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

- Unawareness
- Awareness
- Try it
- Use it

- Email opens
- Email Clicks
- Resource metrics
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?

<table>
<thead>
<tr>
<th></th>
<th>Very + Important</th>
<th>Not Important</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-books</td>
<td>100.00% 86</td>
<td>0.00% 0</td>
<td>0.00% 0</td>
</tr>
<tr>
<td>Audiobooks</td>
<td>98.84% 85</td>
<td>1.16% 1</td>
<td>0.00% 0</td>
</tr>
<tr>
<td>Online Magazines</td>
<td>78.82% 67</td>
<td>9.41% 8</td>
<td>11.76% 10</td>
</tr>
<tr>
<td>Streaming Videos</td>
<td>57.50% 46</td>
<td>12.50% 10</td>
<td>30.00% 24</td>
</tr>
</tbody>
</table>
All categories were rated 95%-84%.
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
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
Online Collections

Ebooks  |  AudioBooks  |  Streaming Videos  |  Online Magazines
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.
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!
You're talented, smart and enthusiastic, isn't it time to take your business to the next level?

Free, with your credit card, learn more here:
- Increase business
- Be ready for your business
- Know it now!
Get started now!

Online Courses
Business
Growth | Skills | Start Up
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.
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
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.
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 :-)

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!

Overview:
What better 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
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
25 Libraries

<table>
<thead>
<tr>
<th>Sent to</th>
<th>Opens</th>
<th>Open Rate</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,465,992</td>
<td>522,668</td>
<td>35.65%</td>
<td>52,679</td>
</tr>
</tbody>
</table>
Listen for free.

Listen while you drive, work or play.

Choose from thousands of audiobooks.

All you need is a library card to get started. No need to return. No fines, ever.

Get the app now.

Staff Resistance
Welcome

Ancestry

• Had to add 2 additional classes
• Staff getting questions

Laura Nawrocik
Mercer /County Library
Welcome

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
Welcome

What will your patrons fall in love with?

Questions?
nowd@ebsco.com