



Best Practices for the Launch & Management of Axis 360

Enrich. Empower. Inform.

PREPARING FOR LAUNCH

COLLECTION DEVELOPMENT

CONTENT IS KING!

LAUNCH WITH A STRONG OPENING DAY COLLECTION

✓ **Start your collection off with a bang!** Give students and teachers the latest and greatest: new releases, best-sellers, classics, popular fiction and nonfiction and award-winning children's titles.

✓ **Use the expert assistance** of Baker & Taylor's world-class collection development team in crafting your Opening Day Collection. Our staff librarians will help you create the best mix of titles by providing your media specialist with custom subject, genre and publisher title lists to match your needs based on your budget, library or classroom size and demographics.

LOAD AXIS 360 MARC RECORDS TO YOUR OPAC

✓ **Loading MARC records to your online catalog** creates an easy search and discovery experience for your students looking for digital content.



SIGN UP TO RECEIVE IMPORTANT AXIS 360 COMMUNICATIONS THAT MATCH YOUR INTERESTS



Axis 360 Insider: A monthly email newsletter summarizing site enhancements, new release notes, publisher news, special offers, new marketing assets on CustomReach, tips and tools for using Axis 360 and Title Source™ 3/Title Source 360 and collection development updates.



Quick Axis: Email alerts designed to keep content selectors up-to-date on special deals, publisher promotions, important ebook and audiobook new releases, newly available collection development lists and helpful calendar event title spotlights throughout the year.



Inside Axis: Email alerts for IT and services staff designed to keep you updated on new software releases, technical updates, platform developments, site enhancements and service integrations, such as API implementations with vendors.

Sign up today at www.baker-taylor.com/subscribe_center.cfm

KEEP YOUR COLLECTION UP-TO-DATE BY USING FIRSTLOOK NEW TITLE NOTIFICATION CARTS

✓ **Spice up your collection with new titles!** Sign up to receive monthly new title suggestion lists for all areas of interest. FirstLook carts are available for ebooks and digital audiobooks covering a wide range of subjects and audiences. Monthly carts are delivered automatically, streamlining your digital selection process.

✓ **FirstLook carts are delivered directly to your media specialist via Title Source 3 or Title Source 360,** making it easy to review and order titles of interest for each area of your collection.

KNOWLEDGE IS POWER!

USE BAKER & TAYLOR'S HOW-TO DOCUMENTS AND TUTORIAL VIDEOS

✓ Empower staff to introduce and guide students through Axis 360.

Familiarize teachers and faculty with our suite of Axis 360 offerings through simple how-to documents available on CustomReach and videos available at www.youtube.com/user/Axis360Support

EXPERIENCE AXIS 360 FROM A STUDENT'S PERSPECTIVE

✓ Install and use Axis 360 on a range of devices.

✓ Explore browsing and other user interface features on PCs, phones and tablets.

✓ Check out ebook and audiobook formats to desktop and mobile devices using Checkout Now and Add to Checkout List functions.

✓ Use Wish Lists and User Reviews.

✓ Place a hold and respond to the hold notification email.

✓ Return an item early.

✓ Transfer a title to an ereading device via tethering.

THE EBOOKS ARE COMING! THE EBOOKS ARE COMING!



LIBRARY DIGITAL CONTENT PAGE

LIBRARY HOME PAGE

PROMOTE THE LAUNCH OF AXIS 360 AT YOUR SCHOOL

✓ Use CustomReach, Baker & Taylor's marketing site, to create customizable posters and bookmarks. Print and post these materials around your school to increase the visibility of your Axis 360 collection.

✓ Host an in-library or in-classroom launch event inviting parents, students and teachers to learn about Axis 360.

INCLUDE AXIS 360 INFORMATION ON YOUR SCHOOL'S WEBSITE

✓ Announce the launch of Axis 360 and highlight key content in your digital Opening Day Collection and on an ongoing basis.

PROMOTE AXIS 360 ON YOUR WEBSITE

✓ Get noticed! Strongly position Axis 360 on your home page to attract attention and drive use of Axis 360.

✓ Download ads on CustomReach and personalize them with your Axis 360 collection URL for your website and social media pages.

✓ Add links to Axis 360 how-to documents and tutorial videos on your digital content landing page for students, parents and staff.

Go to www.customreachmarketing.com to get started with CustomReach.



LEVERAGE YOUR SCHOOL'S SOCIAL MEDIA PRESENCE

✓ **Use CustomReach's social media images** to announce Axis 360 on your school's social media pages.

✓ **Create a blog** with WordPress or Blogger and compose blog posts announcing Axis 360 and its features.

✓ **Create a Goodreads account** on behalf of your school to interact with students and learn more about which ebooks they are recommending to friends. Goodreads participation can also uncover other popular reads that you may choose to add to your Axis 360 collection.



CONTINUING BEST PRACTICES FOR ONGOING SUCCESS

CONTINUING COLLECTION DEVELOPMENT

KEEP YOUR COLLECTION FRESH & EXCITING!

SET UP STANDING ORDER PLANS TO PURCHASE NEW TITLES IN AN ESTABLISHED SERIES

✓ **Sign up for Automatically Yours eSeries.** Titles will be loaded to your Axis 360 collection automatically upon publication. Choose from more than 250 available series, including test prep books, juvenile and teen fiction series, then customize the plan to fit your library's needs and budget.

REGULARLY ADD NEW CONTENT TO YOUR AXIS 360 REPOSITORY

✓ **Frequent orders,** big or small, keep your collection growing and vibrant.

USE AXIS 360 ADMIN REPORTS

✓ **Regularly review circulation activity** to guide your future purchases and determine your most effective marketing components, including Web and social media activity.

✓ **Constantly running out of popular titles?** Stay ahead of the curve by programming a holds ratio (on the Axis 360 admin portal) so you'll automatically receive notification carts that tell you when a title is gaining popularity. Time to reorder!

✓ **Are Axis 360 titles in your online catalog?** Check to see if your school's ILS vendor or Discovery Layer supplier offers API integration with Axis 360. Full integration creates a seamless user experience centered on the school's catalog, delivering digital materials directly to students' devices.

ENGAGE AND EDUCATE!

Offer continuing education and ongoing training for staff at your school

USE BAKER & TAYLOR'S LIBRARY OF HOW-TO DOCUMENTS AND TUTORIAL VIDEOS

✓ **Host refresher training sessions** with your staff to keep them updated on any technical releases.

✓ **Want to be the first to know about new software releases, technical updates, platform developments, site enhancements and service integrations?** Sign up to receive our *Inside Axis* email newsletter.

KEEP UP-TO-DATE WITH NEW DEVICES ENTERING THE MARKETPLACE

✓ **Does your staff understand the differences between digital devices?** As new updates and devices come to the market, help your staff feel knowledgeable and comfortable helping students on these new devices. Sites like Gizmodo can provide helpful first-look overviews as devices are released.



CONTINUING PROMOTION

KEEP 'EM COMING BACK FOR MORE!

CONTINUE IN-LIBRARY AND IN-CLASSROOM PROMOTION

- ✓ **Regularly update** your Axis 360 posters and bookmarks as new themes are added to CustomReach.
- ✓ **Dedicate a PC terminal for Axis 360** title discovery and check out. Keep the Axis 360 collection visible on this PC to spark interest and prompt questions.
- ✓ **Host BYOD (bring your own device) events** at your school. Encourage students to bring in their devices to learn more about how Axis 360 works for them.
- ✓ **Allow students to schedule one-on-one appointments** with library staff to support those who need extra help.

LEVERAGE YOUR SOCIAL MEDIA PRESENCE

- ✓ **Creatively look for ways to promote Axis 360 on your school's social media pages.** You can use movie tie-ins and provide direct links to Axis 360 titles on social media pages. Also, frequently post social media images from CustomReach as reminders to all your followers.

ROTATE WEBSITE PROMOTIONS

- ✓ **Maintain strong positioning** and also test against circulations for optimal Axis 360 placement on your home page. Use the CustomReach marketing site to update/rotate Web images to keep students engaged with Axis 360.
- ✓ **Keep Axis 360 featured** on your digital content landing page. Update how-to documentation and tutorial videos as new releases become available. The digital content landing page is also a great place to post new Axis 360 announcements.

STAY
CONNECTED
WITH YOUR
DIGITAL
ACCOUNT
MANAGER!