



# EMAIL MARKETING

THREE IDEAS TO INSPIRE

PRESENTED BY STACY STAMPER



Paul Sawyer  
PUBLIC LIBRARY

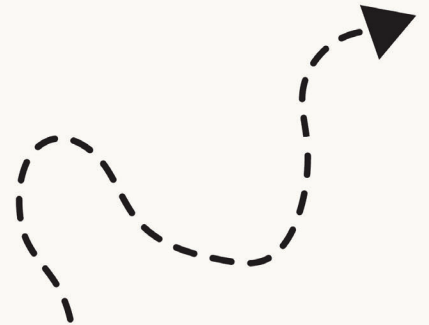


Hi there! I'm Stacy!



# Introduction

I'm the Media Design Specialist at Paul Sawyer Public Library. I've been with the library for 16 years, and I manage our media and marketing.





# **EMAIL IDEAS**

- 
- 1. Focus on 5**
  - 2. Tell a Friend**
  - 3. Show Your  
Collection**
- 

# FOCUS ON 5

## 1 Fall Break Fun! Upcoming Events for Families

### Fall Break Fun at Paul Sawqier Public Library

Music, candy, raptors, candles, balloons, airplanes, and so much more! There is something to do every day of Fall Break at the Library. Look at the [schedule here](#).

## 2 Online Craft Tutorials with Creativebug



# FOCUS ON 5

- **5 THINGS**

Collections, resources, services, programs, events, history, etc.

- **BI-WEEKLY**

Choose how often you want to sent these emails out. Every week? Once a month?

- **MAKE A LIST**

Spreadsheets are great for this! Note the date when you use each topic.



A1

🔗 Online Services

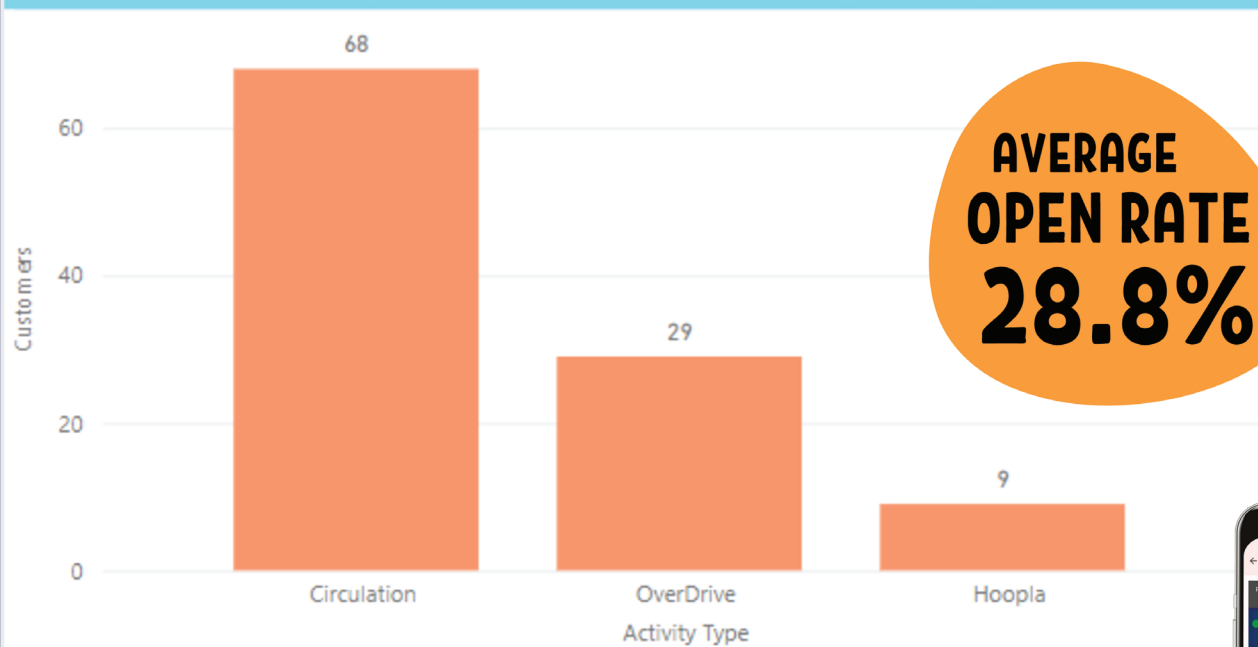
	A	B	C	D
1	Online Services			
2	Ancestry Library Edition	10/20/23	<a href="https://www.psql.org/resources/ancestry-library-edition">https://www.psql.org/resources/ancestry-library-edition</a>	Ancestry Library Edition is available to you through the Library and provides access to family history documents.
3	Cypress Resume	11/3/23	<a href="https://www.psql.org/resources/cypress-resume">https://www.psql.org/resources/cypress-resume</a>	Cypress Resume is an online tool for creating a professional resume in minutes! Simply plug in your basic information and we'll create a resume for you.
4	Consumer Reports	11/17/23	<a href="https://www.psql.org/resources/consumer-reports">https://www.psql.org/resources/consumer-reports</a>	Consumer Reports provides expert, unbiased product ratings and reviews. Find reviews on vehicles, grills, and more.
5	Novelist	12/01/23	<a href="https://www.psql.org/resources/novelist">https://www.psql.org/resources/novelist</a>	Novelist is a great resource to help you find your next book! You can find read-a-likes to your current favorite books.
6	Mango Languages	01/05/24	<a href="http://www.psql.org/mango">http://www.psql.org/mango</a>	Choose from over 70 world languages on desktop or mobile, from anywhere, at any time. Enjoy native speaker audio and interactive exercises.
7	Win Learning	5/17/24	<a href="https://www.psql.org/winlearning">https://www.psql.org/winlearning</a>	WIN Learning is an organization that supports statewide career-ready initiatives through online learning solutions and digital skills in adults across the nation. Established in 1996, WIN has supplied more than 10 million learners with the skills to succeed in life. Courseware is provided at no cost and is free to use outside of the library. Click here for more information.
8	Job Services	05/31/24	<a href="https://www.psql.org/services/job-services">https://www.psql.org/services/job-services</a>	Need to brush up on some skills before applying? Want to learn something new and change your career? Try our Job Services program.
9	creativebug	07/11/24	<a href="https://www.psql.org/creativebug">https://www.psql.org/creativebug</a>	Creativebug is an online resource provided by the Library and is available to you for free. Access award-winning creative content for all ages.
10	GCF Learning	8/14/24	<a href="http://www.gcflearnfree.org/">http://www.gcflearnfree.org/</a>	This online collection of instructional videos has 2,300+ lessons on 200+ topics, covering educational, technical, and business skills.
11	Heritage Quest		<a href="https://www.psql.org/resources?field_db_type_target_id%5B200%5D=200">https://www.psql.org/resources?field_db_type_target_id%5B200%5D=200</a>	
12	My Heritage		<a href="https://www.psql.org/resources?field_db_type_target_id%5B200%5D=200">https://www.psql.org/resources?field_db_type_target_id%5B200%5D=200</a>	
13	Learning Express Library		<a href="https://www.psql.org/resources/learning-express-library">https://www.psql.org/resources/learning-express-library</a>	
14	New York Times		<a href="https://www.psql.org/new-york-times-access">https://www.psql.org/new-york-times-access</a>	
15	Value Line		<a href="https://www.psql.org/resources/value-line">https://www.psql.org/resources/value-line</a>	
16				
17				
18	Digital Collection			
19	Kanopy General	11/17/23	<a href="https://www.kanopy.com/en/pspl/">https://www.kanopy.com/en/pspl/</a>	Kanopy is a streaming service provided by the Library and available to you for free! Create an account with your library card.
20	Freegal	10/20/23	<a href="https://pspl.freegalmusic.com/">https://pspl.freegalmusic.com/</a>	Freegal Music is the Library's online music collection. Stream unlimited music every day, and download up to 10 songs per month.
21	Overdrive Magazines	12/01/23	<a href="https://kyunbound.overdrive.com/bx">https://kyunbound.overdrive.com/bx</a>	Check out your favorite magazines on the Libby App! Our magazine collection is available via Overdrive and Libby.
22	Kanopy Most Watched of 2023	01/05/24	<a href="http://www.kanopy.com/category/75">http://www.kanopy.com/category/75</a>	Check out Kanopy's Most Watched Films of 2023 collection for movies and shows that will transport you to new worlds.
23	Kanopy Musicals	5/17/24	<a href="https://www.kanopy.com/en/pspl/collections">https://www.kanopy.com/en/pspl/collections</a>	Discover the magic of musicals with Kanopy's curated collection, available to stream for free. From dazzling Broadway hits to lesser-known gems, there's something for everyone.
24	Hoopla Audiobooks for kids	05/31/24	<a href="https://www.hoopladigital.com/collections">https://www.hoopladigital.com/collections</a>	Check out this collection of adventurous audio books for kids! Summer Reading is about to start, and audio books are a great way to enjoy your favorite stories.
25	Hoopla Juneteenth	08/14/24	<a href="https://www.hoopladigital.com/collections">https://www.hoopladigital.com/collections</a>	Commemorate Juneteenth 2024 with a diverse range of books, comics, movies, and music that honor this significant day in American history.



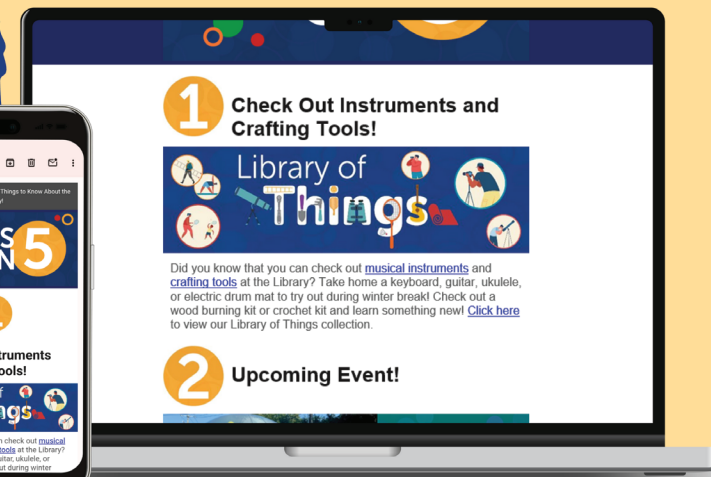
# ANALYTICS

Combined statistics from 6 emails sent July-Oct 2024

Activity Within 7 Days After Opening Message



**AVERAGE  
OPEN RATE  
28.8%**



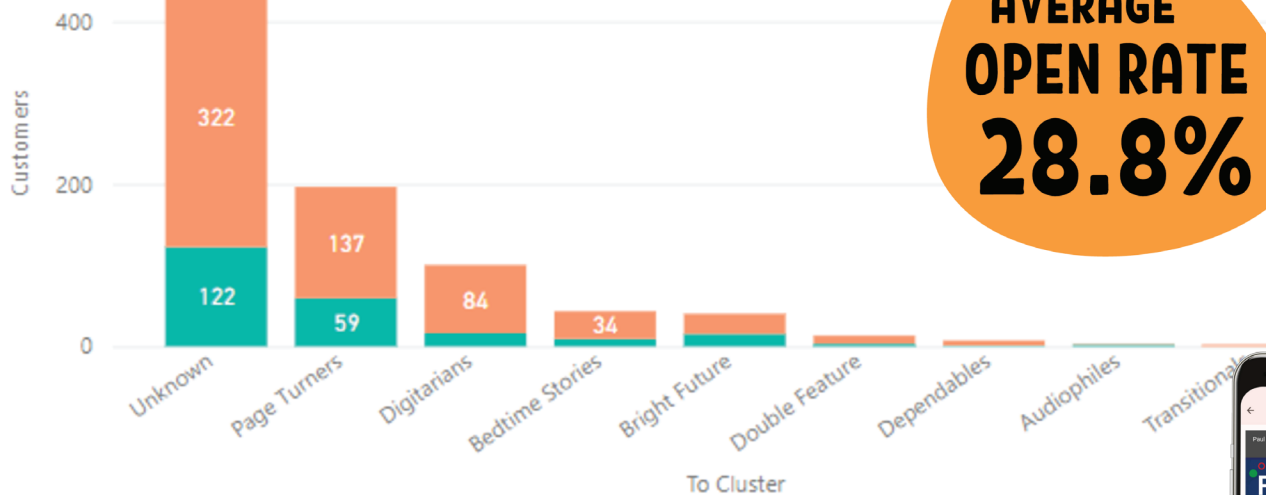


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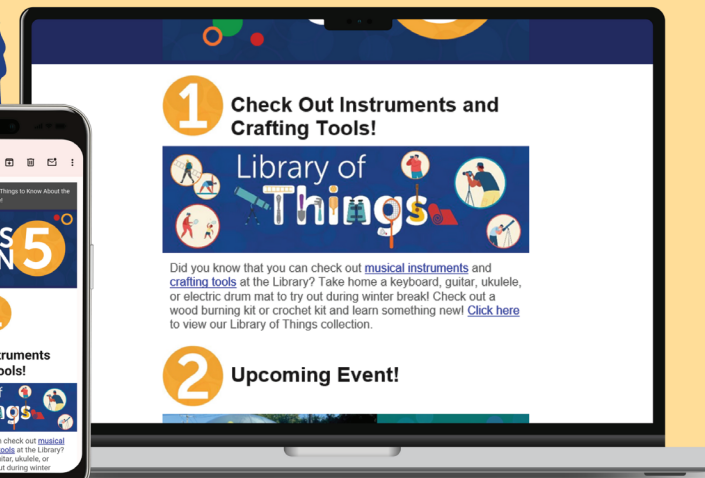
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## Reengagement After Receiving Message

From Cluster ● Inactive ● Occasionals

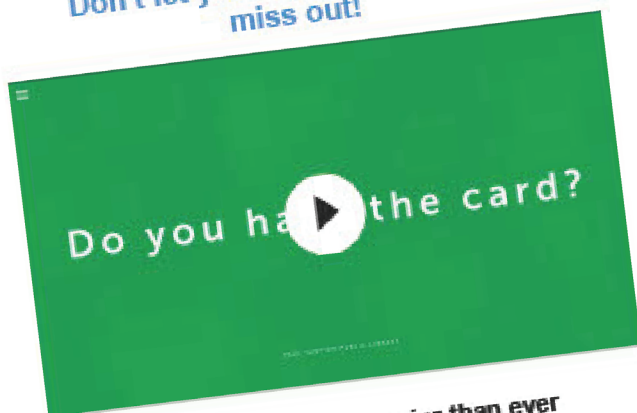


AVERAGE  
OPEN RATE  
**28.8%**





We know you love using your Library.  
Don't let your family and friends  
miss out!



Share the love! It's easier than ever  
to get a Library card!

September is Library Card Sign-up Month, and what better way to celebrate than by sharing the Library with a friend or family member who doesn't have a card. Forward this email to them! Don't let them miss out on all the Library has to offer!

- Easy [online application](#).
- Instantly accessible [digital content](#) such as ebooks, eaudiobooks, streaming videos and movies, and music.
- Free access to [resources](#) like Mango Languages, Consumer Reports, Creativebug, *The New York Times* and [many others](#).
- [Youth programs](#) including storytimes, crafts, D&D, gaming and cooking events
- [Adult programs](#) on local history, crafts, games, stories of the human experience
- [Career and Job](#) seeking assistance
- Free access to the [Library of Things](#) to check out a guitar, telescope, power washer, tool set, giant checkers, fishing

...if you have mobility

# TELL A FRIEND



## • INVITE PATRONS TO SHARE WITH FRIENDS/FAMILY

We know you love using your Library. Why should your family and friends miss out? Share the love!

## • MAKE THEM THE HERO

## • CHOOSE YOUR TIMING

Great for Library Lovers Month or Library Card Sign up Month!

Sent: 2,735 regular patrons  
Opens: 1,391  
Clicks: 26

OPEN RATE  
50.8%

## Top Links:

Library of Things  
Get a Card  
Youth Programs  
Job Center  
Adult Programs  
Home Page  
You Tube Video  
Online Resources

6

5

5

5

4

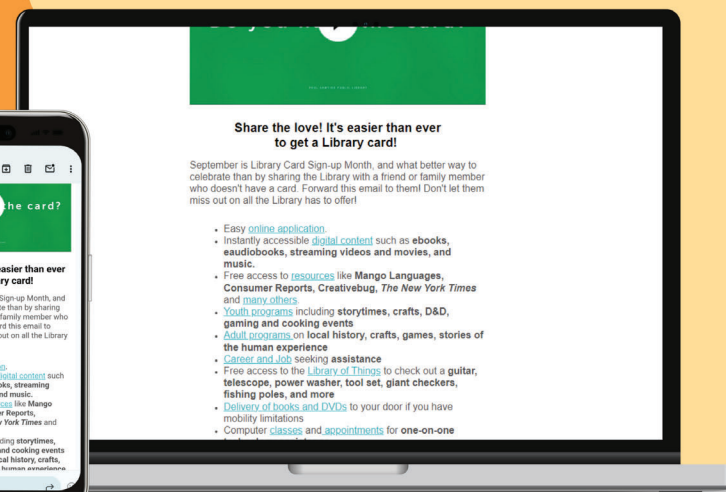
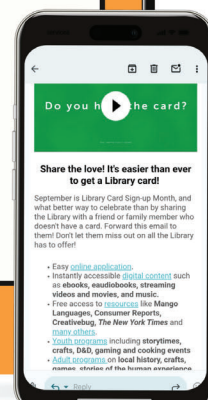
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3

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# ANALYTICS





# SHOW YOUR COLLECTION

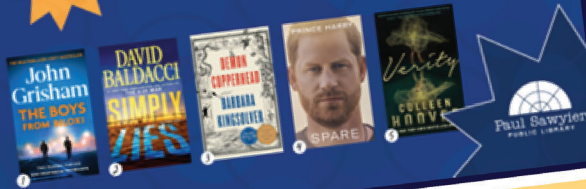
- **THEME**

Top Titles of the Year  
Staff Picks  
Large Type  
Beach Reads

- **CONTENT**

8-10 Books  
Photo of the cover  
Short blurb  
Direct links

## PAUL SAWYIER PUBLIC LIBRARY'S ADULT Top 5 Books of 2023



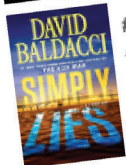
The Library will be closed on December 31 and January 1.

### Top Check Outs of 2023

We're looking back at which books were checked out the most from PSPL in 2023. Which books have you read? Which ones are you adding to your "to-be-read" list? Check them out!



**#1 *The Boys from Biloxi* by John Grisham**  
A riveting story about two sons of immigrant families who grow up as friends, but ultimately find themselves on opposite sides of the law.  
[Book](#) | [Ebook](#) | [Eaudio](#)



**#2 *Simply Lies* by David Baldacci**  
A twisting new psychological thriller in which two women -- one a former detective, the other a dangerous con artist -- go head-to-head in an electrifying game of cat and mouse.  
[Book](#) | [Ebook](#) | [Eaudio](#)



**#3 *Demon Copperhead* by Barbara Kingsolver**  
The son of an Appalachian teenager uses his good looks, wit, and instincts to survive foster care, child labor, addiction, disastrous loves, and crushing losses.  
[Book](#) | [Ebook](#) | [Eaudio](#)



**#4 *Spare* by Prince Harry**  
For the first time, Prince Harry tells his own story, chronicling his journey with raw, unflinching honesty.  
[Book](#) | [Ebook](#) | [Eaudio](#)



## Karyn's Picks - Thrillers



## Karyn's PICKS THRILLERS



**Heartsick by Chelsea Cain**  
Archie Sheridan spent ten years tracking Gretchen Lowell, a beautiful serial killer, but in the end she was the one who caught him.

[Book](#) | [Audio](#)



**The Killing Lessons by Saul Black**  
Rowena Cooper and her two children prepare to wait out a blinding snowstorm. Two violent predators walk through the door.

[Book](#) | [Ebook](#) | [Audio](#)



**A Caller's Game by J.D. Barker**  
Controversial satellite radio talk show host, Jordan Briggs, has clawed her way to the top of the broadcast world.

[Book](#) | [Audio](#)



**The Surgeon by Tess Gerritsen**  
He slips into homes at night and walks silently into bedrooms where women lie sleeping, about to awaken to a living nightmare.

[Book](#) | [Ebook](#)

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Staff Picks  
Large Type  
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Direct links





PAUL SAWYER PUBLIC LIBRARY

## New Books

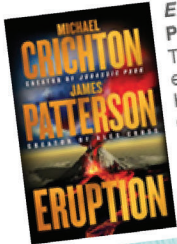


### New Large Type Books

Are you looking for some good books to read? Take a look at these books just added to our shelves!

If you want to check any of these out, stop by the library, or [call ahead](#) and we can place it on hold for you to pick up. If you are unable to come to the library, please contact our Outreach Specialist, Paula, and she can add you to our delivery schedule and bring the books to your door! Email her at [Paula.Faught@pspl.org](mailto:Paula.Faught@pspl.org), or call her at [502-352-2665](tel:502-352-2665) x 111.

#### Fiction



**Eruption** by Michael Crichton and James Patterson

The biggest thriller of the year. A history-making eruption is about to destroy the Big Island of Hawaii. But a secret held for decades by the US military is far more terrifying than any volcano.

[Large Type Book](#) | [Book](#) | [Ebook](#) | [Audio](#)



**Summers at the Saint** by Mary Kay Andrews  
"A fun, heart-warming, and intriguing summer read. For readers who'd enjoy a blend of friendships (old and new), budding romance, and secrets held within the walls of a hotel that needs a facelift." - Library Journal

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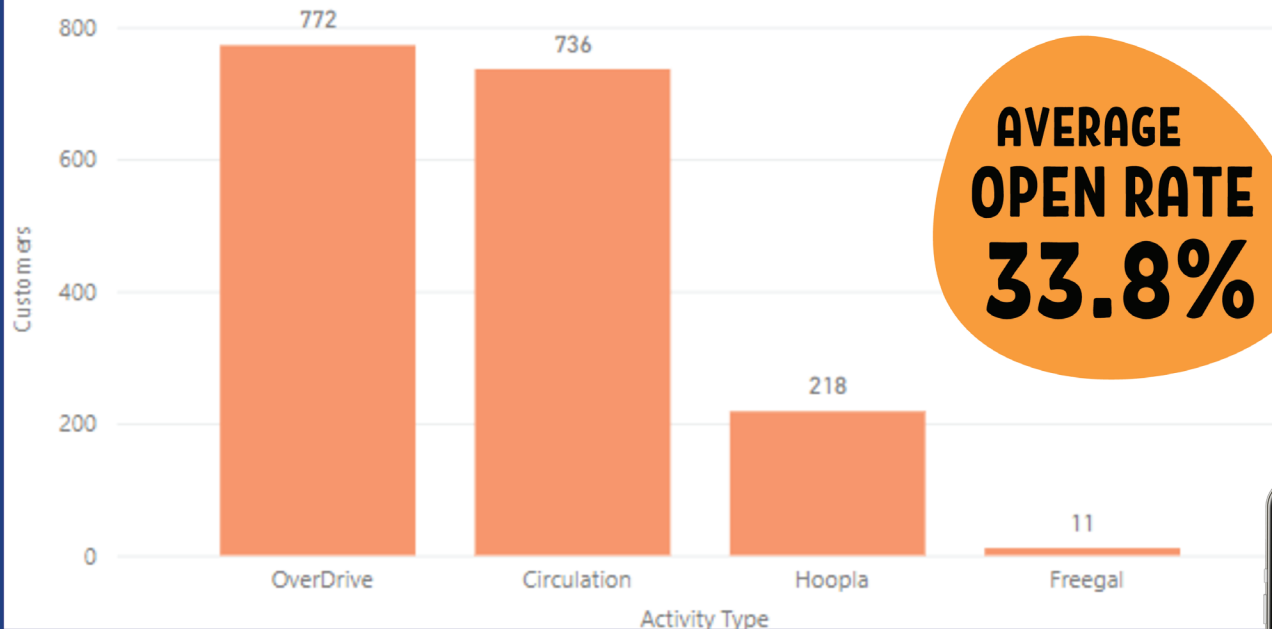




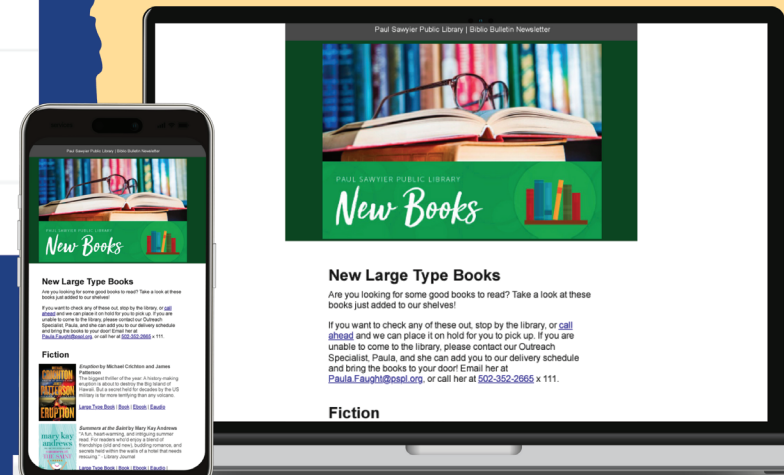
# ANALYTICS

Combined statistics from 6 emails  
sent Dec 2023-June 2024

Activity Within 7 Days After Opening Message



AVERAGE  
OPEN RATE  
**33.8%**





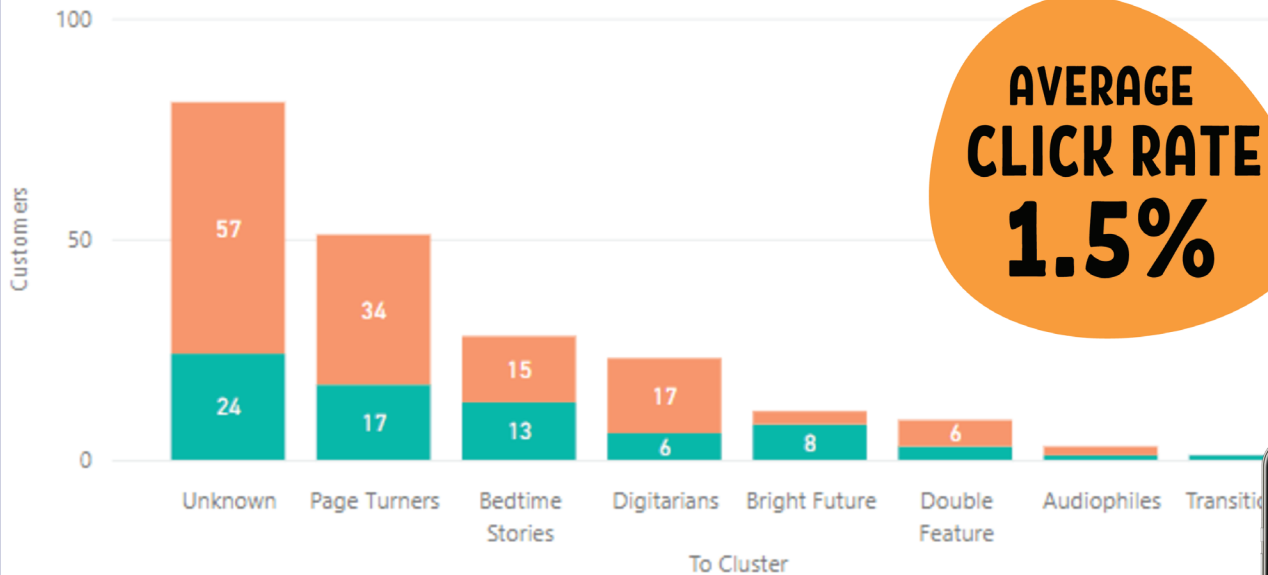


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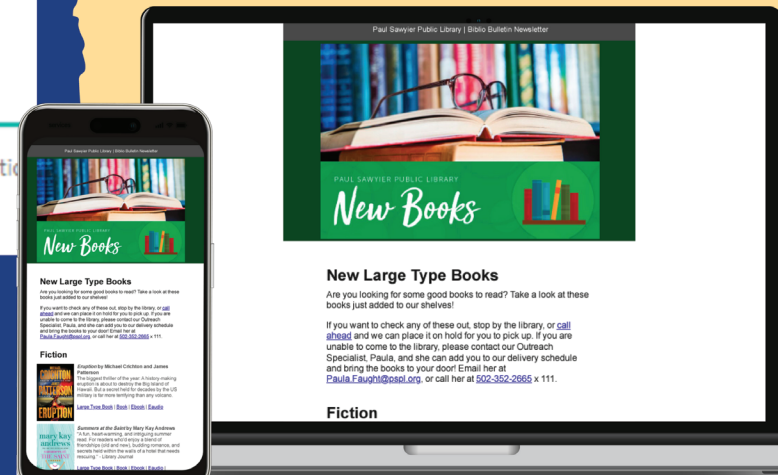
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## Reengagement After Receiving Message

From Cluster ● Inactive ● Occasionals



AVERAGE  
CLICK RATE  
1.5%







# QUESTIONS?



Stacy Stamper  
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Paul Sawyer Public Library  
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