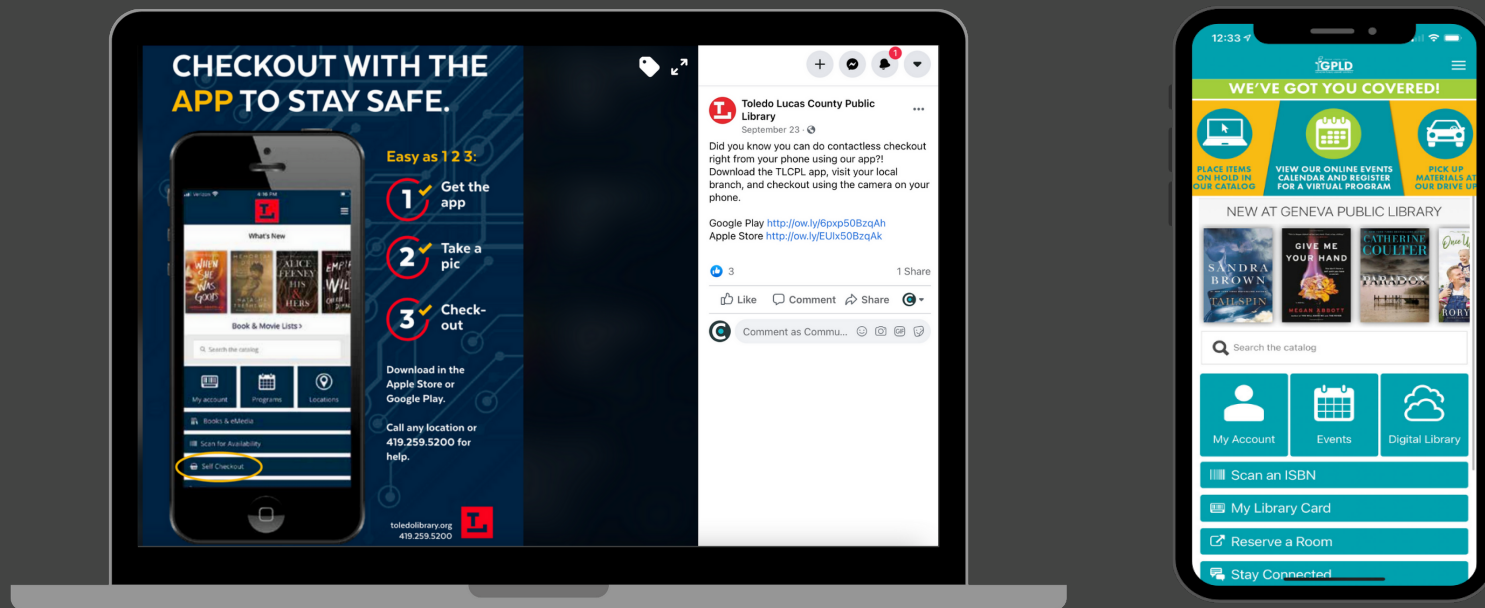
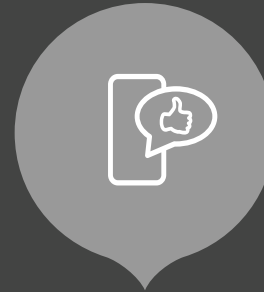


PROMOTING LIBRARY RESOURCES WITH YOUR APP



AGENDA

30 MINUTES



PROMOTING YOUR
MOBILE APP

BEST PRACTICES


PROMOTING
RESOURCES


QUESTIONS


HOUSEKEEPING


QUESTIONS


SUBMIT A QUESTION


Mute




Chat


Raise Hand


Q&A

Leave Meeting



PROMO CHANNELS

REPETITION IS KEY

1

WEBSITE

Prominently on homepage and navigation

2

EMAIL

Highlight in your newsletter, email notifications

3

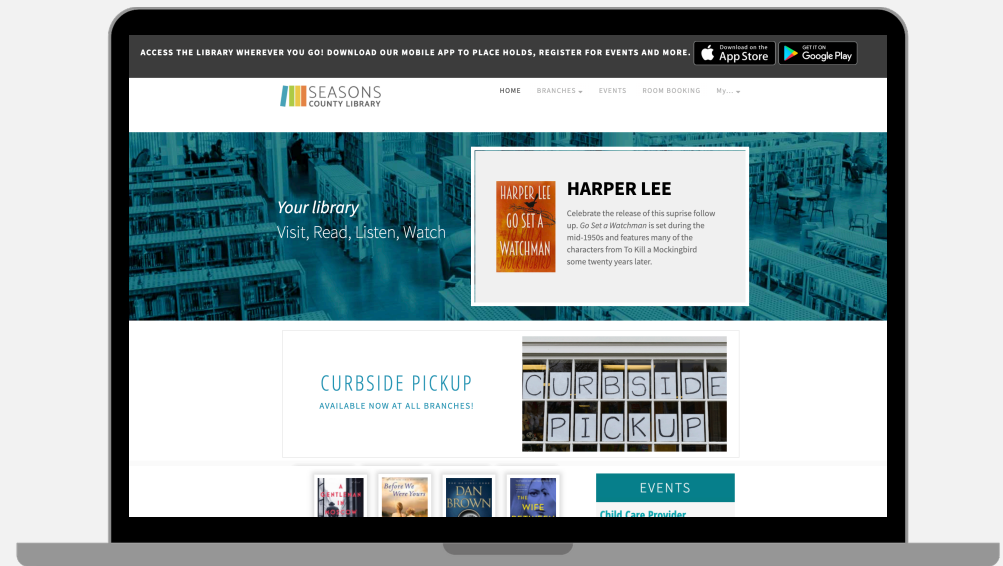
SOCIAL MEDIA

Include in your page bio and posts on your feed

4

SIGNS & PRINT OUTS

In-branch signage, receipts, flyers



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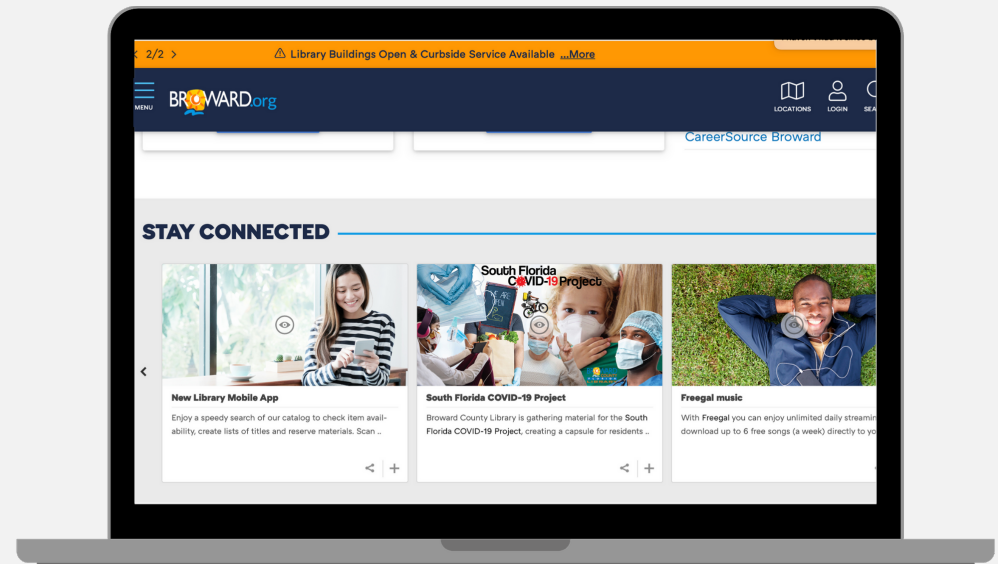
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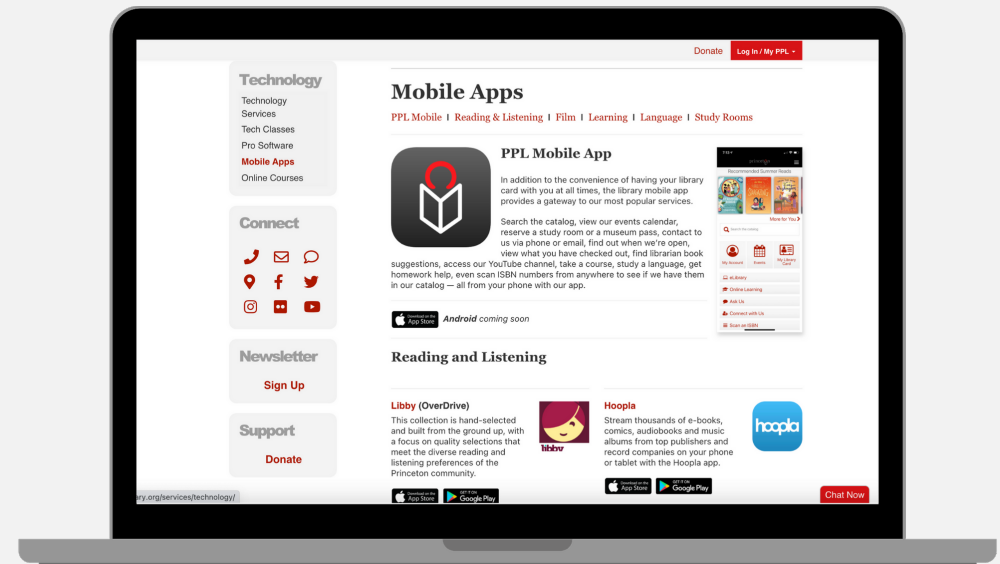
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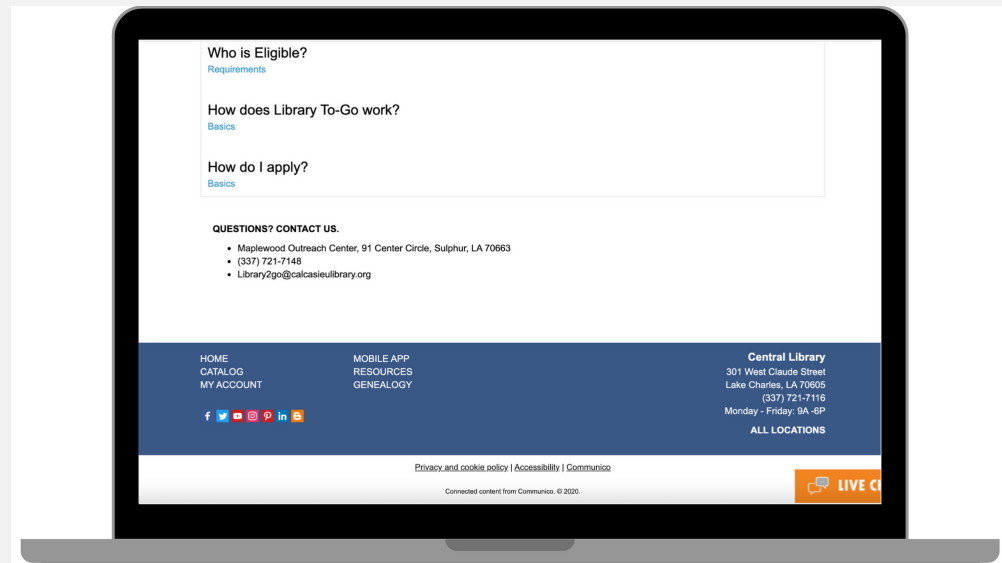
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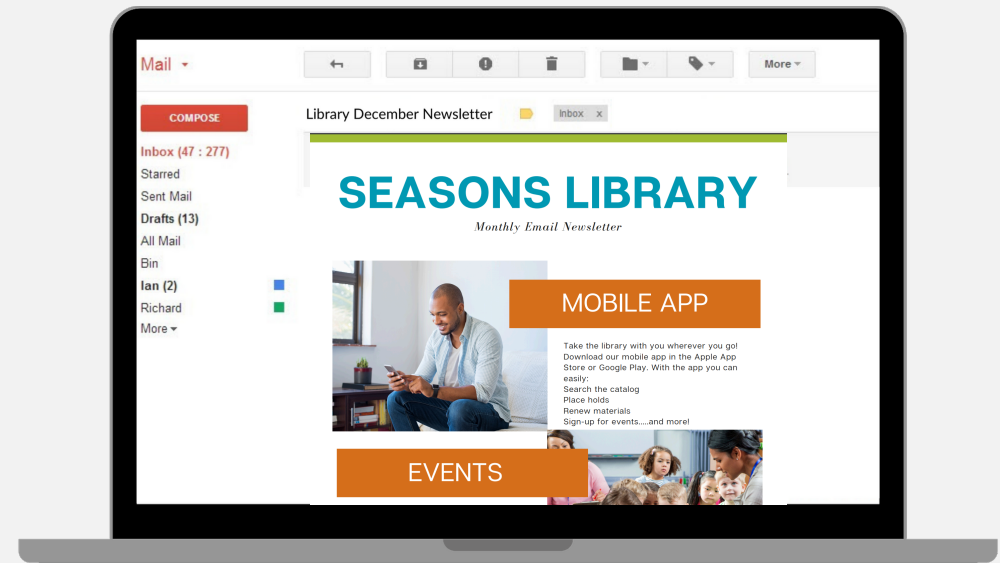
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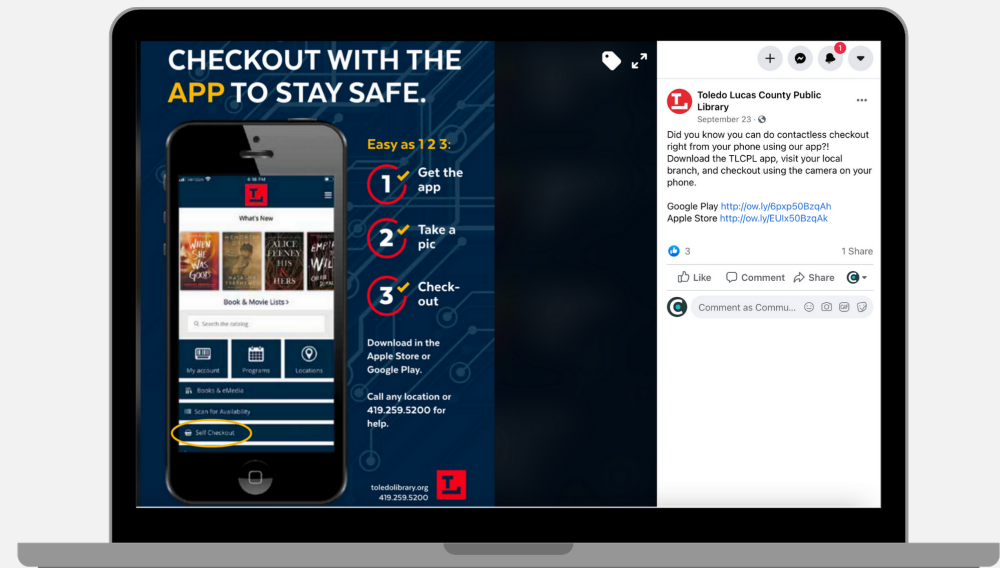
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In-branch signage, receipts, flyers

Download our mobile app!

- Search the catalog
- Renew materials
- Sign-up for events
- Get book suggestions
- Reserve a study room
- View our hours
- Check-out items
- Access online resources



BEST PRACTICES

MAKE IT WORK

1

LINK TO THE APP STORE

Make it easy for patrons to find and download

2

USE A CLEAR CTA

Download Now, Install Now

3

ANSWER WIIFM

How does it benefit the patron?

4

MAKE IT VISUAL

Use images of the app, app store listing



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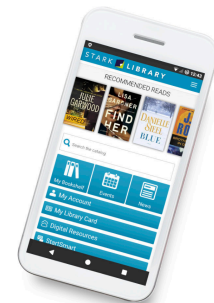


Catalog Search Catalog, Events, or Website...
Borrow Attend Learn Create Services



Stark Library at your fingertips with our App!

- Search our catalog for books, magazines, movies, music and devices
- Read summaries and reviews of our 1 million+ items
- Place items on hold for convenient pick-up at any of our locations
- Check out our librarians' latest reading recommendations
- Renew items and see where you are in the holds queue
- Access our digital collection of eBooks, audiobooks, movies, music, and magazines
- Find and register for library events, classes and workshops
- And More!



Get the App



Online Library

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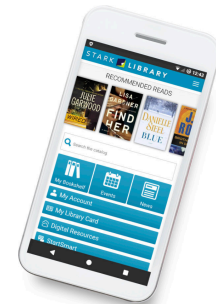
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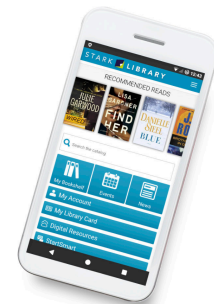


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SAMPLE CAMPAIGN

ADAPT TO YOUR LIBRARY

1

WEBSITE BANNER

Emphasize the app in visible areas of the site

2

SOCIAL POSTS

Post to your feed & story

3

NEWSLETTER ARTICLE

Remind patron of benefits given current services

4

PRESS RELEASE

Emphasize value-add during pandemic

5

CURBSIDE FLYER

Insert information into holds

6

GAMIFY DOWNLOAD

Use bingo or a scavenger hunt to encourage use

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PROMOTING YOUR LIBRARY

ENGAGE

communico
REACH • CONNECT • GROW

PROMOTING YOUR LIBRARY

1

INFORM PATRONS

Display important library policies and procedures

2

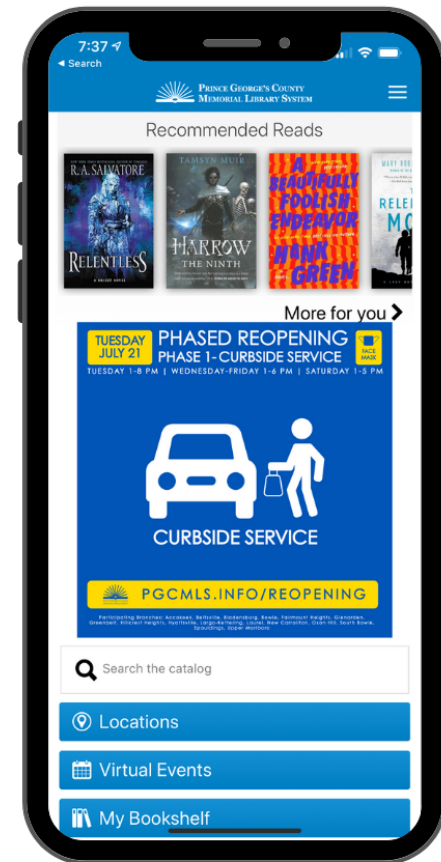
PROMOTE LIBRARY SERVICES

Widget isn't only for library updates

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RECOMMEND CONTENT

Highlight relevant titles



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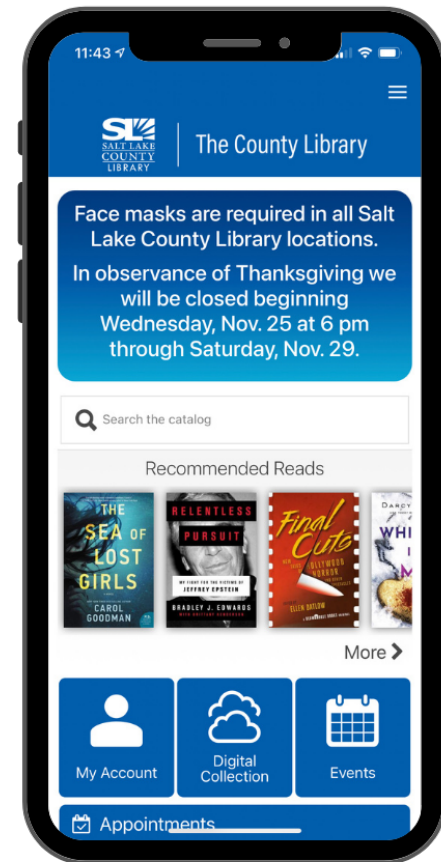
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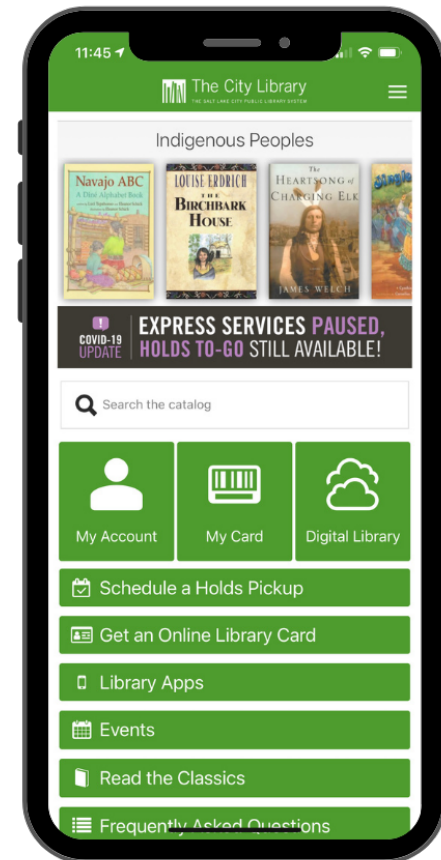
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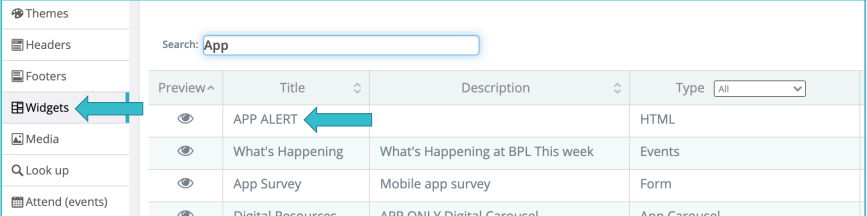
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Preview^	Title	Description	Type
	APP ALERT		HTML
	What's Happening	What's Happening at BPL This week	Events
	App Survey	Mobile app survey	Form
	Digital Resources	APP ONLY Digital Carousel	App Carousel

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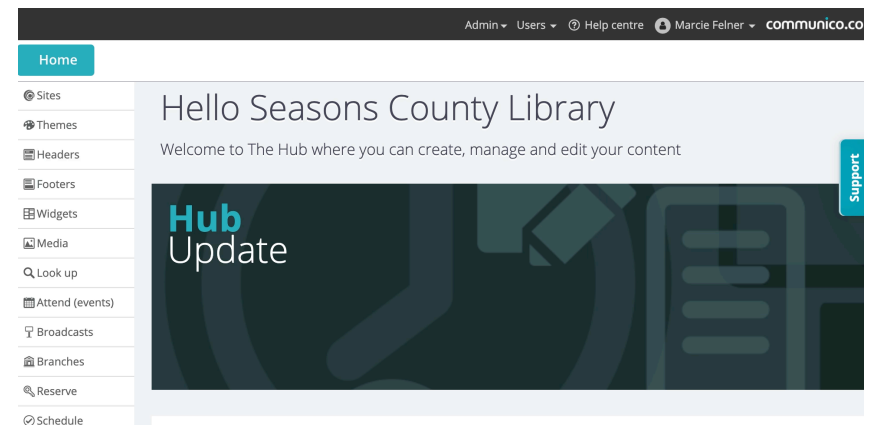
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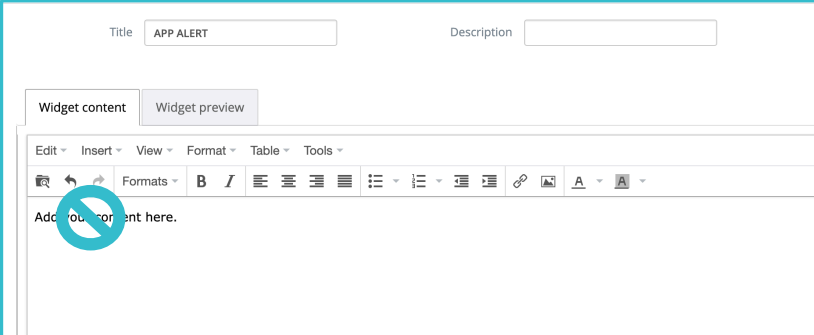
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The screenshot shows a web-based editor for a library widget. At the top, there are two input fields: 'Title' with the text 'APP ALERT' and 'Description'. Below these are two tabs: 'Widget content' (active) and 'Widget preview'. The 'Widget content' tab shows a rich text editor with a menu bar containing 'Edit', 'Insert', 'View', 'Format', 'Table', and 'Tools'. The editor area has a toolbar with icons for undo, redo, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, and image. Below the toolbar, the text 'Add your content here.' is visible, with a red circle and a diagonal line through it overlaid on the text.

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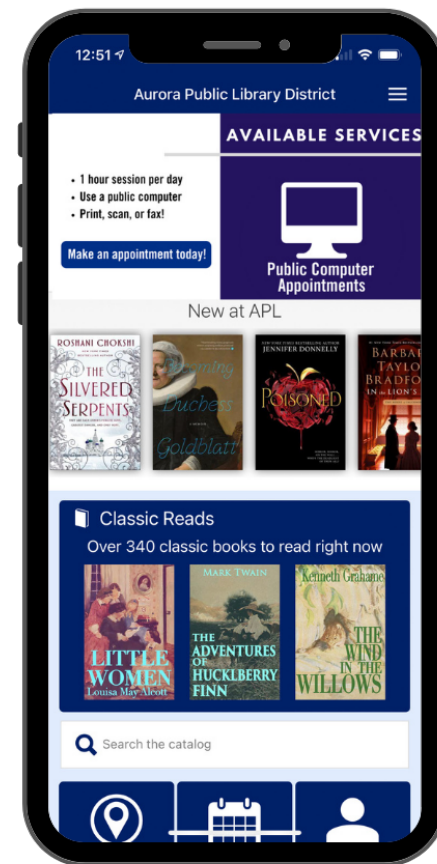
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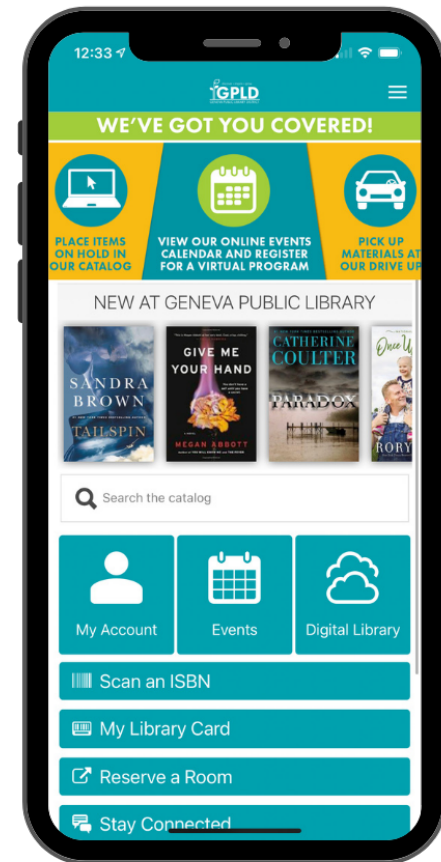
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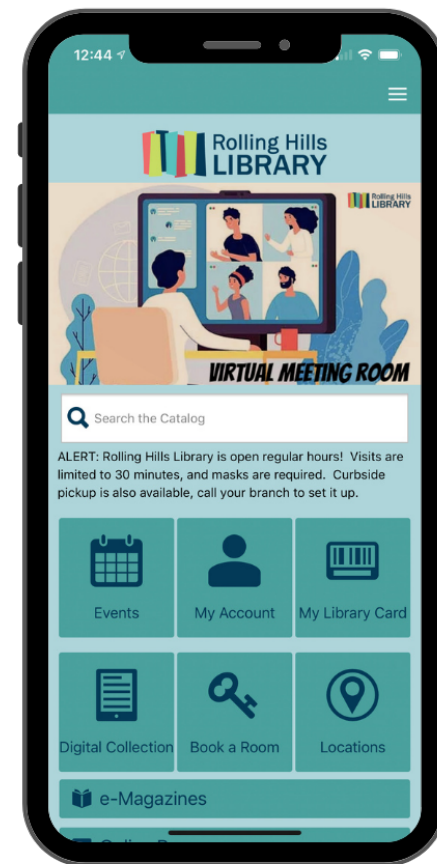
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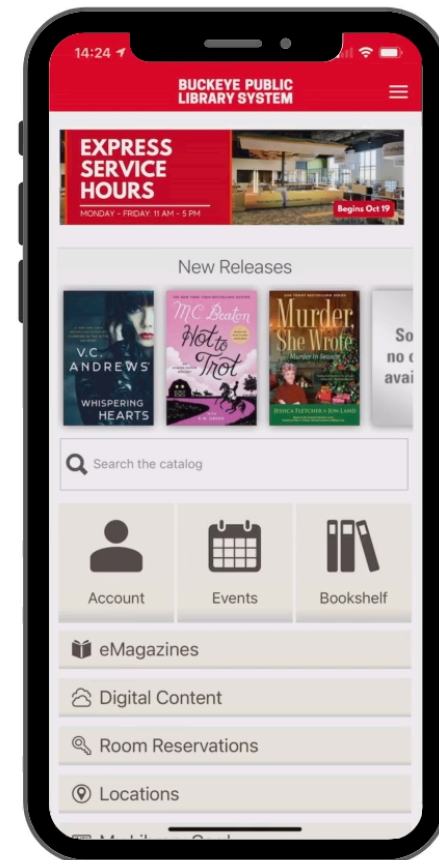
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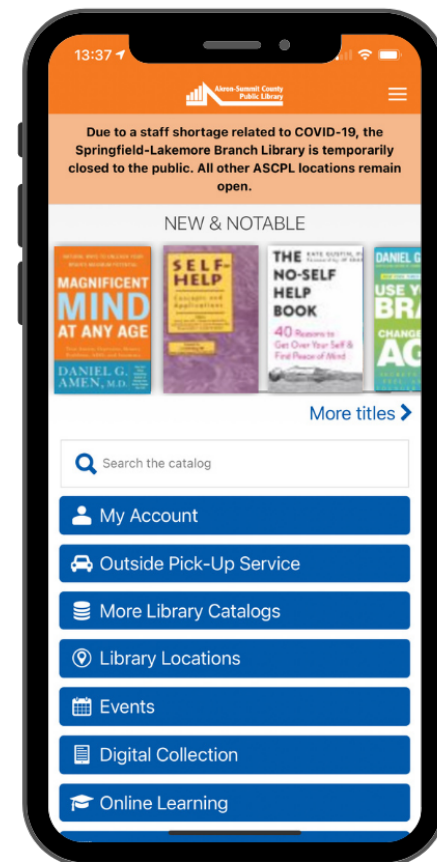
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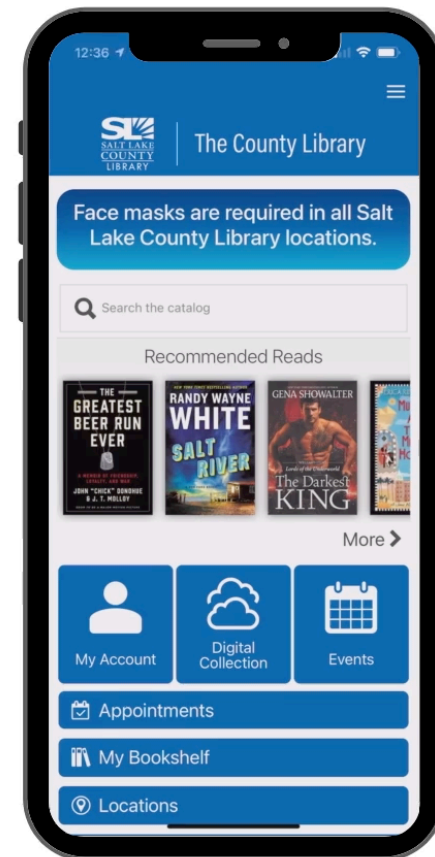
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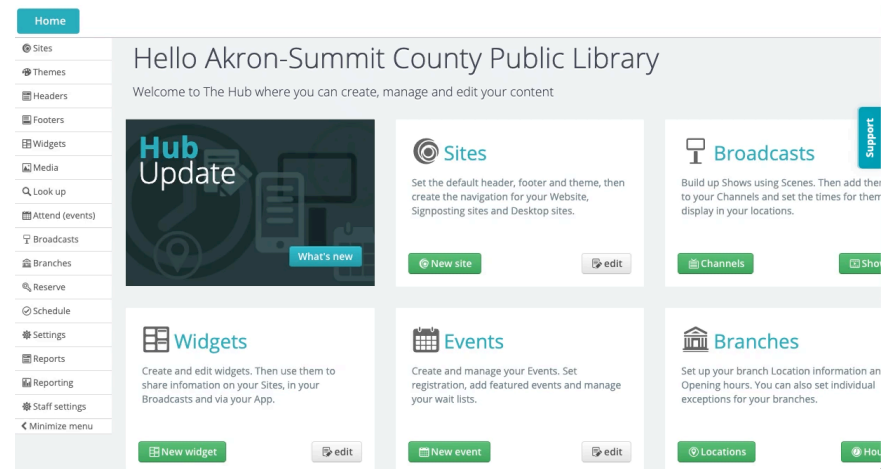
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QUESTIONS

Submit your questions in
the question box.

THANK YOU

The recording of this
webinar will be emailed
to you.

communico
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