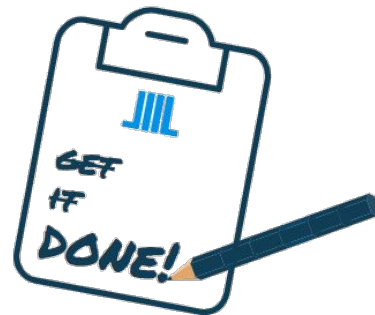


BiblioBoard Marketing + Promotion Checklist



Quick + Easy

- ✔ **Load MARC Records.** How-To guide [here](#). Available API integrations [here](#).
- ✔ Run hold reports from other digital platforms and us as list for **email marketing campaign** promoting BiblioBoard Library.
- ✔ Instantly **post** titles and collections **on social media**. How-To and examples [here](#).
- ✔ **Email “BiblioBoard Core for Schools” PDF** to all school contacts in community. Download PDF [here](#).

Website

- ✔ **Add Create. Share. Discover graphic(s)** on your library’s **website homepage** above the fold. Full marketing guide [here](#).
- ✔ **Add the BiblioBoard App icon to your eBook / digital / e-resources page.** Download graphic [here](#).
- ✔ **Create a dedicated resource page for writers and authors** promoting all services for them at the library. Examples [here](#).

In The Library

- ✔ **Train** and promote Create. Share. Discover. to **staff**. Request a presentation for your staff [here](#).
- ✔ **Promote/Train** BiblioBoard tools during existing **Tech Classes**.
- ✔ **Host a PressBooks + SELF-e training seminar for writers** in your library. BiblioBoard offers live webinars for patrons at no charge. Request a training [here](#).
- ✔ **Host** BiblioBoard “Create. Share. Discover.” **Community Event**. Request materials for events [here](#).

In The Community

- ✔ **Utilize local news and media outlets** to promote BiblioBoard. Example news article [here](#).
- Research and **email local writing chapters / groups**. Local middle & high schools, community & state colleges are all great target audiences. Request your customized Create. Share. Discover. flyer for Writers and Authors [here](#).