

WELCOME TO THE AXIS 360 TEAM!

All of us at Baker & Taylor are excited you've chosen Axis 360 to be your digital media service. With Axis 360, your library has an easy way to manage all of your digital content, giving your library users a wealth of ebook and digital audiobooks right at their fingertips.

As your dedicated Digital Account Manager, I'm here to help you launch and maintain the success of Axis 360 in your library. I'll be reaching out to you in the next few weeks to set up a call to review information included in this Welcome Kit, and to answer any questions you may have about Axis 360.

On this call, we will discuss the following:

- ⊕ **Best practices — important and effective steps to ensure the success of Axis 360 in your library**
- ⊕ **CustomReach — where to find Axis 360 marketing assets and how best to use them**
- ⊕ **A walk through the Axis 360 Tool Kit**
- ⊕ **Collection development assistance and tracking progress to your targeted launch date**

CustomReach is our dynamic marketing program designed to support your library as you announce and continually promote Axis 360 to your library users. Enclosed in this package is a letter with your CustomReach credentials, as well as samples of posters and bookmarks available for you to customize and print using CustomReach.

We've also enclosed Axis 360 lanyards that your staff can wear to draw attention to and generate interest in your new ebook service!

I look forward to speaking with you soon.



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