



Email Marketing that's personalized, automated, and integrated

With BiblioEmail, your public library can use existing content from BiblioWeb, BiblioEvents, and BiblioCore to send patrons emails filled with visually rich content tailored to their interests.

Repurposing your library's great online content is easy with BiblioEmail. The tool takes advantage of the Create Once, Publish Anywhere capabilities of BiblioWeb to pull your library's events, reading recommendations, blogs, or featured online resources into your emails and newsletters. With BiblioEmail, you can tailor the emails you send based on your patrons' preferences without the frustration of manually copying and pasting.

All BiblioEmail subscribers must also subscribe to BiblioWeb.

Dazzling Visuals and Layouts

The email building tool works the same way as the BiblioWeb website builder. All emails are created using a drag-and-drop interface, with many built-in module options. BiblioEmail comes with a library of email templates for you to choose from, or you can create your own! All the templates are mobile-friendly, which is crucial since so many patrons are reading their emails on the go.

You can decide how to configure your emails based on the intuitive options provided in BiblioEmail that provide many built-in display and style settings. If you would rather build an email from the ground-up, you can utilize the easy-to-use drag-and-drop tools in the email builder.

Images are reused across all your different channels and scale and display accurately (not warped, blurred, or stretched.)

THE PUBLIC LIBRARY Teen Book League: Fantasy

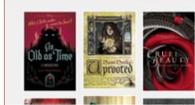


This month's magical mystery tour...

Fantasy vacations sound nice, right? Lounging on a beach with a cold drink, feeling the warmth on your face from... dragon flames??? Well, it might not be the kind of getaway you were planning, but this month's Teen Book League is ready to take you on a magical road trip.

Bring out your inner fangirl for our featured discussion on **Rainbow Rowell's Wayward Son**, or just check out some magical recommendations from our library staff.

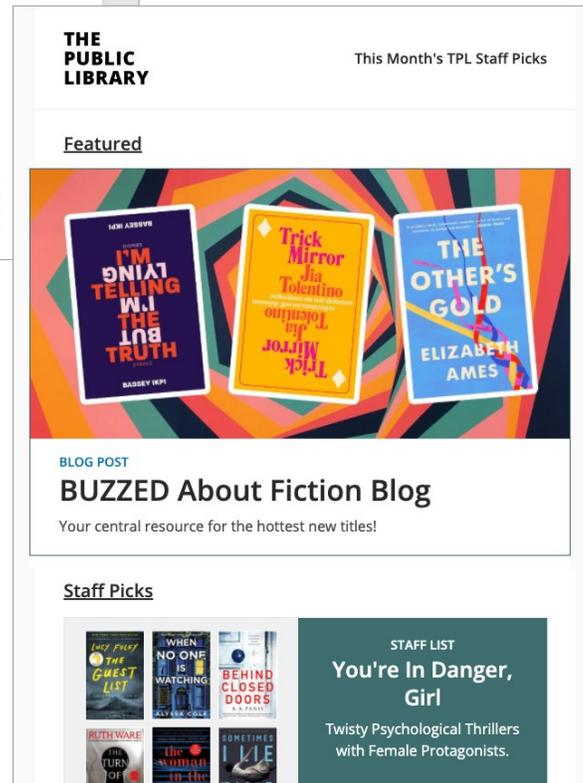
Staff Picks



STAFF LIST
It's a Tale as Old as Time



STAFF LIST
Sci-Fi & Fantasy Road Trip Novels for Teens



Intelligently Repurpose Content

The days of copying and pasting to create high-value email communications are over. With BiblioEmail, your reading recommendations, blogs, events, and featured online resources can be easily repurposed in your emails and newsletters. This means you can promote all your content in multiple places with minimal effort. Content repurposability is what makes the promotion of personalized content scalable. Your content automatically displays based on the metadata assigned to it and populates your emails based on the taxonomies you've selected.

Accessible to All Audiences

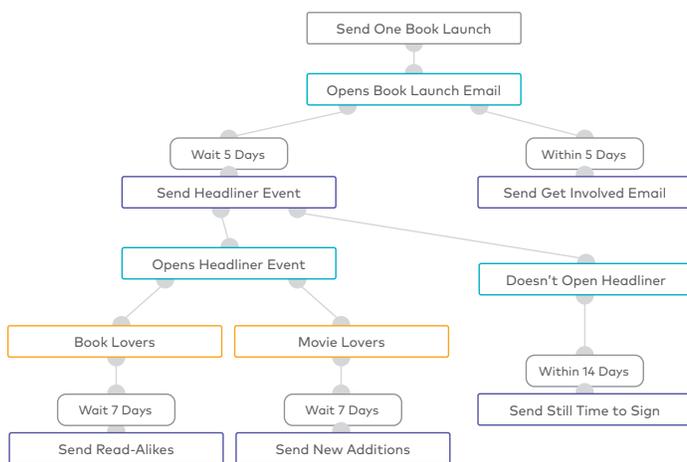
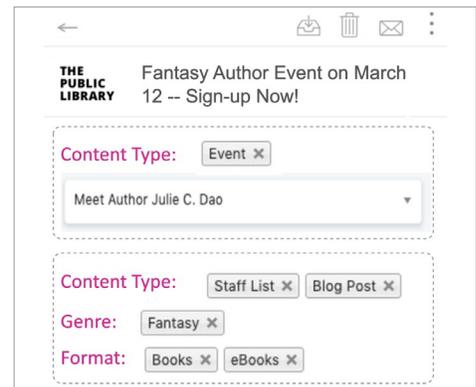
BiblioEmail was built from the ground up with accessibility in mind to make it available to audiences with a wide range of abilities and needs. Web Content Accessibility Guidelines 2.1 AA standards have been built into BiblioEmail, including heading hierarchy, focus state, contrast compliance, responsiveness, and image alt text. An accessibility consultant has reviewed BiblioEmail, and the feedback was incorporated into the software.

Personalized Content Based on Subscribers' Interests

The email sign-up form in BiblioEmail leverages your library's existing taxonomy terms. You can choose which terms you want your patrons to select from for their email preferences. These user preferences can then be mixed and matched in different ways by your library to send out targeted communications. Additionally, there's a new BiblioWeb email sign-up banner module that makes it easy for your library to encourage patron sign-up throughout your website.

Contact Management with Flexible Contact Segmentation

The flexible segmentation tool makes it easy for your library to create contact segments that group different combinations of taxonomy terms. For example, let's say a prominent fantasy author was speaking at your library. You could create a contact segment of individuals interested in the 'Fantasy' and 'Thriller' genre and the 'Books' or 'eBooks' formats.

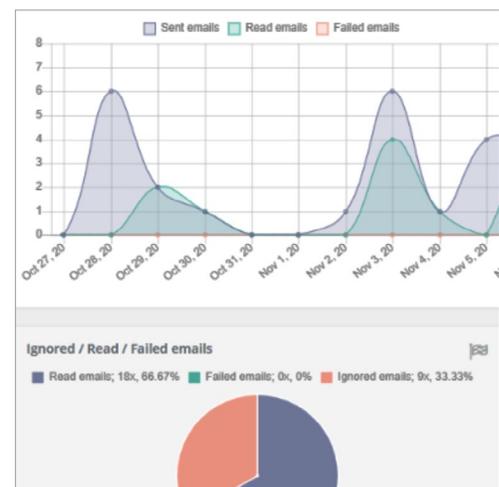


Powerful Drip Campaigns

BiblioEmail comes loaded with out-of-the-box campaign workflow templates that are specific to libraries' needs. You can also create sophisticated campaign workflows based on custom criteria of your choosing. Campaign workflows can contain decisions, actions, and conditions to make your communications as personal and timely as possible. You can modify workflow actions to execute immediately or on a specific day of the week.

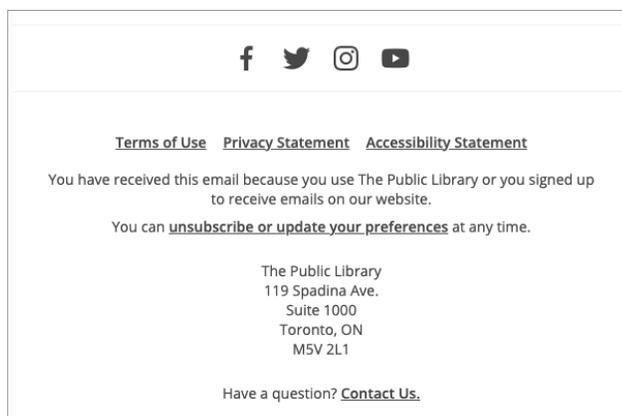
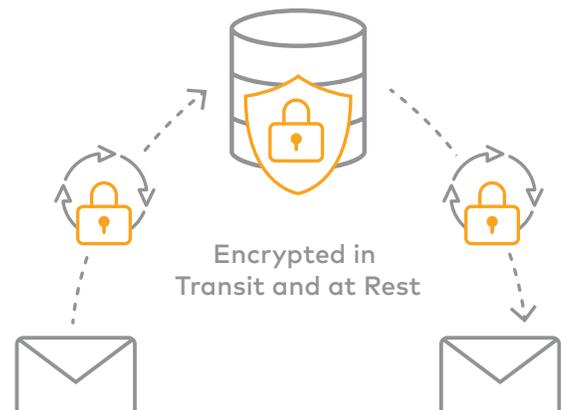
Report on the Success of Your Email Efforts

Get data on your most read emails, such as your open and click rates, bounced emails, read ratios, and much more. With BiblioEmail, your library can pull individual reports to assess email results and campaign performance, or you can access a dashboard report that provides an overview of all your metrics. Additionally, the built-in UTM parameters allow your library to view website email traffic that originated from your emails on your library's Google Analytics account.



Safe and Encrypted

Data is encrypted in transit using TLS and encrypted at rest within the database. To protect the library's email send reputation, all email recipients that result in a bounce or spam complaint are automatically added to a do-not-contact list. In addition, BiblioEmail uses spam filtering technology to ensure that the content of sent emails meets deliverability standards; and BiblioCommons also works with library staff to ensure their emails follow these standards.



Privacy and Anti-Spam Law Compliance

Every email sent through BiblioEmail automatically includes an unsubscribe link in the footer. This gives email recipients the option to opt-out of receiving your communications, which is a legal requirement. Your library's physical address, as well as a link to your Contact Us page, clear sender identification, and accurate header information, are incorporated in emails to ensure compliance with anti-spam laws. Additionally, a link to the Privacy Statement is included in the email footer to provide patrons with transparency about the service.

In just a few minutes, create highly visual personalized emails that will wow your email recipients and increase the use of your library's programs, services, and collection.

Robust email marketing with easy content repurposing is no longer out of reach for public libraries!