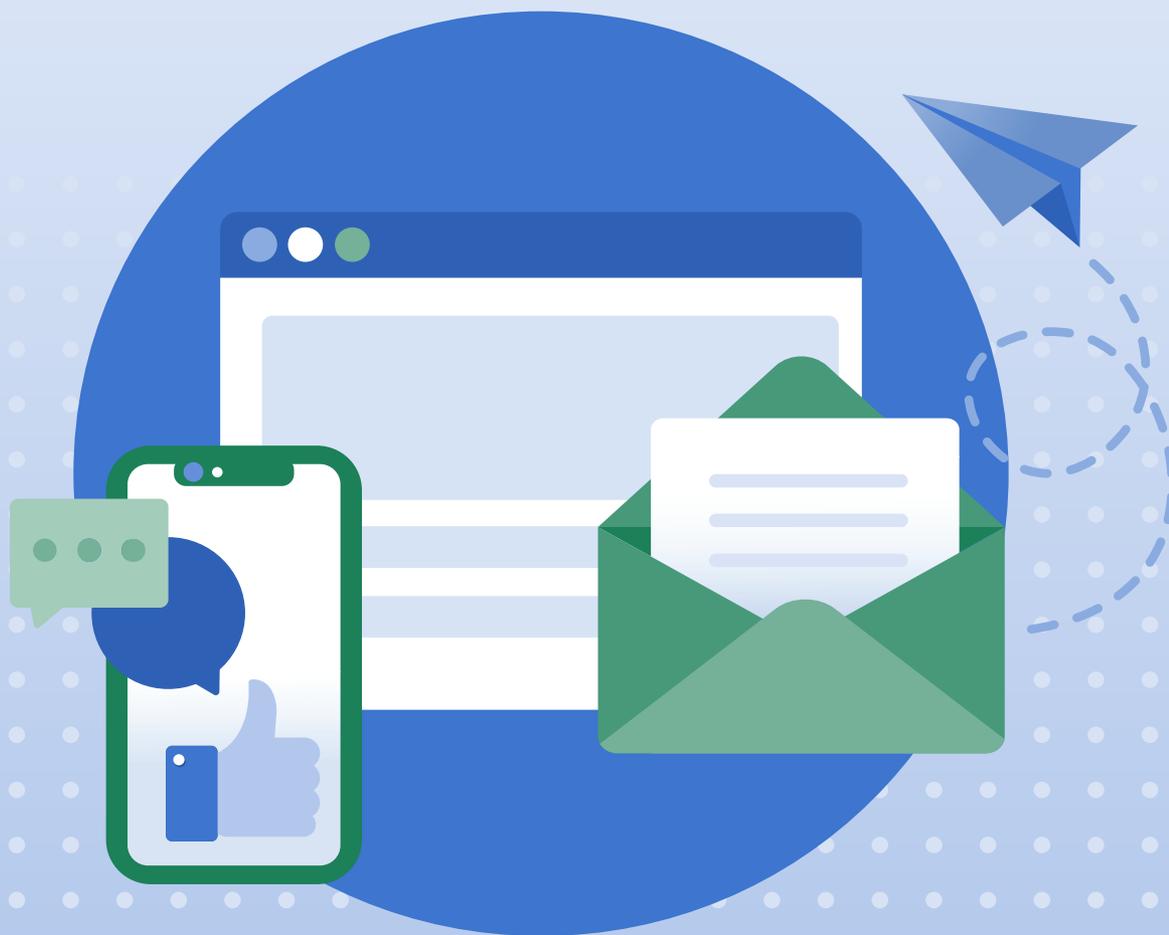


Marketing Library Databases: Best Practices for Librarians



Introduction

Your library's databases are powerful tools for researchers and students. They provide comprehensive access to diverse, in-depth and up-to-date content across multiple disciplines — much of which is not available through general search engines. Databases offer efficient search and retrieval options, along with remote access. Furthermore, they package together a wealth of high-quality, trustworthy resources that might otherwise be too costly for libraries to acquire individually.

Since databases are among the most valuable information resources in your library's collection, you'll want to make sure that students, faculty and patrons know about them!

This guide offers several marketing strategies and free promotional resources to help you spread the word about your databases. By raising awareness among your library users, you should see increased usage and a greater return on your investment.

Digital Promotion

Marketing library services effectively involves a blend of both digital and print strategies. Digital promotions are effective in reaching remote library users and those who prefer online interactions.



Library Website: Your website is your library's virtual front door.

A well-designed library website makes it easier for users to discover all the library has to offer!

- Drive traffic to your databases by linking to them from your library home page. Place product logos or buttons with direct links on your e-resources page. Find EBSCO database product logos, buttons and sample promotional text in our [promotion kits](#) on EBSCO Connect.
- Highlight different databases on your library website each month using banner ads or image carousels. You can build these and more using [LibraryAware](#), a web-based platform containing marketing templates and tools to help you engage with your community in a variety of ways.
- Embed [custom search boxes](#) on your library website to increase database visibility and promote usage.



Blogs: Blogs serve as ideal platforms for announcing upcoming library events, workshops and programs. They can also be used to promote your library's databases. Create blog posts that educate students, faculty and patrons on how to access, navigate and make the most out of library databases. Mention relevant subject-specific databases in topical blog posts; for example, highlight Science Reference Source in a blog post about Earth Day or History Reference Source in a post about Women's History Month.



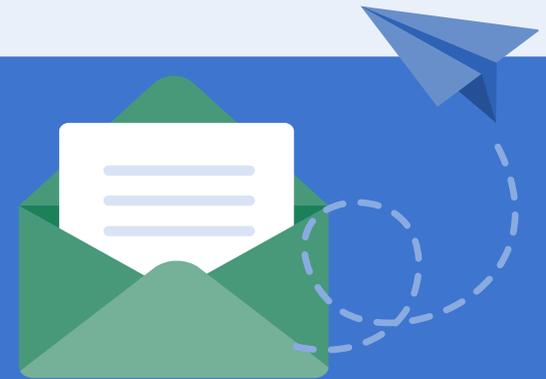
E-Signage: Digital signage can also be a powerful tool for promoting databases. When not in active use, computer screensavers can cycle through engaging content related to available databases. For instance, they can showcase subject-specific databases, highlight key content or demonstrate search techniques. By strategically placing digital signage near high-traffic areas in your library, you can pique user interest and encourage exploration of your databases. (Check out our Explora [screensaver](#) for schools and public libraries!)



E-Newsletters: Promoting databases through your library's e-newsletter is a great way to increase awareness and usage. Consider these tips:

- Feature a specific database in your e-newsletter each month. Include a brief description, relevant use cases and direct links to the database.
- Promote database training sessions, workshops or [video tutorials](#).
- Share [searching tips](#).
- Highlight curriculum integration strategies (schools and colleges).
- Create quizzes, polls or challenges related to databases and offer prizes or incentives for participation.

Save time by using our [sample promotional text](#) to describe your EBSCO databases, or use [LibraryAware](#) to send targeted messages with professionally designed templates.





Social Media: Your social media strategy helps you reach users outside the library's four walls. Not only can you promote new books, events and programs to attract users to the library, but you can also use social media to increase awareness of the library's digital resources. The most popular platforms for libraries are Facebook, X (formerly Twitter) and Instagram. NoveList suggests ways of [using social media to reach your audience](#). Here are some additional tips: Feature a specific database in your e-newsletter each month. Include a brief description, relevant uses cases and direct links to the database.

- Know when members of your target audience are active on social media.
- Schedule your posts ahead of time.
- Include 2-3 hashtags in each post.
- Maintain a consistent voice.
- Save time! Use our ready-made [social media kits](#), which contain sample posts and colorful images to engage your followers.

Print Materials & Signage

Print materials offer a practical and tangible way to reach patrons who visit the library. They are proven tools for building awareness, reinforcing messages and engaging communities.



Posters: Hang colorful posters in strategic locations throughout the library, such as near public computers, by the reference desk and on information boards. School librarians: Hang posters in the main office and in classrooms. College librarians: Display them in academic buildings around campus. Use this [customizable poster](#) to specifically promote your library's databases. A [printer-friendly version](#) is also available.



Handouts: Distribute concise, informative handouts during library orientations, workshops or events. Keep copies at the reference and circulation desks, post them on library bulletin boards and share them with school/college faculty.



Bookmarks: Include short URLs or QR codes that link directly to the database landing page. Place stacks of bookmarks near library entrances, checkout counters and reference desks. Insert them into borrowed books. Give some to faculty to hand out in class.



Shelf Talkers: Use shelf talkers to cross-promote your databases to people browsing the stacks. For example, place shelf talkers promoting business, history, consumer health and other subject-specific databases where the physical books on those topics are housed. Include QR codes on these, too!



Table Tents: Place promotional table tents on group tables, in study carrels or near public computers.

Find customizable print materials for EBSCO database products in our [promotion kits](#). For instructions on customizing our print materials with your library website address, institutional logo or QR code, check out [this FAQ](#). [LibraryAware](#) also offers a variety of templates to help you create your own print materials.

Library Programs & Events

Live and virtual events provide you with additional opportunities to promote your databases. While you might already be incorporating library databases into library workshops and training sessions, you might also consider these examples:



Business Networking Nights: Create networking opportunities for members of the local business community. Promote business databases that offer market research, industry reports, company profiles and templates for writing business plans. Invite entrepreneurs, investors and business leaders to share how these databases can benefit their ventures.



Health & Wellness Fairs: Organize health-focused events where attendees can learn about consumer health databases. Highlight features like medical journals, evidence-based reports, health pamphlets and other reliable health information. Collaborate with local health professionals to provide mini-lectures or Q&A sessions related to health topics covered in the databases.



Hobby Clubs & Meetups: Promote databases to book clubs, gardening clubs, cooking clubs, knitting clubs, genealogy meetups and other groups who convene at the library. Your readers' advisory database can help book club members find their next read. Host a family heritage night to highlight your genealogy database. Point to your hobby database for gardening tips, recipes, craft patterns and more.



STEM Maker Night: Invite students and their parents to an evening of crafting, inventing, building and tinkering in the library. Highlight how library databases support studies in science, technology, engineering and math.

You might also take your library database promotions **“on the road.”** Sign up to have a booth at local events, festivals and job fairs. Issue library cards, demo your databases and promote your programs. Make sure everyone in your community knows all that your library has to offer!



Partnerships

Community stakeholders are among your library's greatest potential advocates, and connecting with them is crucial for promoting access to trustworthy information and resources. To amplify your message and reach new audiences, establish partnerships with organizations and subject-matter experts such as:



Schools, colleges and universities



Local businesses, chambers of commerce and professional associations



Healthcare providers



Scientists



Museums, genealogy societies and culture/arts groups



Local government officials



Social services agencies



Churches



Community centers



Youth organizations



Retired professionals

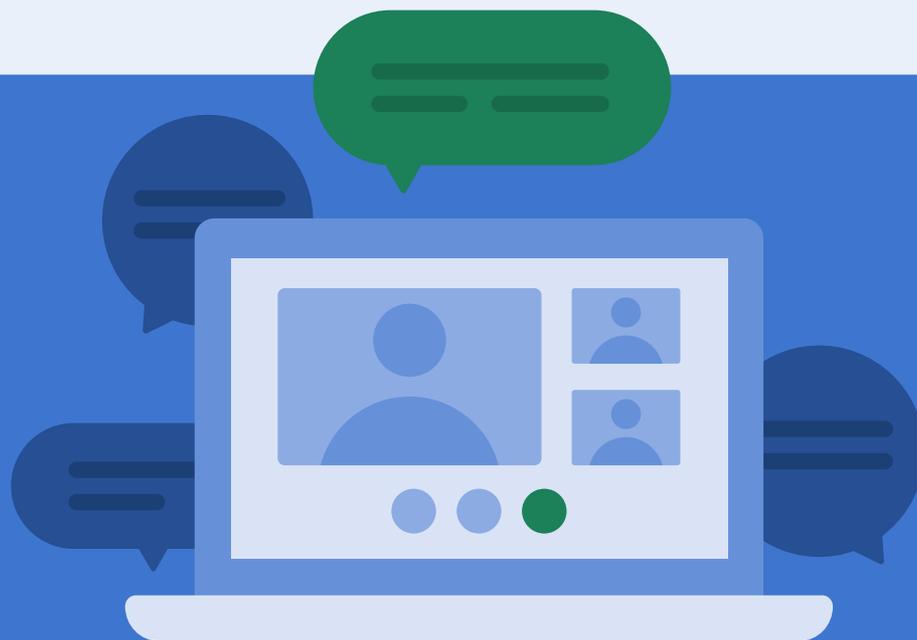


Media outlets

Building strong relationships with your stakeholders involves active communication, understanding their needs, and tailoring library services accordingly. By working together, libraries can create a more informed and engaged community!

Don't forget EBSCO is your partner, too!

Register for a **live session** with an EBSCO Training Specialist or watch an archived recording **on demand** to learn more about marketing your library's EBSCO databases.



Conclusion

Throughout this guide, we have provided a variety of strategies and tools to help you promote databases to your library users. You may choose to incorporate all or some into your library's marketing plan. Whichever practice you choose, be sure to measure the results. Did traffic to your library website increase? How many recipients opened your e-newsletter? Have you increased your social media followers and/or engagement? Are more patrons asking you about your databases?

Ultimately, a noticeable spike in usage that coincides with the application of any of these strategies will be a good indicator that your efforts are working.



Visit <https://www.ebsco.com/products/research-databases> to learn more about our full-text databases or contact your EBSCO Sales Representative for more information.