How to Reach & Engage All Your Community Segments
What You’ll Learn

How **targeted marketing** will help you…

- Identify and connect with new readers
- Promote discoverability and increase circulation
- Further enhance the value of your collection

Reach different demographics in your community:

- Kids and Parents
- Generation Z
- Millennials and Generation X
- Baby Boomers and Older Adults
Why is targeted marketing important?
Targeted marketing is a way to offer reader’s advisory services to your patrons.
WHO ARE YOUR UNTAPPED USERS?
Kids & Parents

- **Kids 12 years of age or younger**, future readers and one of the first generations immersed in the digital world

- **Parents or caretakers**, the decision makers in their kids’ lives
Consider your existing programming and outreach and where you might find kids and parents in your community.

- **In the Library:** Storytime and parent/child programming
- **Online:** Email newsletter, Pinterest
- **Around the Community:** Child-friendly museums, parks, YMCA, indoor playgrounds, local events or festivals, local parenting magazines, schools
What content & features to promote?

- Engaging read-alongs for young readers
- Increase discoverability of your read-along titles
- Audiobooks for busy parents

Joy: Yes!!! For a parent of a very young child audiobooks are the only way I can find time to read these days!!
17h
Ebook Story & Craft Time

Ft. Worth Public Library (TX) and Frisco Public Library (TX) hosted events for kids and parents including an ebook storytime and a craft time where kids created their very own ebookworm.
Color your world with reading

- Color your own masterpiece while you listen.
- Download the Libby coloring sheet from the Resource Center.
• **Tweens, teens, and early 20s**, a digital-savvy generation who “grew up online”

• Consider **when** to reach this audience: spring and summer breaks, after school, weekends
Consider your existing programming and outreach and where you might find tweens and teens in your community.

- **In the Library:** Teen rooms, study tables, self-checkout, bathroom stalls
- **Online:** Social media
- **In the Community:** Coffee shops, arcades, casual restaurants, community centers, local high schools and universities
Standing out on social

Top: Gates County High School (NC) posted a series, ‘Top 10 Reasons Why You Should Sora,’ and used creative and unique photos to illustrate the benefits of digital reading.

Right: Nelson Public Libraries (NZ) features popular content while letting their readers in on a “library hack” and adding fun and searchable hashtags to draw more engagement.

71% of Instagram users around the globe are under age 35.

Source: “22+ Instagram Stats That Marketers Can’t Ignore This Year.” Hootsuite. March 2019.
What content & features to promote?

TV/Movie Tie-Ins

Required reading

True Teen Stories

Dyslexic font
If this font is easier for you to read, you need to try Libby!

Make your reading easier on Libby, the one-tap reading app from Toronto Public Library.

Did you know our library has free eBooks & audiobooks?

https://resources.overdrive.com
Millennials & Gen X

• **Millennials** are adults who are currently between ages 23 to 38.

• **Generation X** are adults who are currently between ages 39 to 54.

Source:
Consider your existing programming and outreach and where you might find millennials in your community.

- **Inside the Library:** Self-checkout, innovation centers, author visits
- **Online:** Social media, influencer blogs, Reddit, Goodreads
- **Around the Community:** Transit, gyms, farmer’s markets, local festivals, bars
Millennials are statistically more likely to have visited a public library or their library’s website in recent years than any other adult generation, followed by Gen X.
What content to promote?

- Popular adult fiction
- Self-improvement and career growth
- Trending book club picks
- Favorite podcasters
June is Audiobook Month.

Listen while you run.

drive
cook
fold
work

Download free audiobooks on Libby, the one-tap reading app.

I'd rather be reading.

Try Libby.
The one-tap reading app from Pima County Public Library.

AUDIObOOkS ARE NOT CHEATING!

Listen while you travel.

https://resources.overdrive.com

While you are driving or flying to your July 4th destination, be sure to check out an audiobook from Libby. Create a free account with your Glendale Library card.

#myglendaleLAC #FreeAudiobooks
Connecting with commuters

Peninsula Library System (CA) initiated a year-long commuter ad campaign focused on promoting the use of the Libby app with ads at bus stops, on trucks, and on billboards.

The primary goals of the campaign were to reach new library users and increase ebook and audiobook usage by targeting commuters.
In partnership with Sibling Revelry Brewing, Westlake Public Library (OH) reached new users by hosting an outreach event.
Baby Boomers & Older Adults

- **Baby Boomers** are adults who are currently between ages 55 to 73.

- **Silent Generation** are adults who are currently between ages 74 to 94.
Reaching out

Consider your existing programming and outreach and where you might find this age group in your community.

- **Inside the Library**: Friends of the Library group, library volunteers, circulation desk, large print books section, existing digital training classes
- **Online**: Your library website, Facebook
- **Around the Community**: Newspaper story, local TV news interview, library bookmobile route, community center, retirement and assisted living homes
I began numbering my entries. It’s a habit I still maintain.

December 28, 2016

One. It’s only December and already...

Two. Dad called on my birthday. “I’m trying to visualize where you’re living,” he said. “Are there a...
Local news media can be an important tool to raise awareness and find new users in the 50+ demographic.

Nearly half of adults 65+ get news from a print newspaper.

Solid majorities of adults 50-64 (72%) and those 65+ (85%) get news from TV.

Getting started with Libby

Libby is made possible by your local library and built with love by OverDrive.

The Libby app is the easiest way to get started with digital books, audiobooks, and magazines from your public library!

1. Install the Libby app from the app store on your Android, iOS (iPhone/iPad/iPod touch), or Windows 10 device. Or, visit libbyapp.com in your Chrome, Firefox, Safari, or Edge browser.

2. In Libby, follow the prompts to find your library and create a library card.

3. Browse your library’s collection and borrow a title.

4. Borrowed titles appear under Shelf > Loans and disappear when you return your library card. If you’re on Wi-Fi, you can read them when you’re offline too.

From your Loans, you can:
- Tap Read With . . . to choose whether you’d like to borrow this book from your local library (or only) or Libby.
- Tap Open Audiobook or Open Magazine to start.
- Tap Manage Loan to see options like Renew and Return.

Happy reading!

For more help with Libby, visit help.libbyapp.com.

https://resources.overdrive.com

Local Media Outreach Toolkit

Workouts for your brain & body

Libby.
The one-tap reading app from your local library.

Did you know?
You can make any eBook instantly large print

Borrow eBooks & audiobooks

Library Card

Local PR @ Your Library

1. WHAT’S THE NEWS?
- Share a story that resonates with your local community. Click below to see samples of their favorite stories.

2. CREATE THE NEWS
- Write a press release (an official statement or story written to be read aloud in public or in print) or create a social media post for your library.

3. TELL THE STORY
- Use the included press release templates or marketing print or online story. Be sure to include the key details, who, what, where, when, why.

4. SEND THE NEWS
- Create a press release, article, or social media post to share news about your library.

For more information about OverDrive’s local PR toolkit, please visit OverDrive.com/localpr.

OverDrive Marketing
333 North Market Blvd
San Jose, CA 95113
Customer Support: 800.289.7333

Libby.
The one-tap reading app from your local library.
Reaching boomers and older adults in the library

The Never Too Late to Learn library program series helps introduce and expand technical skills for lifelong learners.

Tuscarawas County Public Library (OH), Brooklyn Public Library (NY), Boston Public Library (MA), among others have seen success with these older adult learning sessions.

Integrating training classes for ebooks & audiobooks into these digital literacy sessions is a natural fit.
Ebooks & Espressos

Arlington Public Library (TX) promoted their coffee-centric event on social and encouraged patrons to come and learn about their digital collection and grab a free cup o’ joe catered by a local business.
Key Takeaways

• Understand that targeted outreach is the most effective way to connect with your readers.
• Know what content and features to promote to different demographics.
• Start a conversation on social media to stay connected with your patrons outside the library.
• Integrate promotion for your digital library with your existing programming.
• Establish partnerships with local businesses to expand your base of new users.
• Get out in the community and don’t be afraid to say yes.
• There are new users around every corner. Who else could you be reaching?
• Contact your OverDrive Team. We’re here to help!