

3-5-2019

Let's Get Digital: Marketing Digital Magazines in Academia

Christina A. Beis

University of Dayton, cbeis1@udayton.edu

Follow this and additional works at: https://ecommons.udayton.edu/roesch_fac_presentations

Recommended Citation

Beis, Christina A., "Let's Get Digital: Marketing Digital Magazines in Academia" (2019). *Roesch Library Faculty Presentations*. 56.
https://ecommons.udayton.edu/roesch_fac_presentations/56

This Poster is brought to you for free and open access by the Roesch Library at eCommons. It has been accepted for inclusion in Roesch Library Faculty Presentations by an authorized administrator of eCommons. For more information, please contact frice1@udayton.edu, mschlangen1@udayton.edu.



University of Dayton
Libraries

Let's Get Digital: Marketing Digital Magazines in Academia

Christina A. Beis | cbeis1@udayton.edu | Discovery Services Librarian | University of Dayton



Digital access to your favorite magazines
Read the latest or past issues of these magazines and more
Download the Flipster app or visit udayton.edu/libraries

What is Flipster?

A digital magazine service from EBSCO that offers both browsing and downloading for offline reading. You can view popular magazines on the Flipster platform or through the free App on a phone or tablet.

Building the Collection:

- Subscribed to Flipster in July 2017
- EBSCO supplied a list of titles that we were currently getting in print that were also available in Flipster
- We selected titles based on popular content, previous usage, and cost
- Some titles met all the criteria but cost
- In the case of academic titles, we also considered archival access
- After compiling the data, we discussed at a subject liaisons meeting to finalize selections

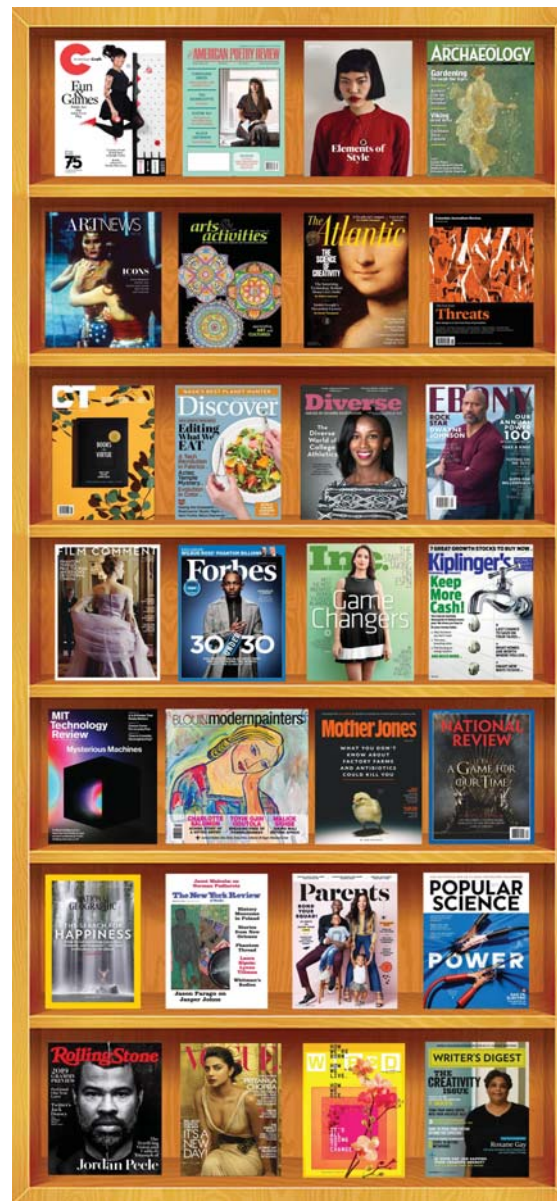
Most Popular Titles:

- Rolling Stone
- The Atlantic
- National Geographic



July 2017 – January 2019:

Total Views: 190
Total Downloads: 381



Marketing the Collection:

Electronic Resources Marketing Plan

- Resource
- URL
- Date workflow complete
- Target audience
- Goals
- Strategies
- Communications and deliverables
- Proposed measurements
- Timeline
- Partners
- Budget

Communications and Deliverables:

- Flipster App loaded on circulating Kindles
- New Student Orientation “Roeschella” stage – “Leisure Reads for the Weeknd”
- Restroom signage – “Stall Street Journal”
- Signage and handouts by print periodicals
- Signage by elevators
- Social media posts on Facebook, Twitter, and Instagram; blog post
- Announcement on University portal
- Student newspaper
- Library liaison emails to faculty