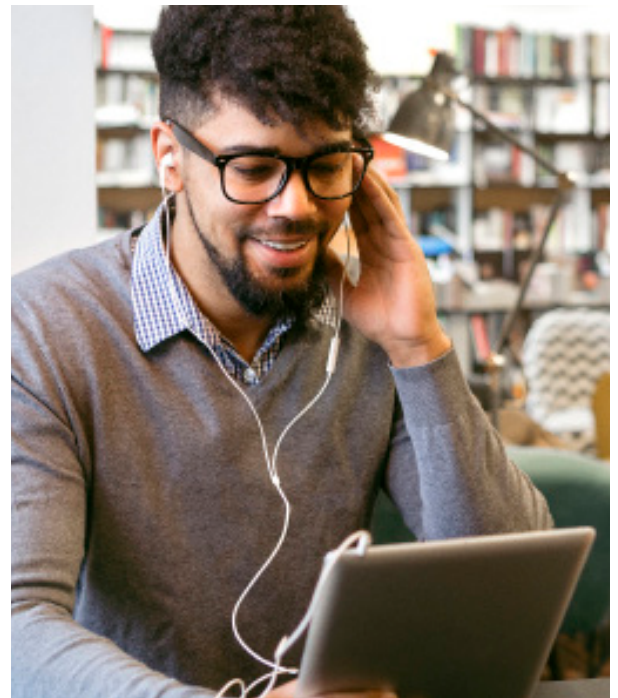




Spread the word about RBdigital Unlimited Audiobooks!

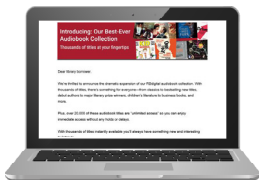
Promoting to Your Members

With the RBdigital Unlimited Audiobooks collection, your library benefits from unlimited usage. You have the unique opportunity to lower your cost per circulation while also providing your members with a “no-holds” audiobook experience. In order to do this, you will need to let your members know this collection exists ... and we would love to help!



more promotion → more usage → lower cost per circulation

To help you get the word out, we have created complimentary resources for you to promote this collection to your patrons, including:



- Customizable email templates



- Printable flyers and posters
- Graphics and content for your website, newsletter, and social media channels



- Tips and instructions to help you customise the materials for your library

You can access these free materials on our website in the marketing materials section.

wfhowes.co.uk/resources/marketing-materials/digital-services

We also created this checklist for using these free resources at your library. Follow the list and check off tasks as you complete them. From past experience, we know that the two most effective promotions are **emailing ALL of your members** to get the word out quickly and **featuring this service prominently on your website**.

Checklist:

- Email members regularly about this offering
- Post logo and/or graphic on homepage of website
- Mention in newsletter
- Post on social media channels
- Display flyers and posters in the library
- Train library staff

Keys to a Successful Promotion

Ongoing Campaign

The #1 key to having success with RBdigital Unlimited Audiobooks at your library is promoting the collection on a regular basis—not just one time at the initial launch. Members don't always read or see everything the first time, so be sure to reach out to them with this information repeatedly.

Marketing activities to focus on regularly include:



- Emailing all members
- Updating the graphic on your website
- Posting to social media
- Mentioning in your newsletter

Email + Website

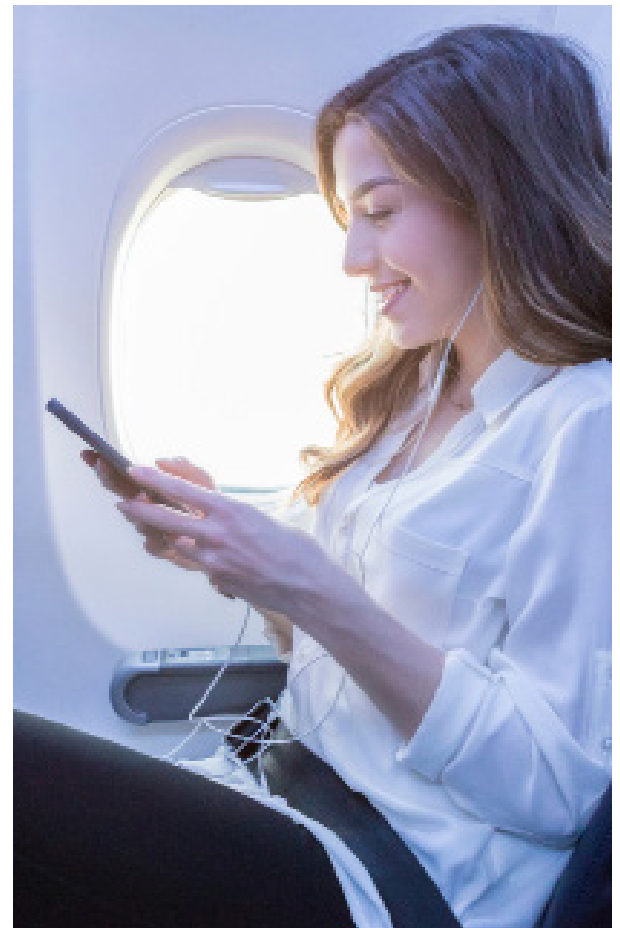
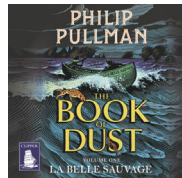
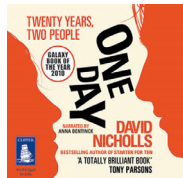


Email and website promotion are two of the most effective marketing activities because they reach all of your members—not just those who visit the library. It's important to communicate to everyone—not just current

RBdigital users—that this no-holds collection is available, as well as how to access the audiobooks on RBdigital.

Feature Titles

The marketing materials we provide promote the collection as a whole, taking into consideration that your library may have other audiobooks that aren't unlimited access. Occasionally featuring specific titles in the unlimited collection, such as for your library's summer reading programme, book clubs, and current events, is an effective way to increase usage because it will always be a no-holds experience for your members.



FIVE GREAT IDEAS for Promoting RBdigital Unlimited Audiobooks

Remember to always mention these are no-holds and unlimited-access titles!

1. Well-known or hot titles
2. Summer reading programmes
3. Book clubs
4. Top business titles to local companies
5. Relevant titles for all ages to local schools