

Merchandising eBooks

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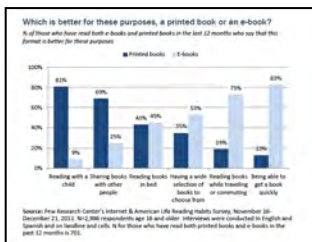
Ebook Merchandising
An Infopeople Webinar
Wednesday, February 5, 2014

The 3 facets of ebooks merchandising:

- The ebook service, or:
 - “We have ebooks!”
- The tech support, or:
 - “We can help you download ebooks!”
- The actual books, or:
 - “These are our favorite ebooks!”

Thinking about merchandising

- Understand why your patrons prefer ebooks:
 - selection?
 - commuting/travel
 - ease of use?
 - reading location?
- Understand the larger ebook market: ebook readers are more price-conscious, which is good news for libraries



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Merchandising eBooks

Merchandising in the building

- This is the most common type of ebook merchandising seen in library buildings.
- At Sacramento Public Library, stickers and shelftalkers are used to highlight individual titles, like so:



[images via Overdrive's blog](#)

Merchandising in the building



- But we all know how well signs work, right? Word of mouth is even more important.
- Develop staff talking points and phrases beyond the usual:
 - "I learned to use this service on my couch after a glass of wine."
 - "The first time, I will be honest, it's complicated. But it gets easier."

Let's discuss:

- What are points of service and points of need for ebook service in the library building?
- How do these points of service and need change on the website and on social media?

In the general public, even many of those who presumably have an interest in knowing about the availability of free library loans of e-books are not sure about the situation at their local library:

- 58% of all library card holders say they do not know if their library provides e-book lending services.
- 55% of all those who say the library is "very important" to them say they do not know if their library lends e-books.
- 53% of all tablet computer owners say they do not know if their library lends e-books.
- 48% of all owners of e-book reading devices such as original Kindles and NOOKs say they do not know if their library lends e-books.
- 47% of all those who read an e-book in the past year say they do not know if their library lends e-books.


Statistics from [Pew Research Center's "Libraries, patrons, and e-books" report](#) from June 2012

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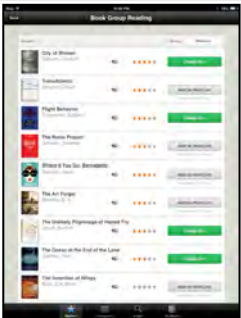
Merchandising eBooks

Merchandising online

- When putting readers' advisory online, make sure you're including all formats.
- Use book lists when possible to reinforce the availability of these books.
- Or, on social media, include multiple links.




Merchandising online



- To grab attention, feature collections and titles which are already popular with patrons.
- What circulates best?
- Which books come off displays first?
- What are people asking for?

Merchandising online

- Make ebooks a part of everyday online conversations, too.
- Include reminders on social media.
- When talking about times when library building won't be accessible, like holidays and bad weather, remind people about ebooks.



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Merchandising eBooks

Let's discuss:

- Where are patrons already looking for ebooks on your site?
- How many clicks between the desire and the discovery?
- Can patrons only find ebooks on your site via catalog search?
- Will ebooks show in a catalog search?



Merchandising the support

- Yes, sometimes, ebook readers' advisory is a fancy way to say tech support.
- This presents libraries with a fabulous opportunity!



Merchandising the support

- Emphasize the human element.
 - Put a face on it—literally. Include pictures of staff who are comfortable with ebooks where you can.
- Make basic support part of your online presence—not everyone wants to ask.



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Merchandising eBooks

Let's discuss:


- What are issues around merchandising staff tech support?
- How do you help staff feel more comfortable with ebooks?
- What training do staff receive? Which staff members?
- If not all staff are trained to help with ebooks, how do you help connect patrons with those who are?

Visit an eBook Einstein at Darien Library

Written by Elm E on 04/20/2013

Thursday, December 26th from 10:00 a.m. - 1:00 p.m.

Did you receive a new iPad, tablet, Nook, or Kindle for the holidays this year? Bring it into the library and let us show you how to use it to download eBooks, audiobooks, or digital magazines using these services:



OverDrive
3M Cloud Library
Axis360
Hoopla

Receive 1-on-1 help and get answers to your most pressing digital questions. We look forward to seeing you!

Patrons are invited to bring a tablet or Kindle for the holidays


Merchandising the books

- Poll: what ebook services does your library use?
 - Overdrive
 - 3M Cloud Library
 - Axis 360
 - hoopla






Merchandising in Overdrive



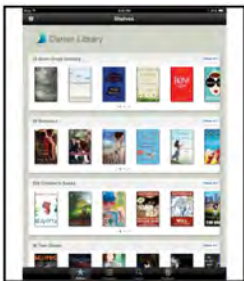
- OD has a "Staff Picks" option under the "Featured Collections" list
- To add to this or create any Featured Collection, email a list to your OD rep
- Use the Reports function to get instant feedback

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Merchandising eBooks

Merchandising in 3M Cloud Library

- ILS integration is a “huge needle pusher for circulation.”
- Make shelves with staff picks and popular genres.
- Take a look at Discovery Kiosks as a way to give ebooks a physical presence.




Merchandising in Axis 360



- Make API integration a priority—they have
- Become familiar with BISAC categories, which Axis 360 uses
- Use their site to make custom graphics and posters for marketing
 - Only for registered accounts—credentials were sent during launch

Merchandising in hoopla

- Take advantage of existing shelves made by Midwest Tape for library marketing and social media
- Create your own featured collections and add to the list



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Merchandising eBooks

Let's discuss:

- What RA efforts already in your library can be duplicated in these services?
 - Best of lists?
 - Blog posts?
 - Email newsletters?
 - Pinterest boards?
 - Recommendations in person?
 - Most requested?



Which makes you want to read?



YES, WE HAVE EBOOKS!

This is a great time to check out our new eBooks collection. We have over 100 eBooks available for you to read. We have eBooks in a variety of genres, including fiction, non-fiction, and children's books. We have eBooks in a variety of formats, including PDF, EPUB, and Kindle. We have eBooks in a variety of languages, including English, Spanish, and French. We have eBooks in a variety of subjects, including science, history, and art. We have eBooks in a variety of lengths, including short stories, novellas, and full-length novels. We have eBooks in a variety of authors, including classic authors and contemporary authors. We have eBooks in a variety of publishers, including Penguin, HarperCollins, and Simon & Schuster. We have eBooks in a variety of genres, including fiction, non-fiction, and children's books. We have eBooks in a variety of formats, including PDF, EPUB, and Kindle. We have eBooks in a variety of languages, including English, Spanish, and French. We have eBooks in a variety of subjects, including science, history, and art. We have eBooks in a variety of lengths, including short stories, novellas, and full-length novels. We have eBooks in a variety of authors, including classic authors and contemporary authors. We have eBooks in a variety of publishers, including Penguin, HarperCollins, and Simon & Schuster.




YES, WE HAVE THIS AS AN EBOOK!

This is a great time to check out our new eBooks collection. We have over 100 eBooks available for you to read. We have eBooks in a variety of genres, including fiction, non-fiction, and children's books. We have eBooks in a variety of formats, including PDF, EPUB, and Kindle. We have eBooks in a variety of languages, including English, Spanish, and French. We have eBooks in a variety of subjects, including science, history, and art. We have eBooks in a variety of lengths, including short stories, novellas, and full-length novels. We have eBooks in a variety of authors, including classic authors and contemporary authors. We have eBooks in a variety of publishers, including Penguin, HarperCollins, and Simon & Schuster.

Merchandising the books


- If you own an ebook, mention it whenever you mention a title.
- Coordinate with collection development to keep both available.
- When a physical book has lots of holds, check on ebook—it may be available for checkout!



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Merchandising eBooks

Merchandising the books



- Include ebook links in social media and blog posts.
- Keep content fresh and consistent with physical offerings.
- Look for e-originals—a great readers' advisory opportunity!

Let's discuss:

- Think of which ebooks you'd immediately want to merchandise:
 - Local authors?
 - Recent award winners?
 - Which print book has the most holds?
 - LibraryReads?
 - Heard on NPR?

January 26, 2014 | Jan 18, 2014 | Jan 01, 2014

E-BOOK FICTION

- 1 **THE INVENTION OF WINGS**, by Sue Monk Kidd. (Yaling.) The relationship between a wealthy Charleston girl, Frank Crutcher, who will grow up to become a prominent abolitionist, and the slave she is given for her 15th birthday.
- 2 **FEAR NOTHING**, by Lisa Gardner. (Dutton.) The Boston detective D.D. Warren, normally injured at a crime scene, is treated by a police therapist whose father was a serial killer.
- 3 **DARK WOLF**, by Christian Fredrik. (Dutton.) The 19th book in the Germanic series follows the story of Rylar Drenemans and Olsson Strand begin in "Dark Spies."
- 4 **SYCAMORE ROW**, by A.J. Cronin. (Doubleday.) A novel, whose title will refer to the "A Time to Kill."
- 5 **STANDUP OUT**, by Robert Woods. (Pantheon.) In the pitch-book Huffington novel, the New York lawyer takes on a complicated new case.
- 6 **THE GOLDFINCH**, by Donna Tartt. (Doubleday.) A gripping, riveting tale of the Metropolitan Museum of Art after a bombing becomes a hot prize, plot and books.

Let's review: "We have ebooks!"

- Ideas for merchandising the service:
 - Make sure signs are up-to-date and in great places.
 - Not just signs—shelftalkers and bookmarks, too!
 - Understand how staff discuss ebooks.
 - Mention the service whenever relevant.
 - For example, notices about weather-related closings should always include reminders about ebooks.

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Merchandising eBooks

Let's review:
"We can help you with ebooks!"

- Ideas for merchandising the support:
 - Make sure both staff and patrons know who to ask for help with ebooks.
 - If not all staff are ready to help with ebooks, make plans to slowly bring them into the fold.
 - Pretend you're a patron trying to download an ebook at 11pm. Is there enough support to figure it out?

Let's review:
"These are our favorite ebooks!"

- Ideas for merchandising the books:
 - Make sure staff involved in readers' advisory are including ebooks in their efforts.
 - Think about which ebooks would get an automatic download if the right person knew it was available.
 - Learn more about ebook collection development and coordinate merchandising.

Questions? Thoughts?

Thank you.

Email: sanderson@darienlibrary.org
Twitter: @bookavore
Web: bookavore.net

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Merchandising eBooks



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