**Expert
familiarity**

**Focus on how to
best use
features**

Speakers



Sydney Kalnay

Training
Manager



Marissa Gillett

Digital Media
Events Specialist



Jill Grunenwald

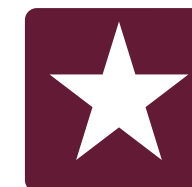
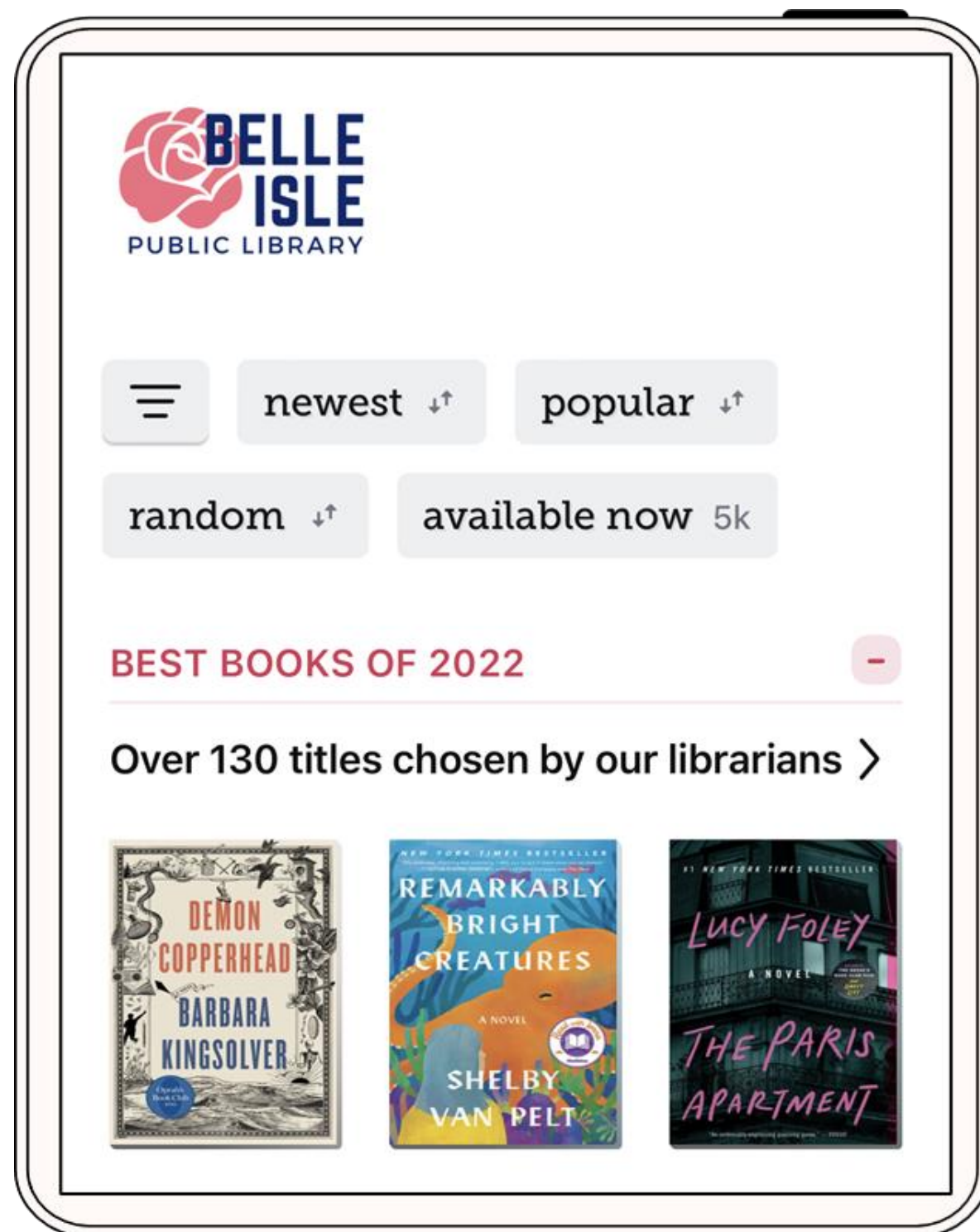
Marketing &
Communications Specialist



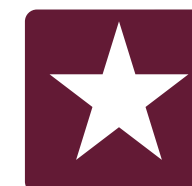
Rachel Mayfield

Public Library
Marketing Manager

Agenda



Overview



The 5 marketing essentials:

1

Print media

2

Social media

3

Email

4

PR

5

Training



Next steps

Bring awareness

to Libby features & services



Ebooks &
Audiobooks



Magazines



Comics &
Graphic Novels



Read-Alongs



Libby Extras



Kindle



Lucky Day



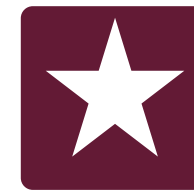
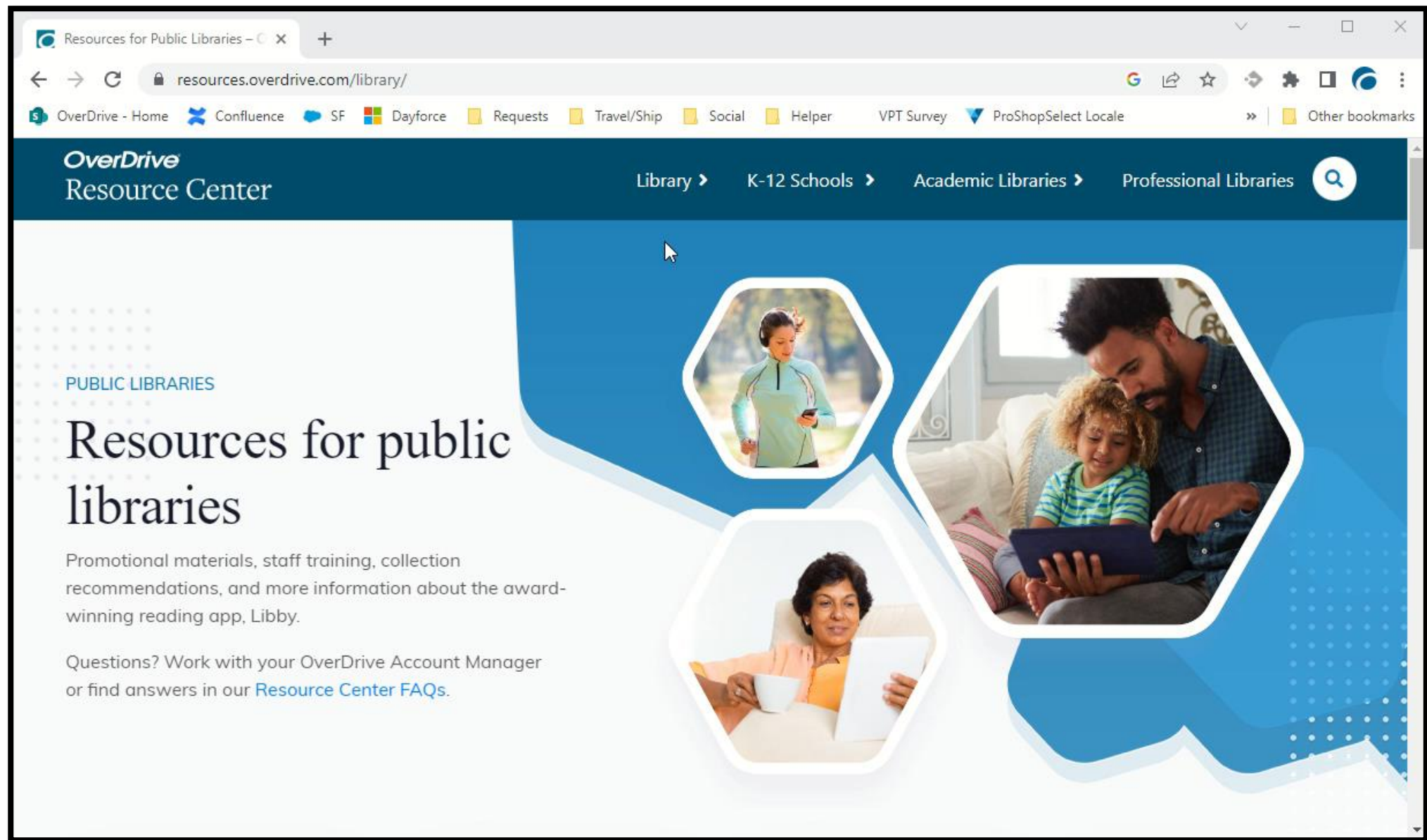
Catalog Guides



Instant Digital
Card

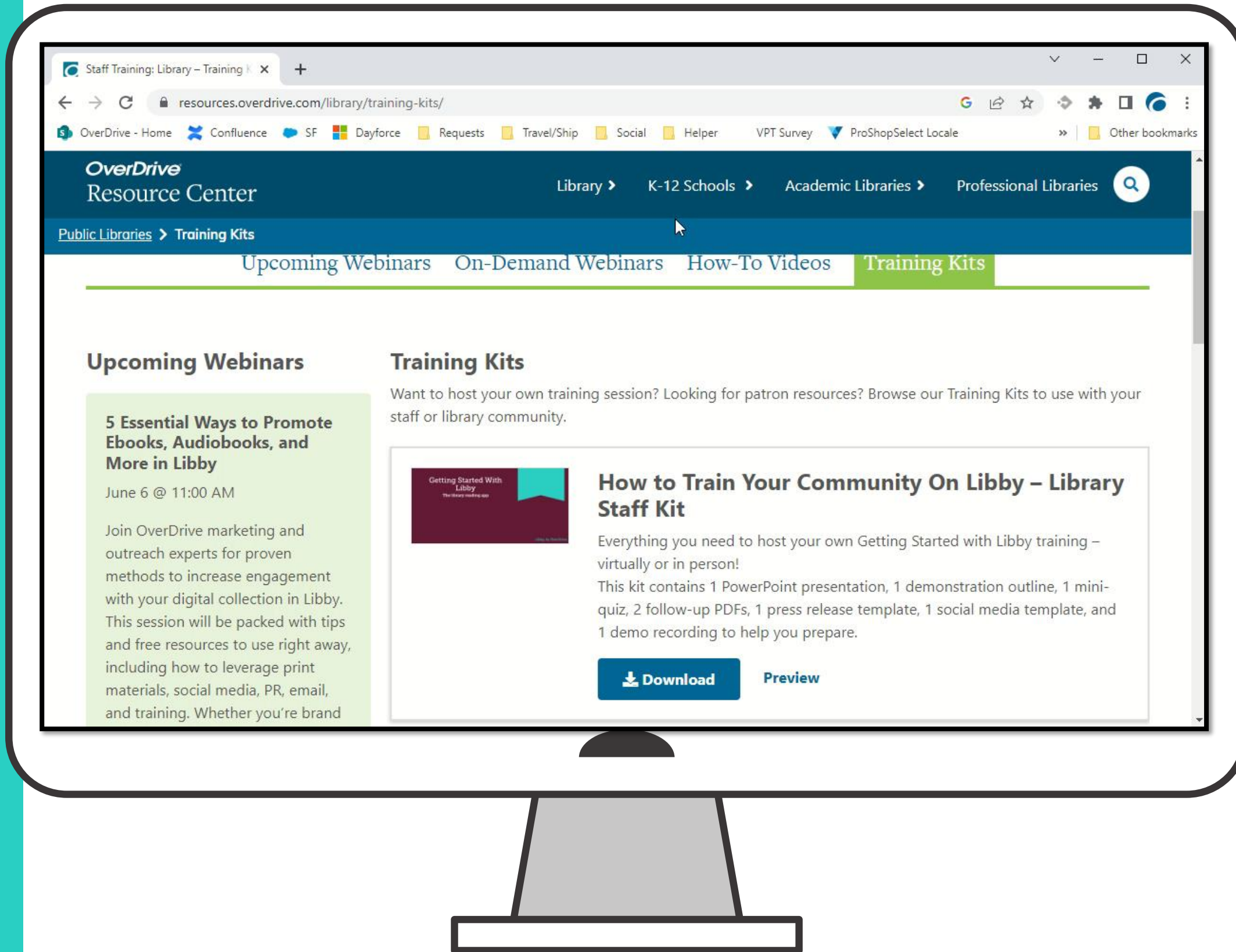


Public Library
CONNECT



Staff Training

- 1 Live webinars
- 2 On-demand sessions
- 3 How-to videos
- 4 Self-paced training
- 5 Downloadable kits



Collection Development

1

Recommended lists

2

Sales & promotions

3

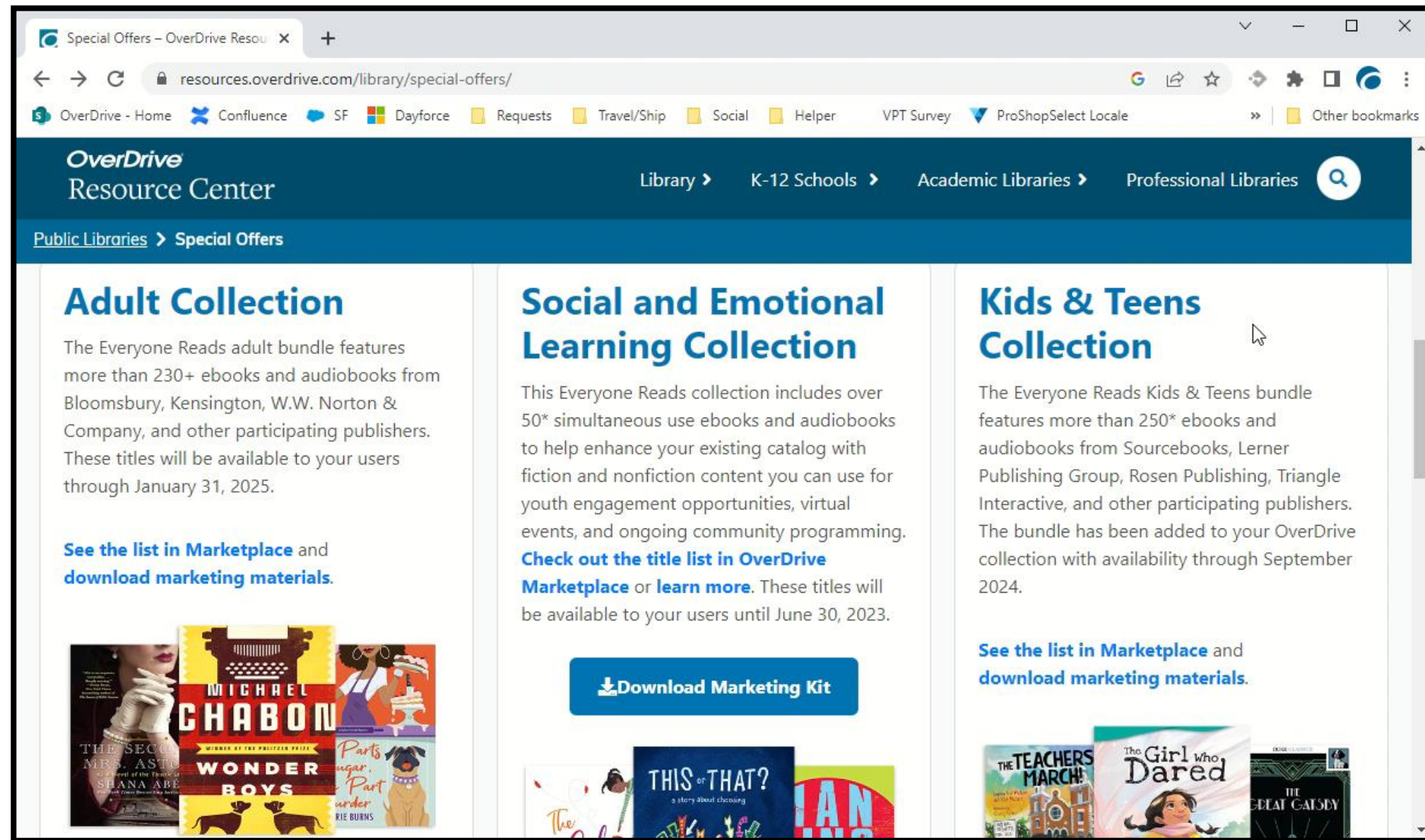
Special offers

4

Custom merchandizing

5

Q&A



Promotional Material

- 1 Print & social media essentials
- 2 Activities & challenges
- 3 Website graphics & logos
- 4 PR templates
- 5 Custom design

Promoting Libby ...

Boosts the
usage of
library
services

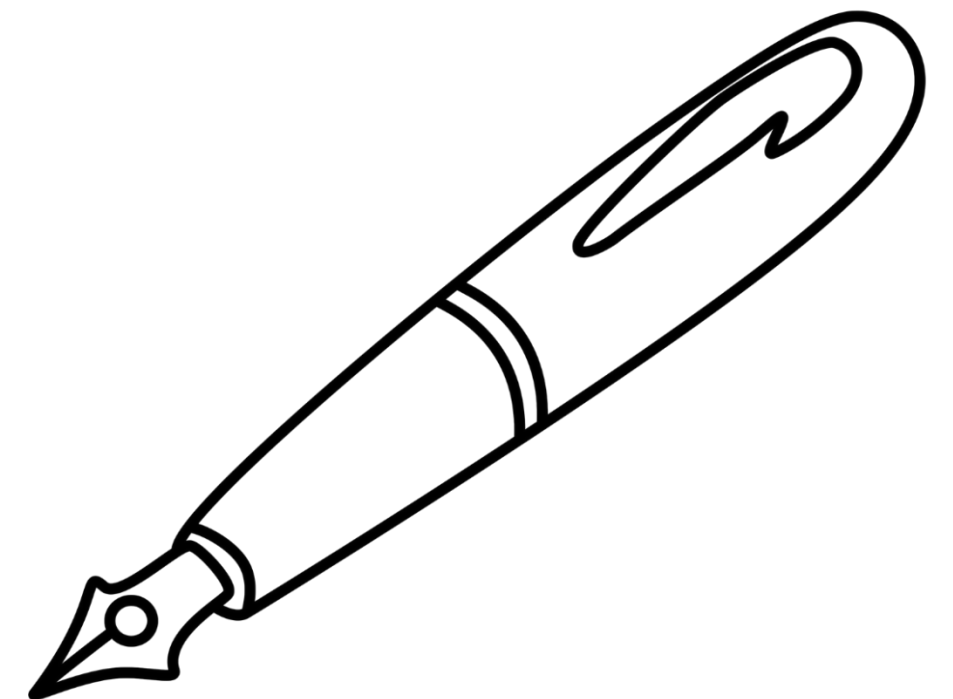
Provides
convenience
for your
patrons

Increases
your
return on
investment

Helps
improve
technological
literacy

Increases the
accessibility
of library
materials

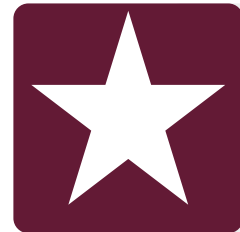
Grows your
user base



Print Media



Why should I use print media to promote Libby?



Print ...

1

Expands your reach

2

Is less competitive

3

Extends lifespan of campaign

4

Allows for elaboration

Print Promotion (Basic)

Resource Center

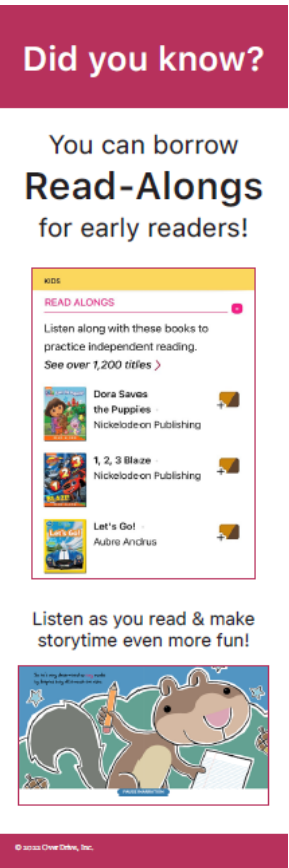
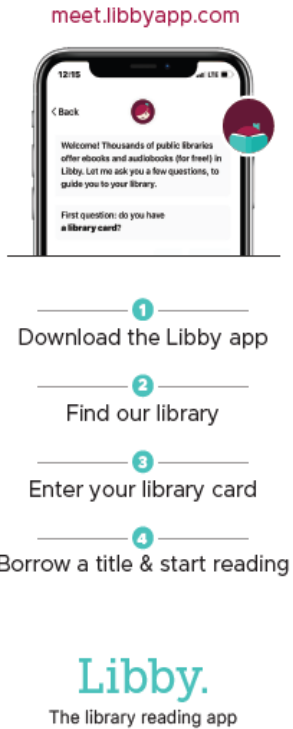
Download free print-ready handouts and hangables!

Handouts

Choose from instruction based, feature based, persona based, and activity-based designs.

Hangables

Target a specific audience or promote a curated collection, format, or feature.

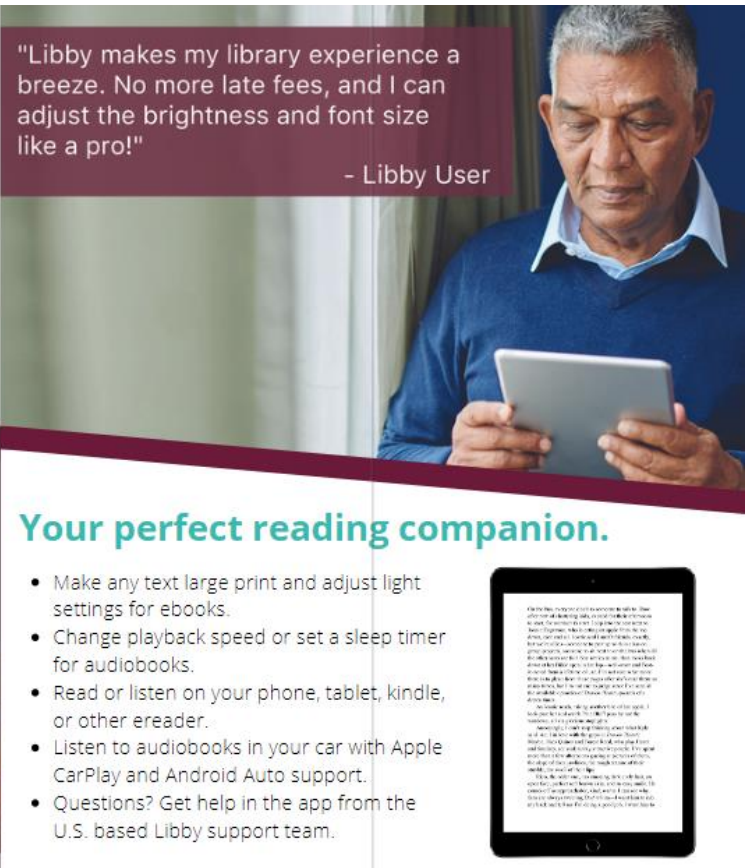


Read or Listen on your device
Borrow ebooks or audiobooks from the comfort of your home, or on-the-go with your tablet, phone or ereader.

Great Selection
Choose from bestsellers, fiction, nonfiction, books for kids and more.

Free from our library
No subscription. No late fees. Ever.

Easy to get started
The Libby app will walk you through set up, so you can start reading right away.



Print Promotion (Advanced)

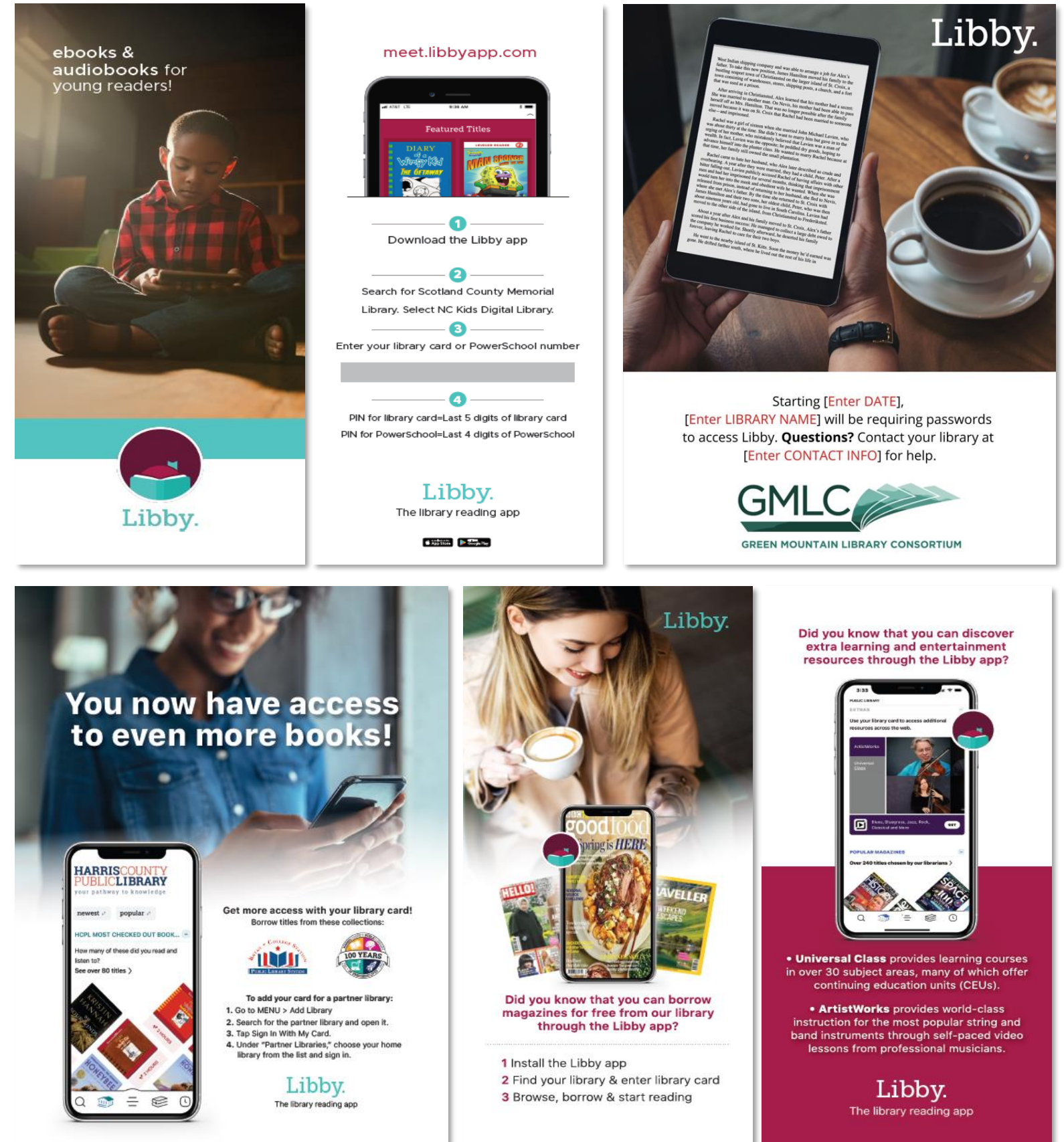
Customize

[Contact Us](#) | [Canva](#)

- Create specific how-to instructions
- Add logos, direct links, & QR codes
- Make important announcements
- Promote multiple services
- Highlight specific titles or collections

Connect

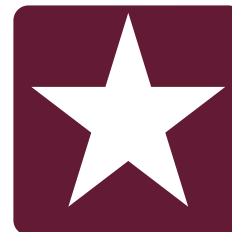
Find ways to connect your digital collection to your in-person events and services.



Social Media



Why should I use social media to promote Libby?



Social ...

1

Reaches readers where they are

2

Connects directly with patrons

3

Offers opportunities to engage

4

Boosts awareness of your library



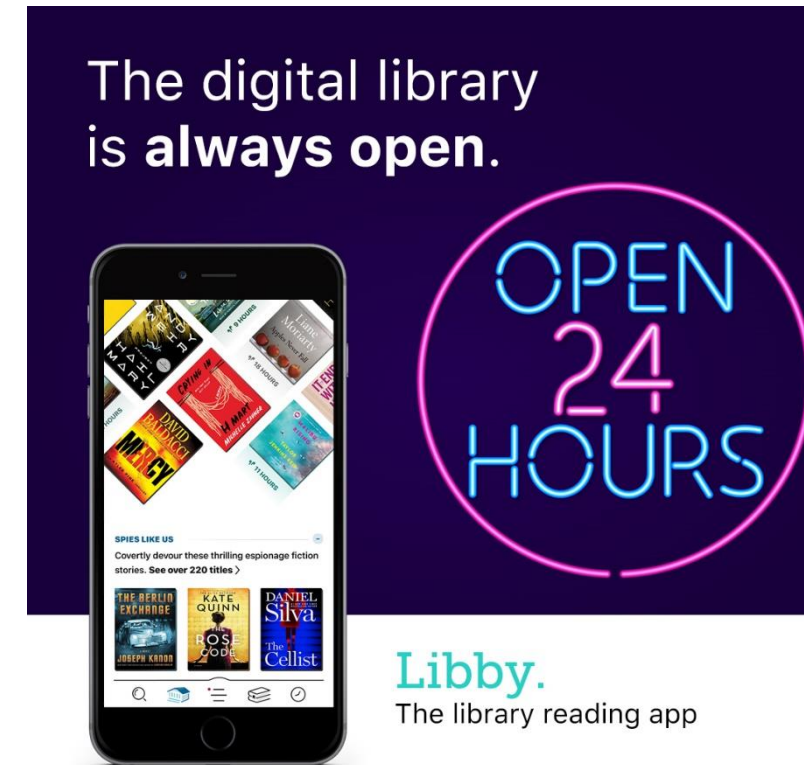
Social Media Promotion (Basic)

Resource Center

- Free social media graphics
- Single graphics and marketing kits around a theme/topic
- Social media copy ideas to help you get started

Best Practices

- Create a content calendar
- Add social media links to your library website
- Schedule posts to save time and reach followers
- Use trending hashtags
- Post on social media when physical library is closed
- Follow us on social media to stay informed!



Planning Ahead...



Social Media Promotion (Advanced)

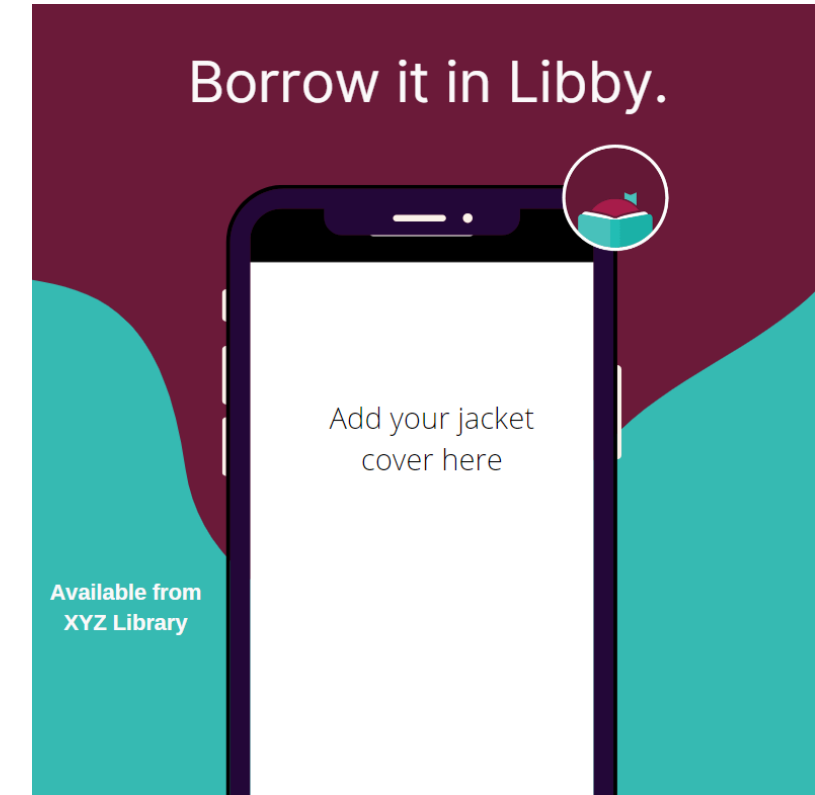
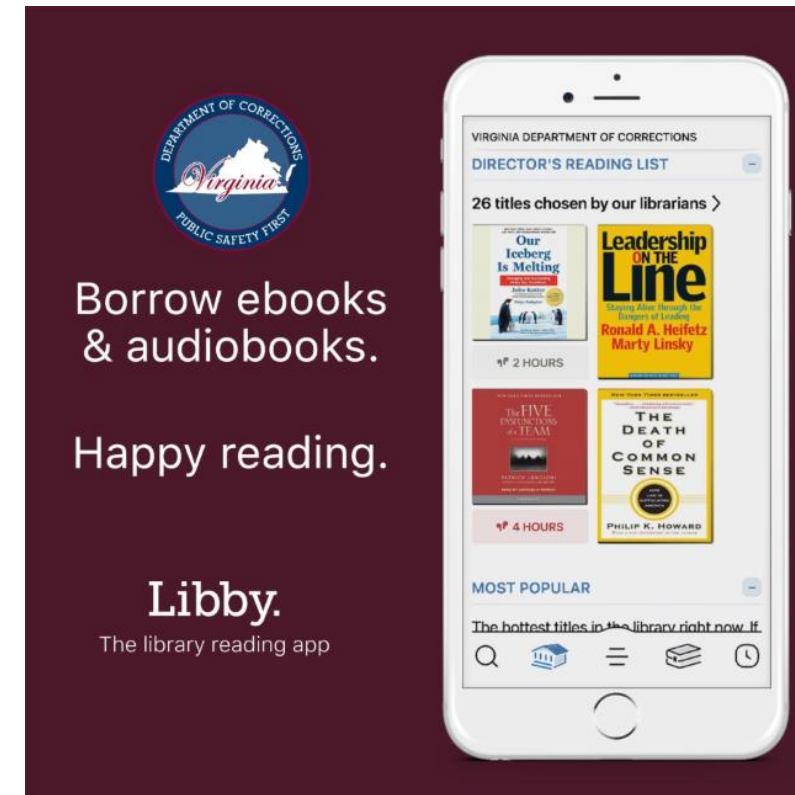
Customize

- Personalize with our *Customize in Canva* marketing kits
- Highlight book club titles, share new curated collections, or promote featured titles
- Create your own hashtags and encourage others to use them

Consider video

- New evolution in social media, including YouTube, Instagram Reels, and TikTok
 - Share a TikTok on Instagram and vice versa
 - Canva has TikTok and Instagram templates you can use
- Take advantage of Instagram's Highlights feature to save Stories and Reels

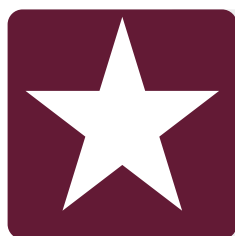
OverDrive



Libby.

Email





Email allows you to communicate directly with patrons to:

1

Build library brand

2

Increase circs

3

Bring awareness to programing

Why should I use email marketing to promote Libby?



Emails (Basic)

Define Email Types

- Event Announcements
- Resources and services
- Newsletters (monthly, weekly, daily)

Get Started

- Build your email list
- Include clear messaging around how patrons can unsubscribe
- Access the OverDrive and Kanopy Resource Centers for images & promotions

Content Ideas

- Librarian to highlight title each month
- Highlight collections around holidays & themes
- In-person happenings
- Book clubs

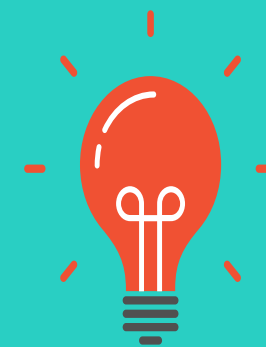
Sign up for our e-newsletter

Keep up to date with news and events at the British Library

SUBSCRIBE

Source: The British Library home page <https://www.bl.uk/>

Pro Tip!



Make your community
the center of your world when
developing messaging.
*How will you solve their need?
What is the value?*

Emails (Advanced)

Personalization

- Generic personalization by age, gender or academic year
- Tailor emails based on link clicks
- Use in-person events to drive email lists
- Tailor emails to specific service users

Metric Tracking

- Which types of emails are getting the most opens and clicks?
- Are circs or usage of services increasing around times of email sends?
- Are more patrons coming to in-person events promoted in emails?
- Which types of emails are driving unsubscribes?



Public Relations





PR ...

1

Generates awareness

2

Attracts new users

3

Increases circls

4

Promotes all aspects of the library

Why should I use public relations marketing to promote Libby?



Public Relations (Basic)

What is it?

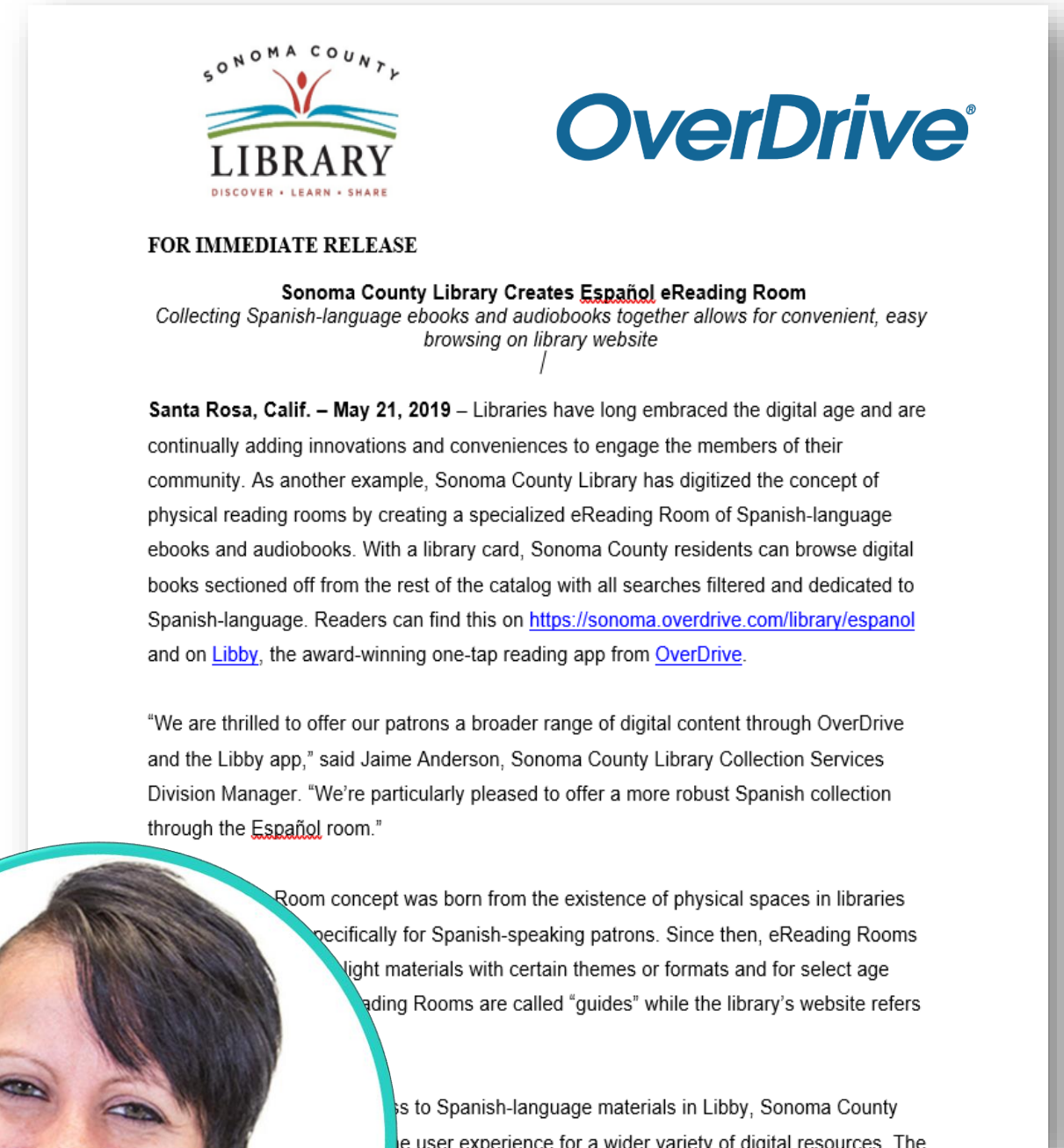
A strategic communication process that builds mutually beneficial relationships between organizations and the public.

Newsworthy Ideas

- 1 million checkouts
- Events (book clubs)
- Instant Digital Card
- Special Events
- Launch of Kanopy or Magazines

Launch the Press Release

- Use OverDrive PR templates.
- Send one every 3–4 months
- Email to news outlets or distribute through paid services



Meet Andi!

Our awesome PR specialist who can assist with your PR needs

Public Relations (Advanced)

Media Pitch

Rather than writing a press release send out a **media pitch**. This is a brief letter, email, or phone call to news outlet to find out if they are interested in running the story.

Best practices

- Personalize the email to increase the chances of being read
- Send Tuesdays, Wednesdays or Thursdays
- Follow up with the contact one week after sending.
 - *60% of OverDrive media coverage resulted from of the follow up email*
- Include interview opportunity with library representative

For media pitch emails (no press release included)

Hi **(name)**,

My name is **(your name)** and I'm the **(title/position)** at **(library name)**.

Our community will be interested to learn **about/that (briefly describe your news)** so we wanted to ask whether **(news outlet name)** is interested in covering this story? We'd love to help you spread the word about this news to your **(readers/viewers/listeners)** and can provide an interview opportunity with one of our library representatives if interested.

Please let me know!

Thanks,
(Your name)

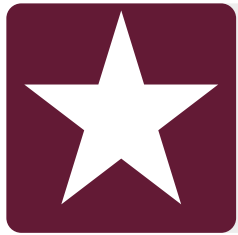
Pro Tip!



*Follow up,
follow up,
follow up!*

Training





Training

1

Builds loyalty

2

Increases patron satisfaction

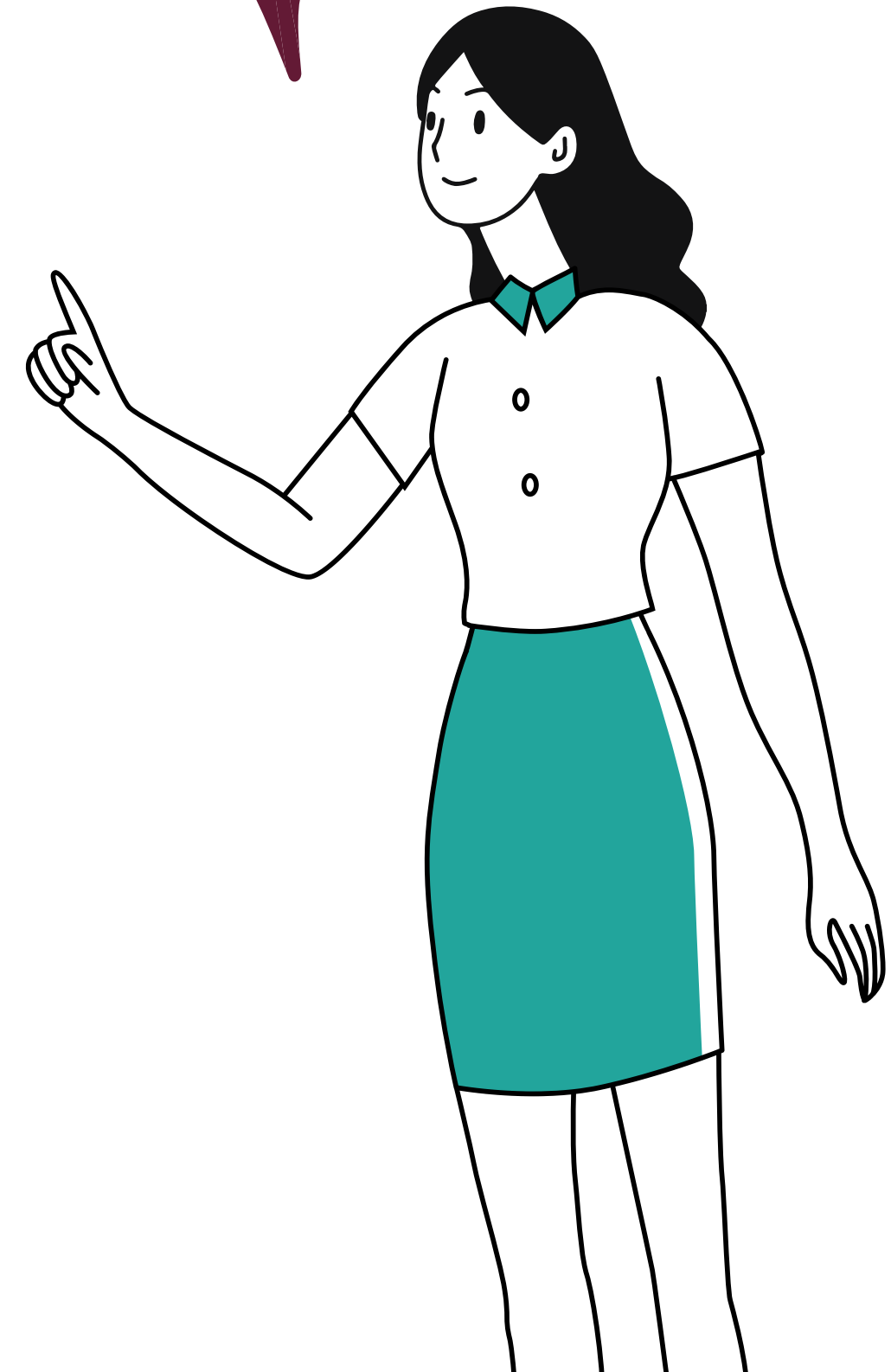
3

Empowers patrons to problem solve

4

Establishes expertise and credibility

Why should I use training to promote Libby?



Training (Basic)

Promote

We host a monthly [Getting Started with Libby webinar](#) for **Patrons**.

Download our [promotional kit](#) and let us do the rest!

Host


Host your own training using our [How to Train Your Community on Libby Training Kit](#), which includes:

- A detailed demo outline & recording to reference
- Mini-quiz questions to reinforce knowledge about key features
- Training materials to provide to attendees after the training



Getting Started with Libby

DOWNLOADING LIBBY

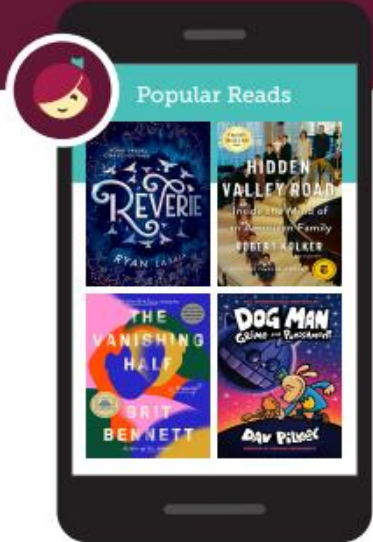
Downloading Libby on an Apple device:

1. From your home screen, open the **App Store**.
2. Search for "Libby" and tap .
3. Tap **Get** and sign in with your Apple ID (if prompted).

Downloading Libby on an Android device:

1. Open Google Play.
 - a. On your phone, tap .
 - b. On your computer, go to play.google.com.
2. Search for "Libby" and tap .
3. Tap **Install**.

You can also access Libby in a web browser at libbyapp.com.



Popular Reads

REVERIE
RYAN KALIN

HIDDEN VALLEY ROAD
MARTHA WINTER
PROSE: KALKER

THE VANISHING HALF
BRIT BENNETT

DOG MAN
DAVE PULICCI

Download on the App Store | Get it on Google Play

SIGNING INTO LIBBY

1. When asked if you have a library card, select **Yes**.
2. Find and select your library:
 - To have Libby find your library using your location, tap **Yes, Guess My Library**.
 - To search for your library by name, city, or zip code, tap **I'll Search For A Library**.
3. Follow the prompts to enter your card number and PIN (if required).

USING LIBBY

Learn more about each feature with the links below.

Topic	Help Article	Video Demo
Navigating the app	Read	Watch
Borrowing a title	Read	Watch
Changing your loan period	Read	Watch
Reading with Kindle	Read	Watch
Viewing your progress in a book	Read	Watch
Changing your reading settings	Read	Watch
Playing & viewing your progress in an audiobook	Read	Watch
Managing notifications	Read	Watch
Labeling the navigation bar	Read	Watch

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Training (Advanced)

Beyond the Basics


Narrow your audience and create a training that appeals to them:

- **Kids:** define words, filter, find special formats
- **Teens:** create and export notes, share tags
- **Comics readers:** locate series info, zoom on images, deep search

Best practices

- Keep it simple
- Engage your attendees with quizzes and polls
- Create supplemental content to reinforce key features and ensure retention

Libby Tips & Tricks



Get the most out of the Libby app with our tips and tricks! Learn more about each feature with the links below.

Tip 1: Filter your library's catalog

Topic	Help Article	Video
Applying a filter	Read	Watch
Pinning a filter	Read	Watch
How to see a title's availability in multiple libraries	Read	Watch
Jumping to a specific page in a list	Read	Watch

Tip 2: Create lists with Tags

Topic	Help Article	Video
Finding and tagging titles not in your library's collection	Read	Watch
Tagging titles and creating new tags	Read	Watch
Untagging titles	Read	Watch
Deleting tags	Read	Watch
Exporting tags	Read	Watch

Tip 3: Define words in ebooks

Topic	Help Article	Video
Defining words	Read	Watch
Defining words while offline or in languages other than English	Read	

Tip 4: Make notes and highlights

Topic	Help Article	Video
Adding notes and highlights in a book	Read	Watch
Exporting your notes and highlights	Read	Watch

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Pro Tip!

Use PowerPoint
to screen
record

Bonus!



Out of the box ideas

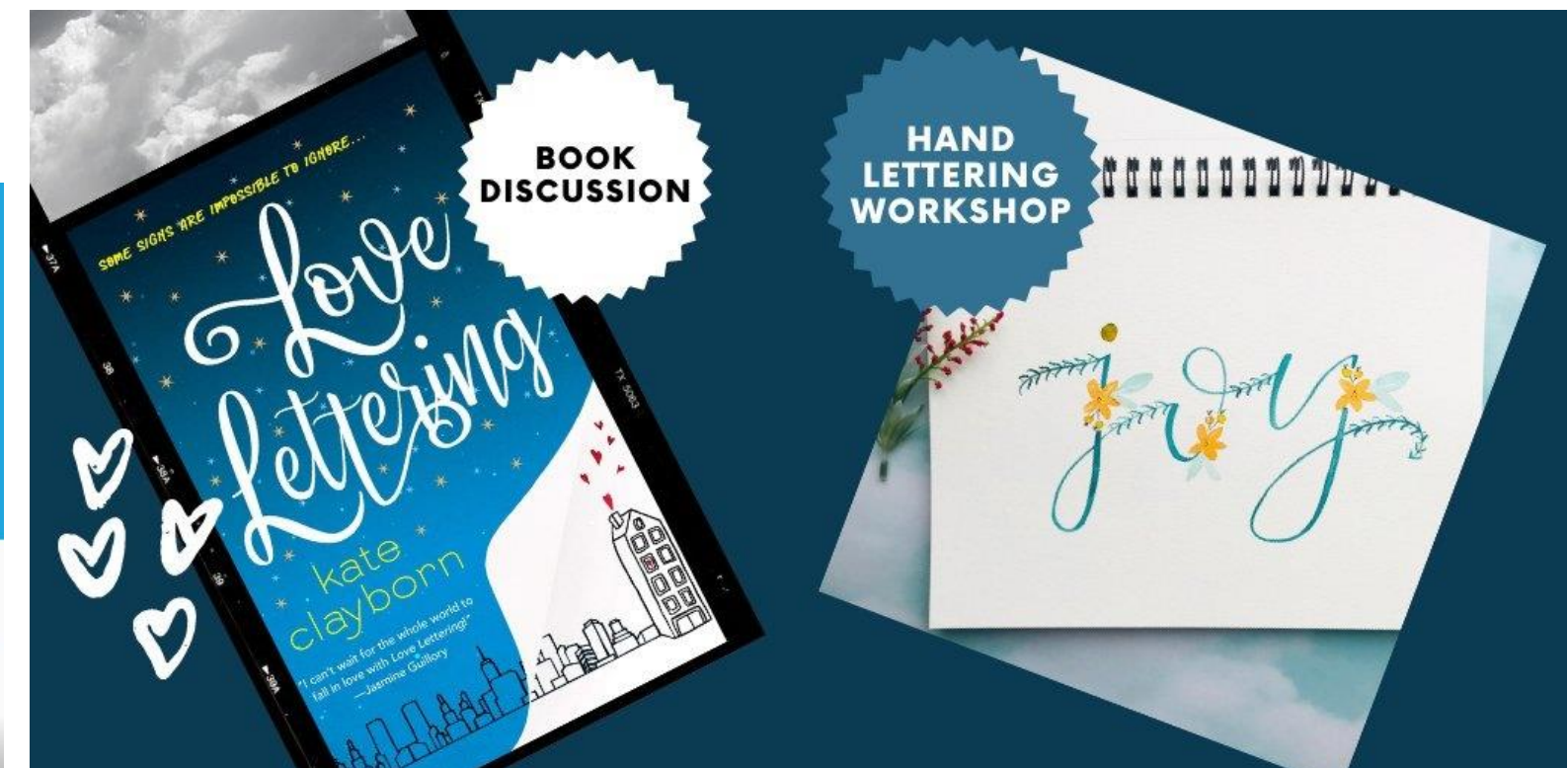
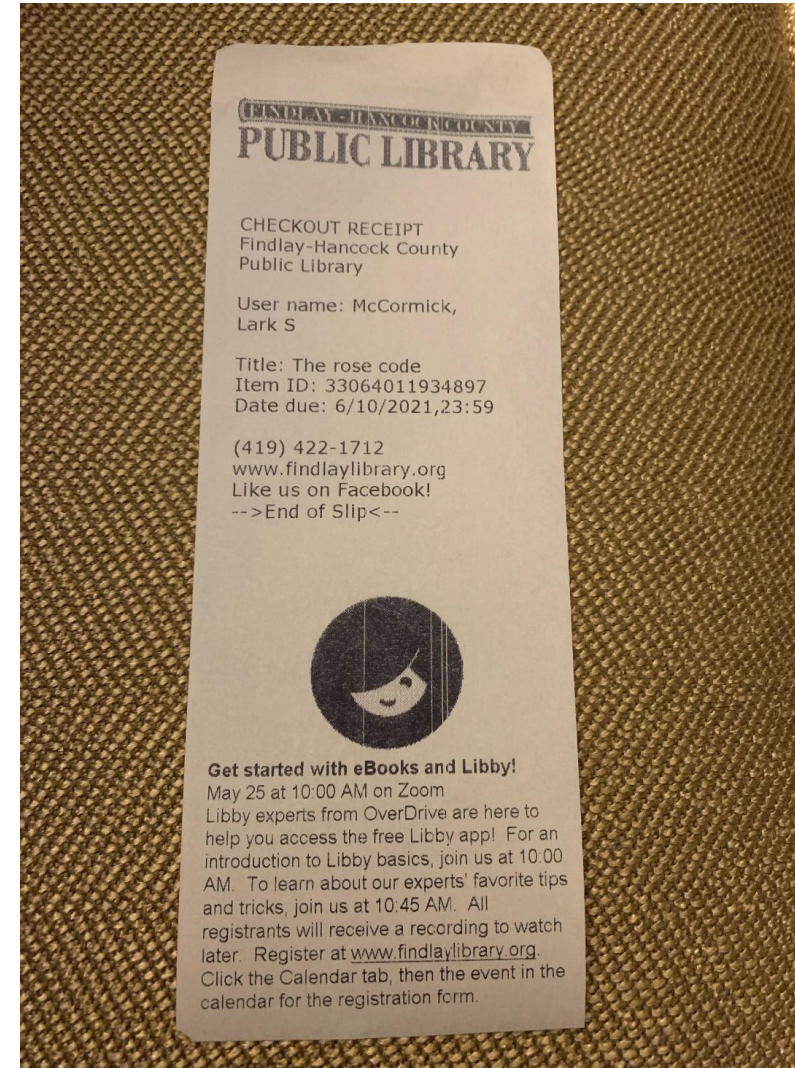
Try this!

Leverage our no waitlist book clubs and pair with an in-person event

Connect your digital collection to an event in your area

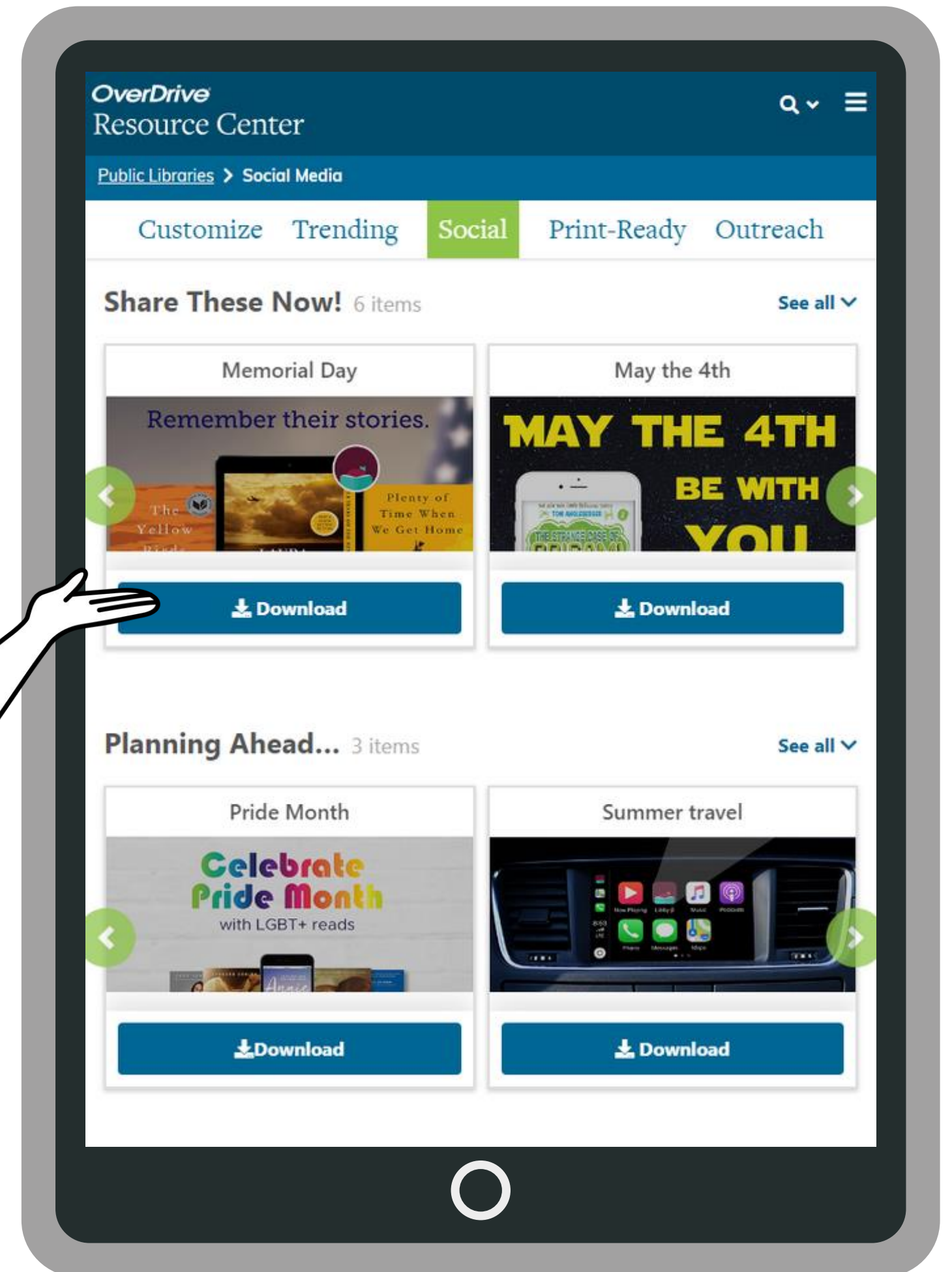
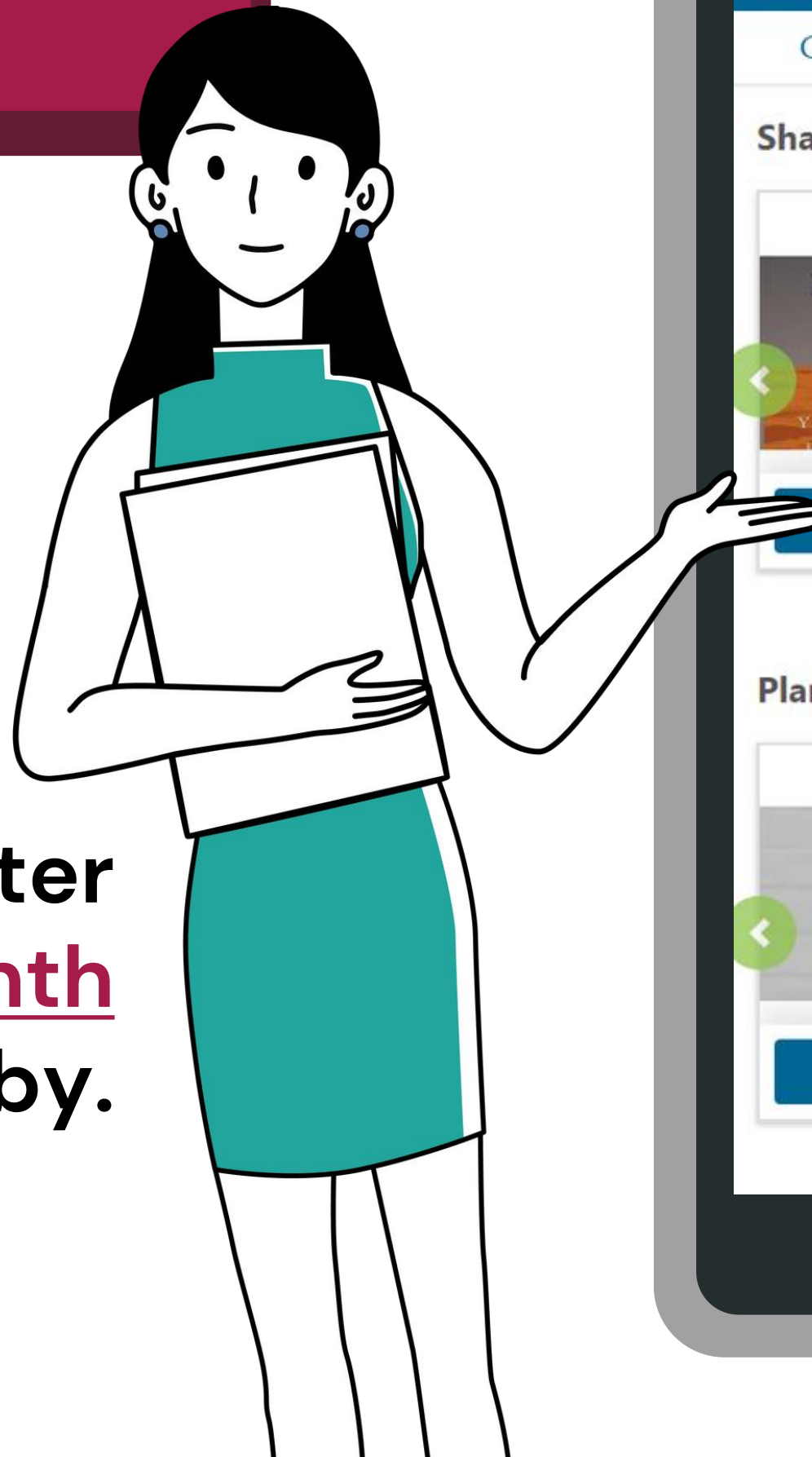
Optimize receipts and reminders

Let Libby in on the fun!



What are my next steps?

Visit the Resource Center
at least once per month
to market Libby.



OverDrive Resource Center

- Marketing and outreach materials,
- DIY custom flyers & graphics,
- Book recommendation lists,
- Best practices,
- Webinars, how-to videos,
- Self-paced training,
- Training kits, &
- So much more!



<https://resources.overdrive.com/library/>



Upcoming staff webinars

Introduction to Marketplace

June 14 at 2:00 PM ET

[Register today!](#)

Fall Picks from OverDrive Librarians

July 13 at 2:00 PM ET

Check the Resource
Center [soon](#) to register!

OverDrive

Digipalooza

2023

Register now!
August 9-11, 2023
Cleveland, OH

Visit digipalooza.com
for updates



SCAN ME

Keynote Speaker:
Eriq LaSalle



Hear Eriq share his stories as an actor, director, filmmaker, and author at Digipalooza.



THANK YOU!





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