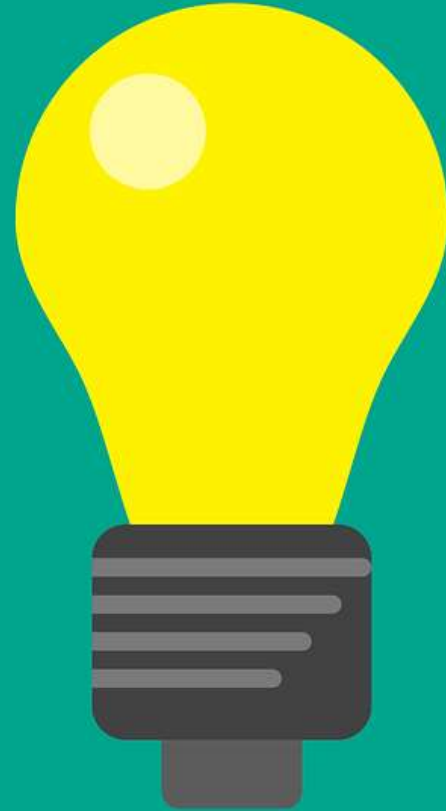


# The Great Database Experiment



**Presented by: Nancy Dowd**



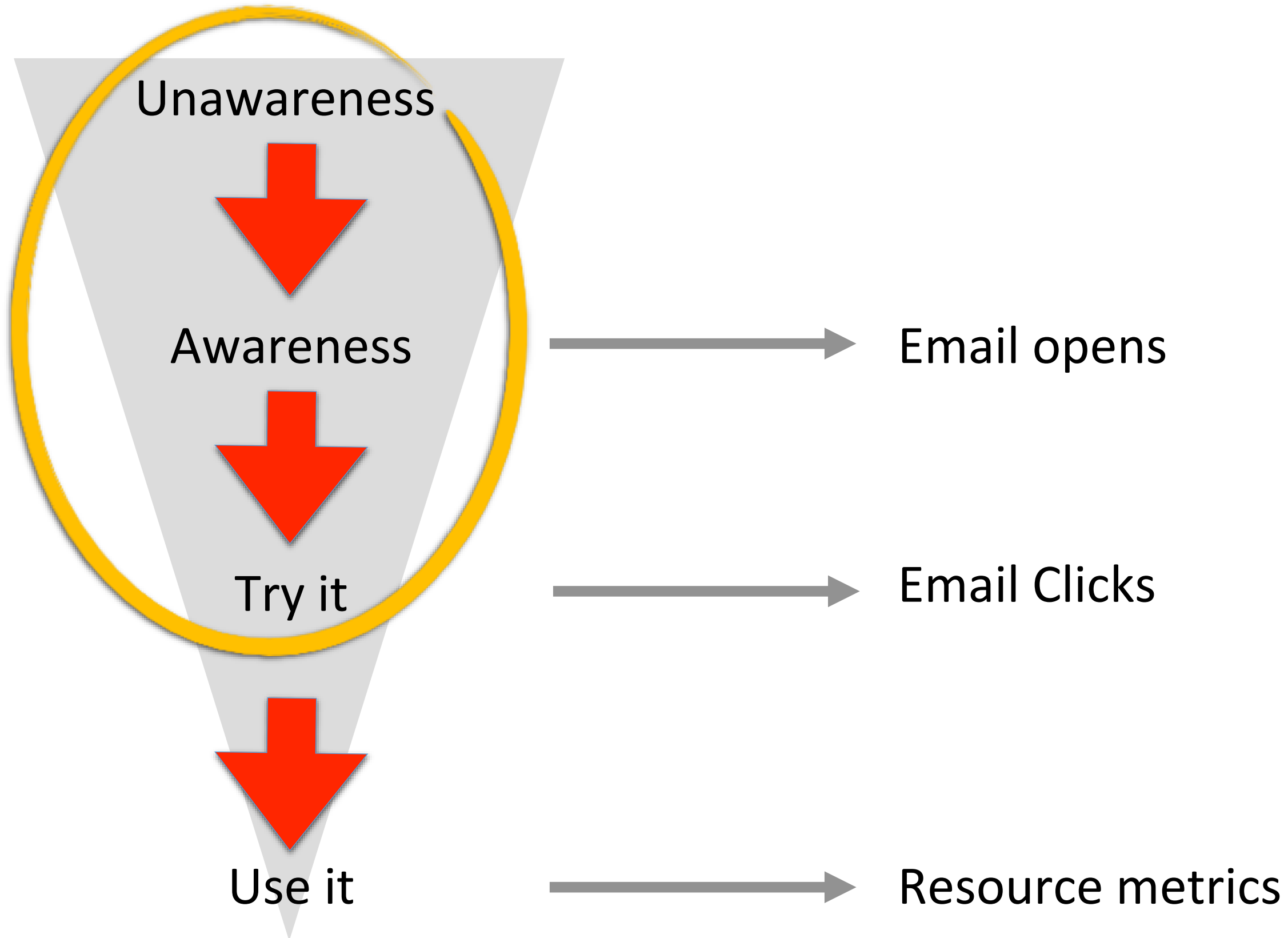
# Goal: Awareness

Increase cardholders' awareness of online resources.

Bonus Point...

*Drive them explore the possibilities of using them.*

# Expectations



# Our Goal: Make it Simple



## Card Holder Email Campaign

Send one email a month to current card holders promoting specific online offering.

Duration: 6 months- 1 Year

## Additional Considerations:

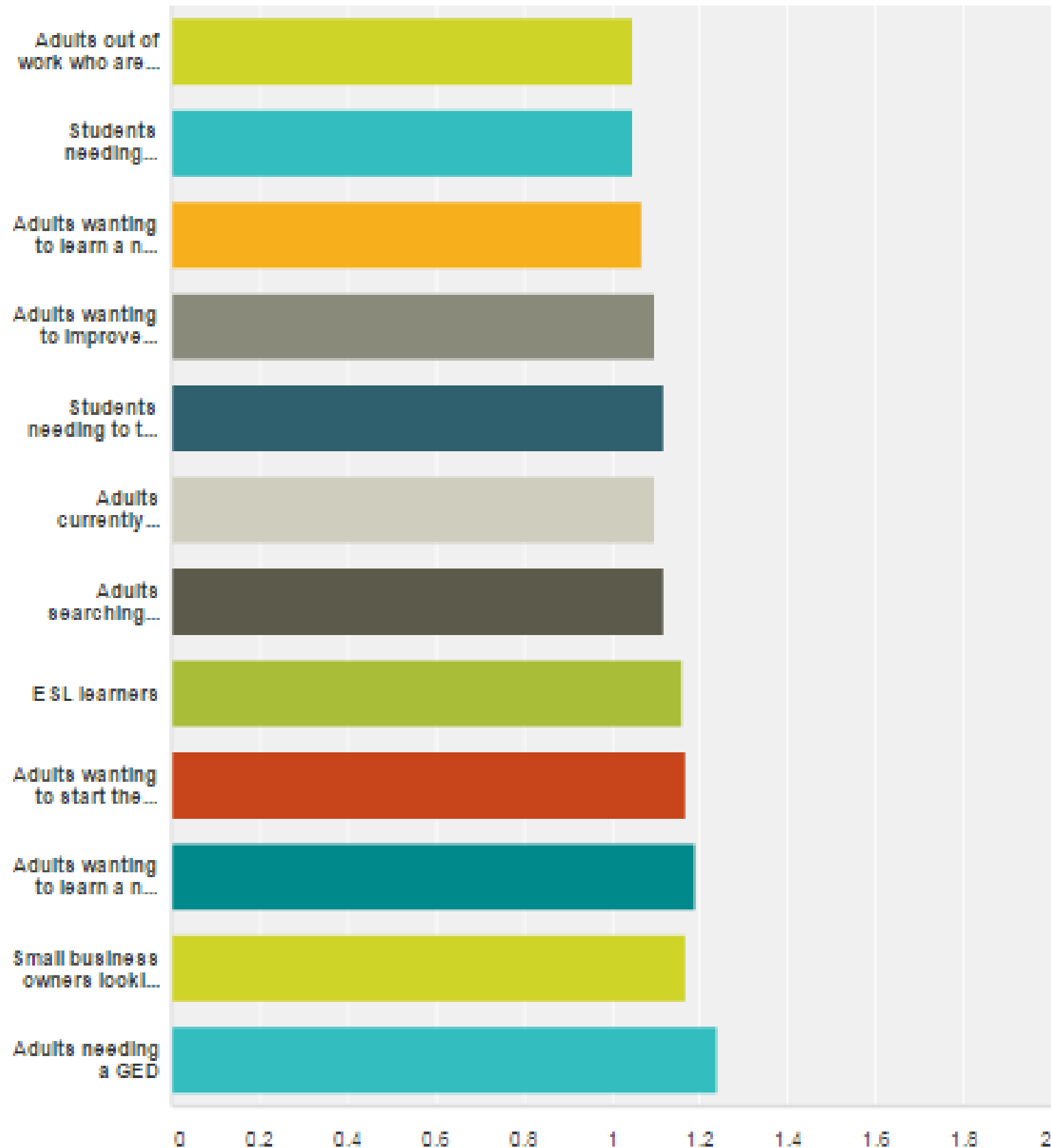
Social Media | In-house Promotion - flyers | Staff training

# What will you promote?

	Very + Important	Not Important	N/A
E-books	100.00% 86	0.00% 0	0.00% 0
Audiobooks	98.84% 85	1.16% 1	0.00% 0
Online Magazines	78.82% 67	9.41% 8	11.76% 10
Streaming Videos	57.50% 46	12.50% 10	30.00% 24

## Please rate how important it is for your library to reach each audience below.

Answered: 87 Skipped: 15



All categories  
were rated  
95% - 84%

# Strategy

## **1. Online collections**

Audiobooks | Ebooks | Streaming Videos | Online Magazines

## **2. Online courses for business**

Business Growth | Business Skills | Business Start Up

## **3. Online courses for testing**

Career Exams | Career Readiness | College Exams | GRE | GED

## **4. Online courses for personal development**

Personal Skills | Online Languages | Genealogy | Homework Help

# Time Line

## **November**

- Training
- Select first 6 topics (one a month)

## **December**

- Create subscriber list
- Edit, save and schedule emails (to go out starting in January)
- Add email addresses to LibraryAware

## **January**

- Welcome email
- First email delivered

## **Extras**

Share: Google Groups

Metrics: Each Month





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## LibraryAware Email Campaign

You will receive email from me at the end of this week.

We can all chat!

Invites expire after a week so if you don't get one,  
please email me. [ndowd@ebSCO.com](mailto:ndowd@ebSCO.com)



# Online Collections

Ebooks | AudioBooks | Streaming Videos | Online Magazines

# Welcome



## Overview:

Welcome- let them know you'll be sending emails to let them know about the cool resources they can use with their library card. You can unsubscribe anytime, etc



Director, Library Name

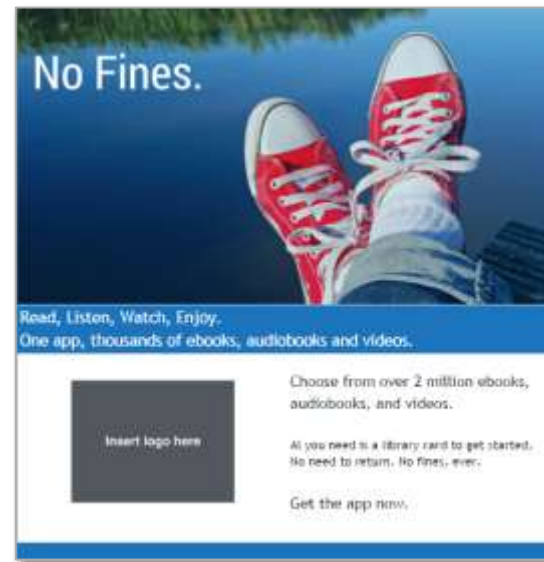
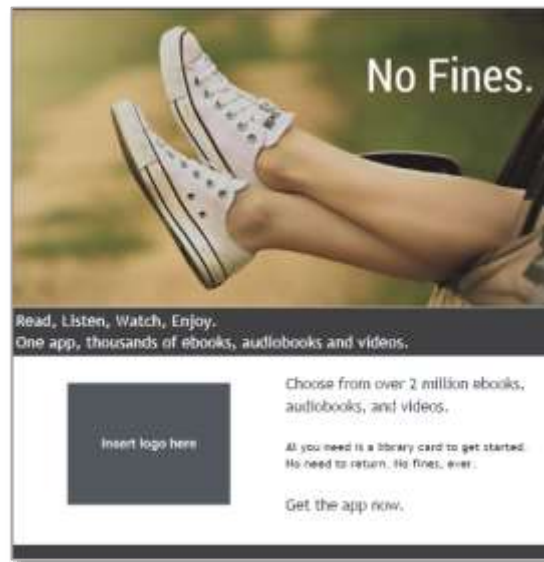
Over the next few months, you'll hear about the perks of having a library card.

All you need is a library card to get started.

Call to action.



# Online Collections



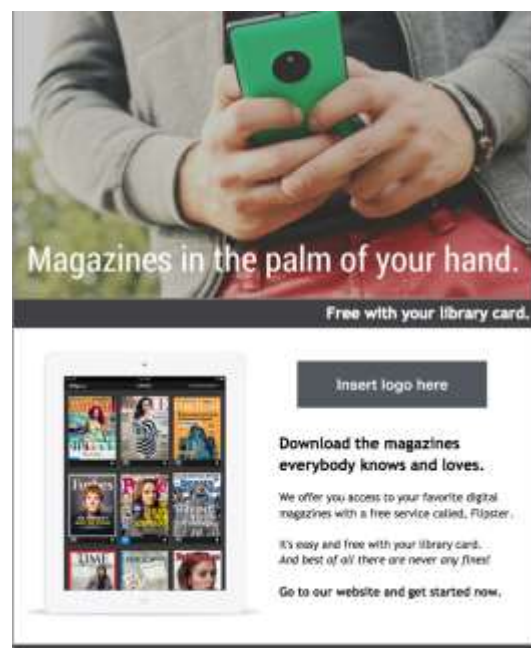
## Overview:

New card holders aren't always in the "habit" of using the library. Let them that you have ebooks and remind them that they have "no fines". They'll like that 📱



## Overview:

Appeal to your cardholders' desire for instant gratification by reminding them that they can stream videos.



## Overview:

We know they'll love your online magazines once they know about them. Use this campaign to let them know!



# Online Courses Business

Growth | Skills | Start Up

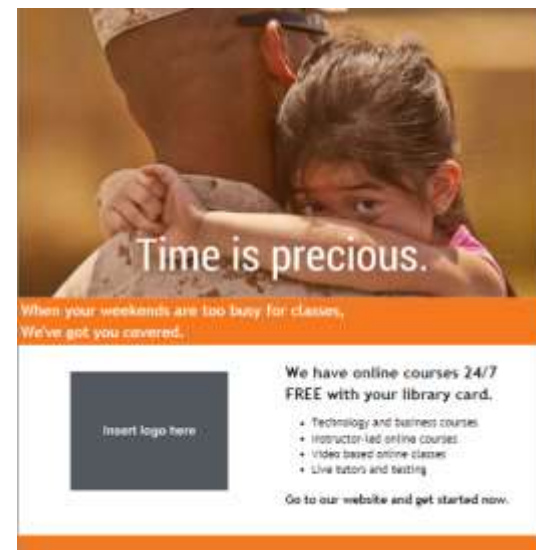


# Online Courses: Business



## Overview:

If your community has lots of small businesses, what better service to offer them than online courses that can help them grow from a one-person operation?



## Overview:


This campaign is geared for returning service men and women. It lets them know the library understands their desire to get ahead is sometimes pitted against the precious time they have available for their families. Your free online business skills courses provide a perfect solution for them.



## Overview:

This campaign is geared for busy parents. It lets them know the library understands their desire to get ahead is sometimes pitted against the precious time they have available for their families. Your free online business skills courses provide a perfect solution for them.

# Business: Start Up 1



**Start up.**

**Dreaming of starting your own business?  
But not sure what to do?**

**Insert logo here**

LIVE ONLINE INSTRUCTION

**Get started now!  
Free with your library card.**

We've contracted a deal with [add resource] to offer you the best online courses designed to help you get started. The courses include:

- How to Start Your Own Business
- Accounting
- Business & Management
- Certification Prep
- Healthcare
- Law & Legal
- Sales & Marketing



**Start up.**

**Ready to be your own boss?  
Let us help with the details.**

**Insert logo here**

LIVE ONLINE INSTRUCTION

**Get started now!  
Free with your library card.**

We've contracted a deal with [add resource] to offer you the best online courses designed to help you get started. The courses include:

- How to Start Your Own Business
- Accounting
- Business & Management
- Certification Prep
- Healthcare
- Law & Legal
- Sales & Marketing

## Overview:

Help the dreamers in your community break out of their jobs and into entrepreneurship. Your online courses are perfect for busy people.



# Online Courses: Testing

Career Exams | Career Readiness | College Exams | GED

\*Naming - should we call these: Testing Career

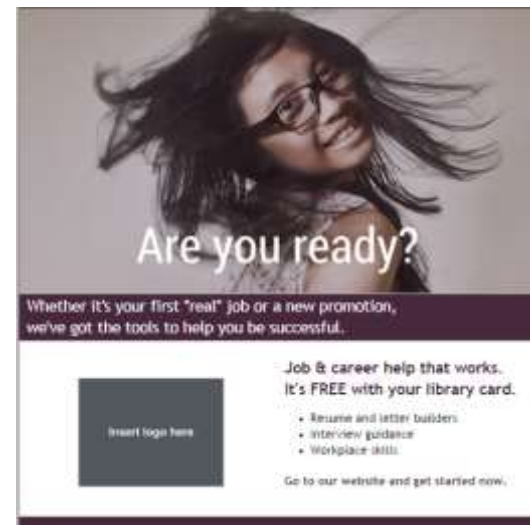


# Business: Career Exams 1



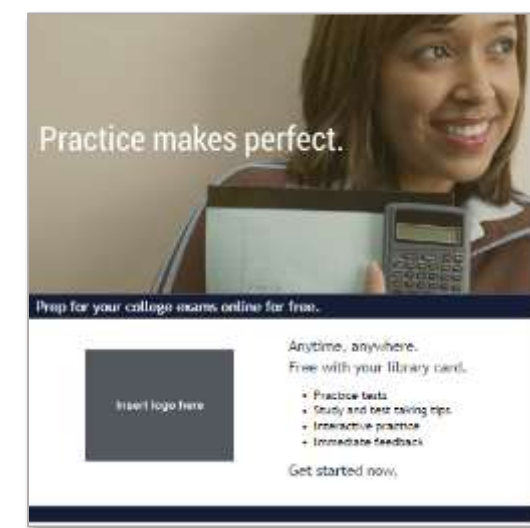
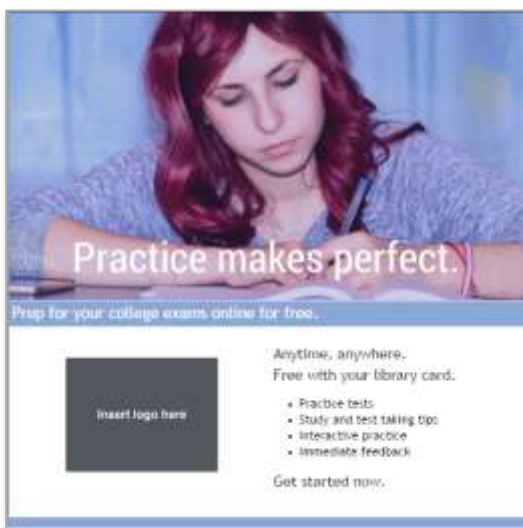
## Overview:

We know time and money are always the first barrier for people reinventing their future. Remind card holders you can help!



## Overview:

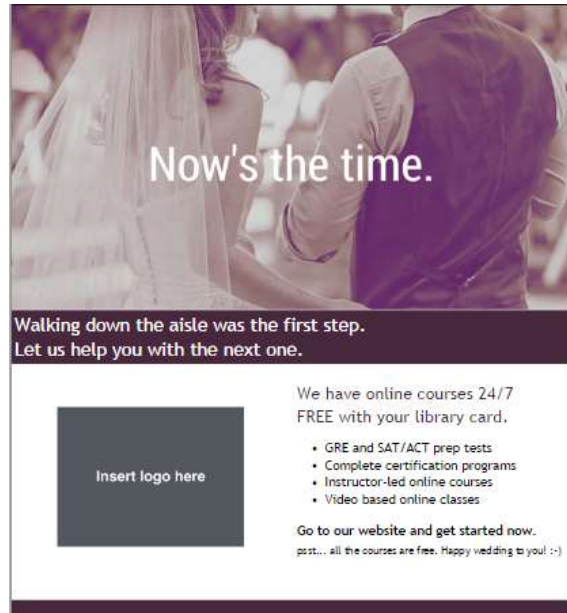
Is your library interested in helping job seekers? This campaign is geared for the younger people who are looking for their first job or a promotion.



## Overview:

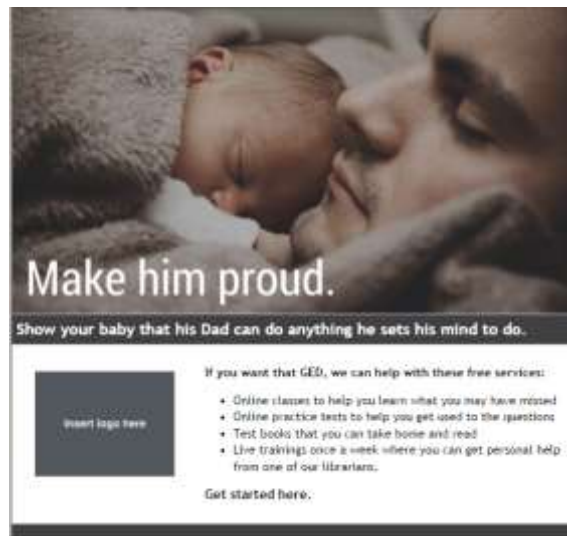
Have you seen the cost of SAT practice courses? College is expensive enough as it is, let your card holders know you can help save money.

# Testing



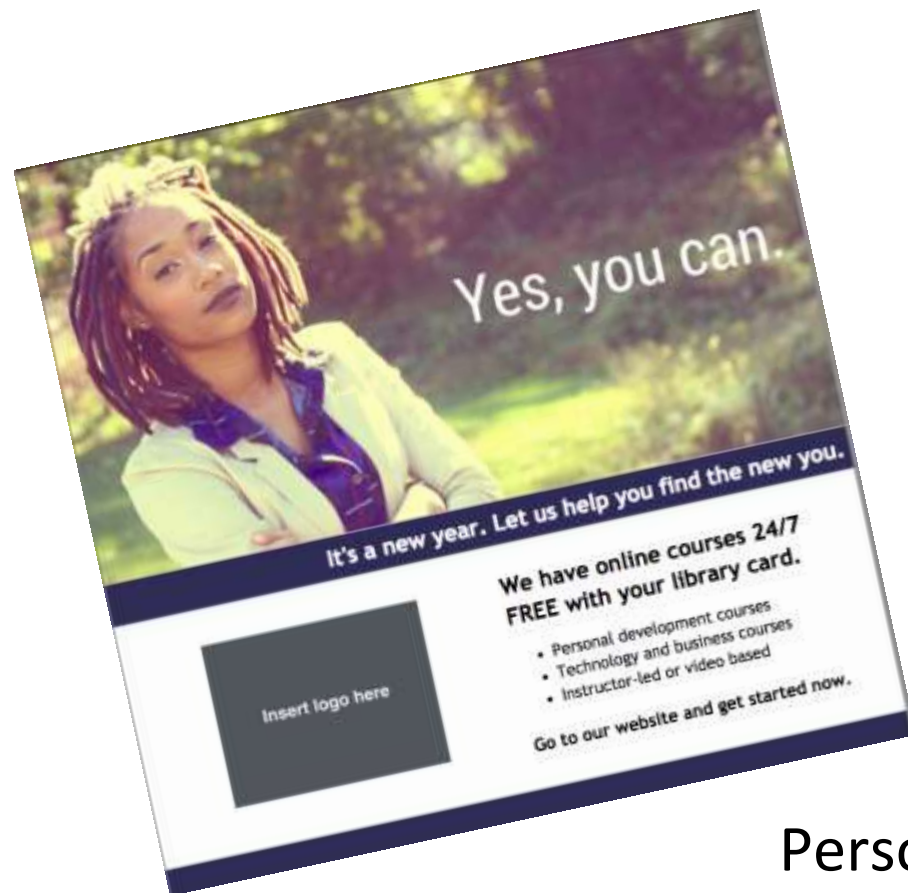
## Overview:

Remind couples planning their wedding to think beyond the walk down the aisle. It lets them know the library can help them improve their lives with free online courses to help them practice for their GRE or SATs, or earn a business certificate.



## Overview:

Encourage parents to be the role model to achieve anything they set their mind to do-like get a GED.



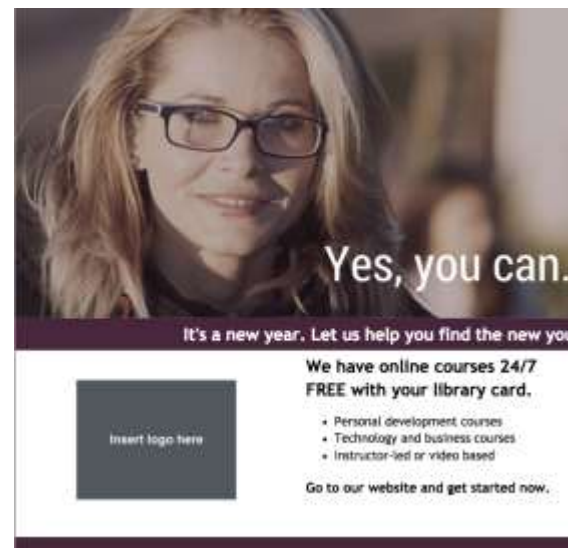
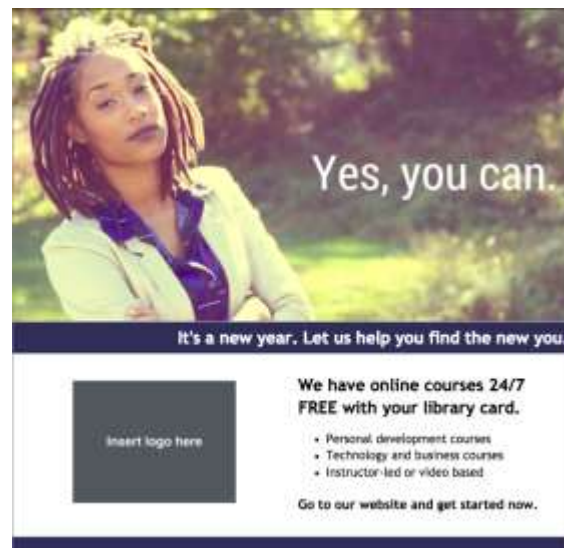
# “Just for you”

## Personal Development

Personal Skills | Online Languages | Genealogy | Homework Help



# Personal Development



## Overview:

You are all about transformation, right? This campaign reminds folks that they can become the person they want to become with your online courses.




## Overview:

Remind card holders how much fun it can be to learn a new language.

BTW, the image on the right is Hans Christian Anderson's house :-)

# Personal Development 2



**Discover your family story.**

Your incredible journey starts here.  
Discover what makes you uniquely you.

Insert logo here

**FREE with your library card.**

- You don't have to be an expert
- Start with what you know
- It's easy and fun.

Go to our website and get started now.



**Discover your family story.**

Your incredible journey starts here.  
Discover what makes you uniquely you.

Insert logo here

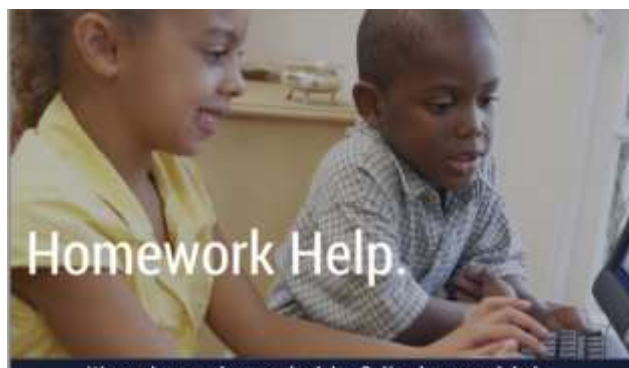
**FREE with your library card.**

- You don't have to be an expert
- Start with what you know
- It's easy and fun.

Go to our website and get started now.


## Overview:

One of the most popular online resources any library can offer are your genealogy resources. Fans will love to hear you have them online!




**Homework Help.**


We work around your schedule. Online homework help.



7 Days a Week  
Noon- Midnight

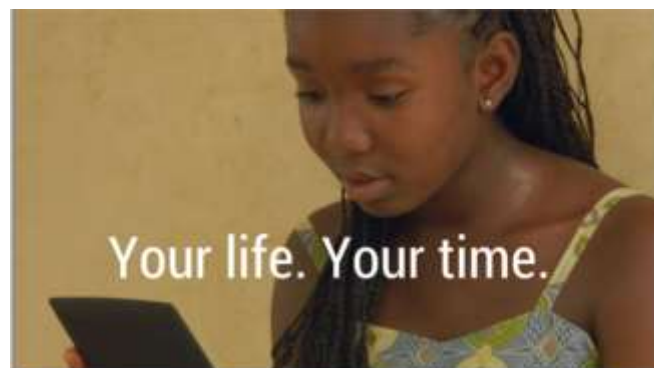


The Best Tutors  
English & Spanish



Personalized  
One-On-One Help

Free with your library card. Get started now!



**Your life. Your time.**

We work around your schedule.  
Online homework help.

Insert logo here

**Free with your library card.**

- One-to-one live tutoring
- Variety of subjects
- Spanish and English tutors
- 24/7 Access

**Get started now!**

## Overview:

What better to way to help cardholders than to remind them that you offer live online homework help for their kids?



# Let's Get Started!

Step-by-step process for creating and sending your emails.

# Brief overview of the process:

- Join our Google Group
- Select 6 topics you want to promote
- Create interest group for email subscribers
- Add cardholder email addresses to interest groups
- Edit 6 emails (add logo and edit text)
- Schedule Emails
- Check email metrics



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## LibraryAware Email Campaign

You will receive email from me

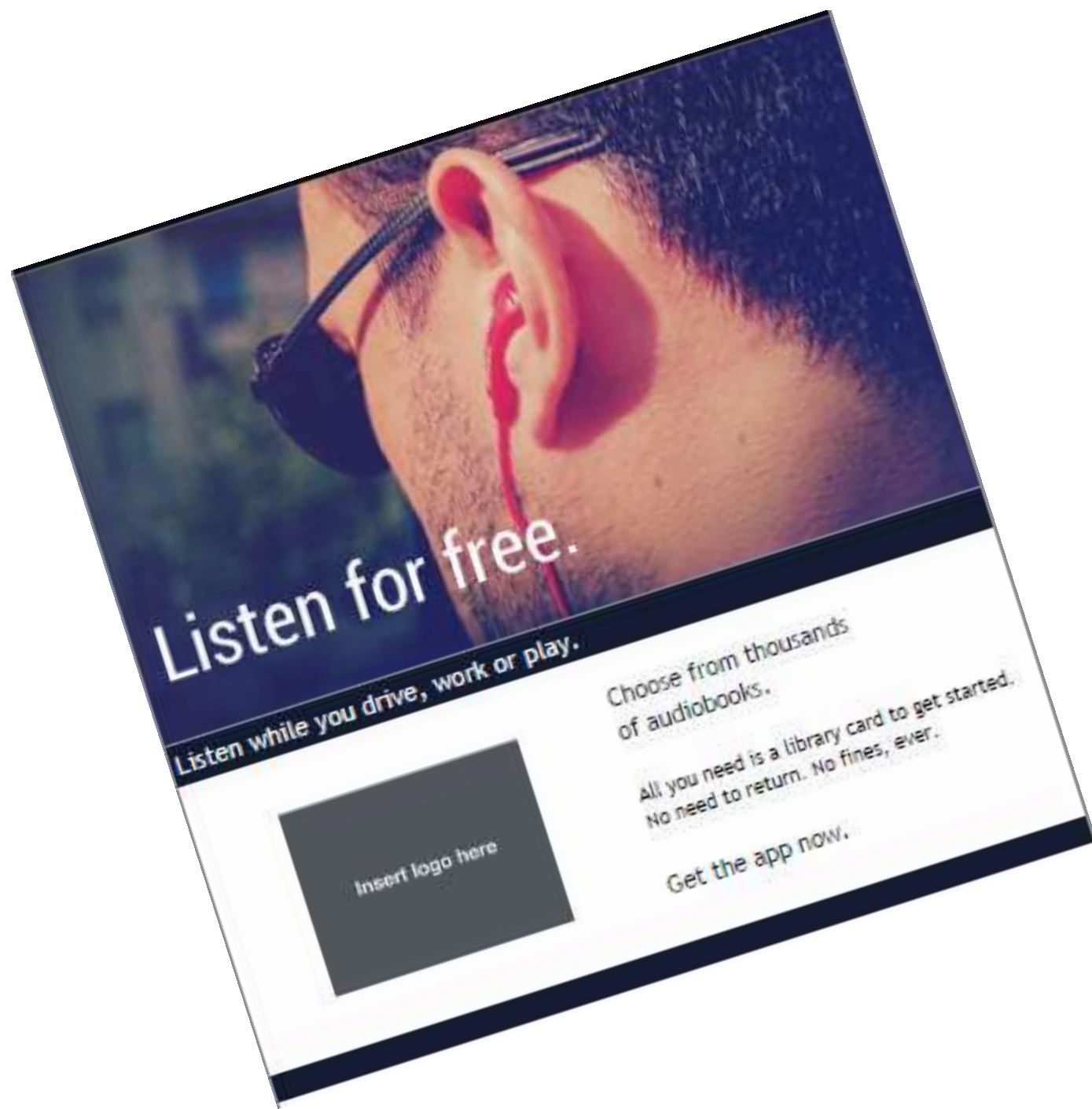
We can all chat!

Invites expire after a week so if you don't get one,  
please email me. [ndowd@ebSCO.com](mailto:ndowd@ebSCO.com)



# 25 Libraries

Sent to	Opens	Open Rate	Clicks
1,465,992	522,668	35.65%	52,679



# Staff Resistance

## Ancestry

- Had to add 2 additional classes
- Staff getting questions

Laura Nawrocik  
Mercer /County Library



## Mango Languages

Usage increased 16%  
about 150-200 new unique users  
above our previous monthly averages

**Ross Fugua, Washington County  
Cooperative Library Services**



## **Chilton Database**

Highlighted the DB ad went from 47 to 78  
Set email – 469 hits!

**- Andrea Taylor, Sarasota Library**

**Mary:** For March, 2017, we promoted our genealogy database, "MyHeritage," as well as a special topics genealogy class we hosted that month. The class was full, and the database had a 420% increase in page views (800% increase in # of user sessions) over March, 2016. Hope this helps.

**Me:** Mary, That is really amazing!! Were you as pleased as I am?

**Mary:** Heck yah. I've had a devil of a time getting people to use that database. Very happy!

**Mary Wallace Moore, Director Smyrna Public Library**



**What will your patrons  
fall in love with?**

**Questions?  
nowd@ebsco.com**

