

# Digital Future of Library Services

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**@lutonbookworm**

**@millsandbook**

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# What we're talking about



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# What we're not talking about

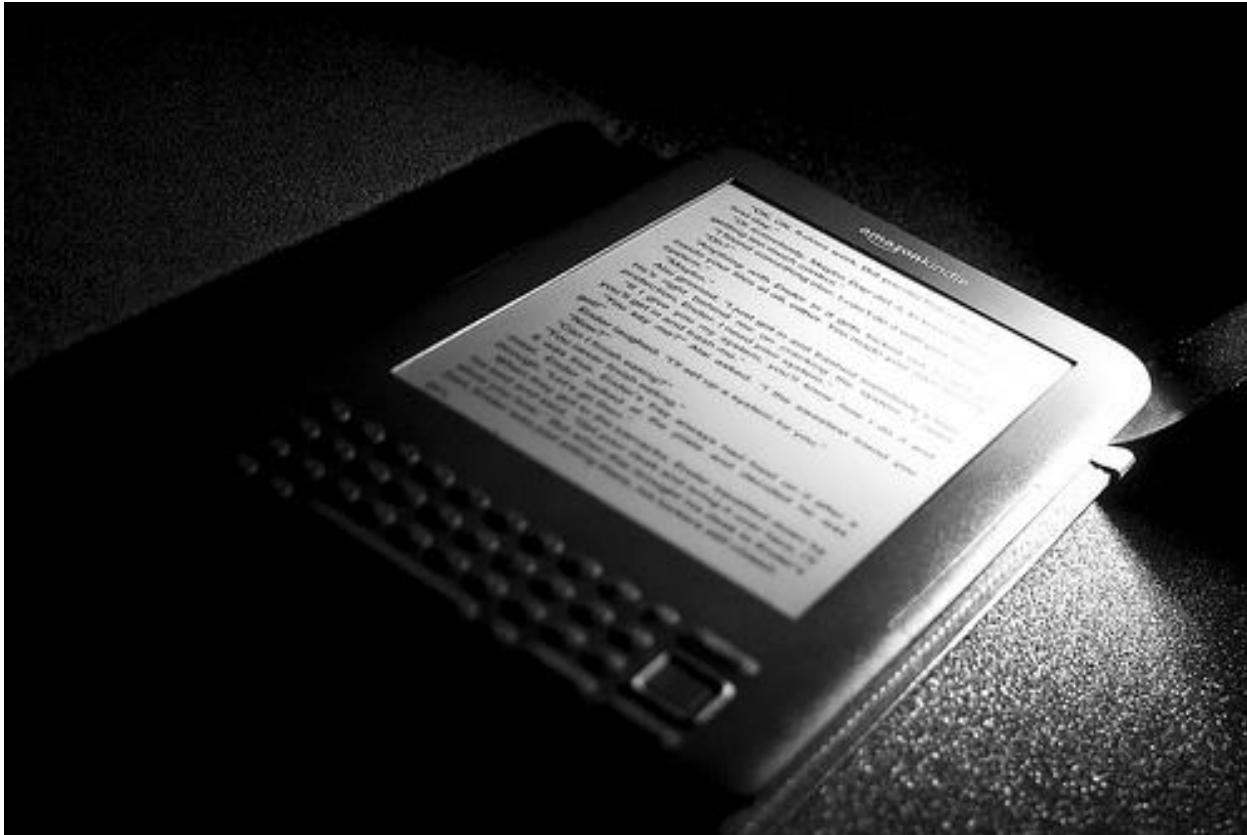


Photo credit: alienratt, Flickr

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# Some stats

## UK population

- 31 million on Facebook
- 20 million on Twitter
- 7.9 million on LinkedIn
- 46% own smartphone

## Libraries

- 33% on Twitter
- 67% digital marketing
- 50% designated staff
- 2% digital strategy

# Your vision and what you need to get there



MyVoice Gateshead Skype interview author RJ Palacio





**Reading groups for Everyone**

**@reading\_groups**

**[www.readinggroups.org](http://www.readinggroups.org)**

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## Digital Skills Sharing

On Twitter: #digiskills

[www.readingagency.org.uk/digitalskills](http://www.readingagency.org.uk/digitalskills)

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## **Digital Bucket**

[ruth.harrison@readingagency.org.uk](mailto:ruth.harrison@readingagency.org.uk)

Photo credit: Charlie Wolf, Flickr

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**Over to you**

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**Harlequin are doing digitally to add value to readers**

Tim Cooper

Director, Marketing & Digital

**And how they're relevant to libraries**

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# The 3 things...

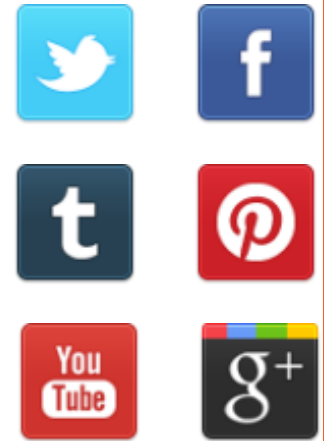
- 1 Making Connections
- 2 Telling Stories
- 3 Making life easier

All in quick time...

# Making Connections

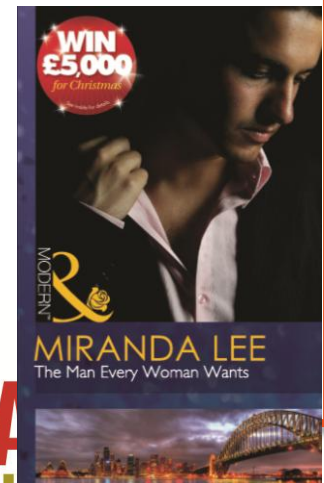
## Why?

- Another way to talk – **and listen** – to our readers
- In a way that is easy for them
- More immediate and insightful relationships



## What we've done

- Social media sign up details in every book, in our eMails, on our website
- On book promotions rewarding e-mail / facebook sign-up **and** sharing



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# Making Connections

## Results

- 16,000 facebook fans
- 150,000 eMail sign ups
- **2.5 million visits** a year to millsandboon.co.uk

## And libraries?

- Opportunities to promote via Publisher networks
- Libraries have amazing physical and computer networks – opportunities to integrate social media



# Telling Stories

## Why?

- Entertain and engage our readers
- Earn their attention and loyalty

## What we've done

- Mills & Boon New Voices
- Leap Year Proposal
- Video book trailers



# Telling Stories

## Results

- **1.4 million** page views for New Voices
- Real reader **engagement** – 2 proposals accepted
- **227 news stories** on M&B Leap Year proposal
- **20 thousand views** on YouTube for Immortal Rules trailer, 2500 email addresses

## And libraries?

- Incredible support for New Voices
  - Hosted and promoted author workshops
  - Nowhere else with physical network and connections to support this

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# Making Life Easier

## Why?

- If you make something easier, people will do more of it



## What we've done

- Mobile version of Mills & Boon website
- And more to come



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# Making Life Easier

## Results

- Mobile site – 1.5 million page views since March

## And libraries?

- Same challenge to make readers access to books and eBooks easier

# In Summary...

Publishers & Libraries: **Adding value to readers**

**Our aims...**

Make  
connections

Listen

Entertain

Help

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