How to generate society’s interest in digitized books and periodicals?

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ABOUT ME

• Marketing expert
• PM of significant social IT projects in Latvia
• Hobby photographer

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COLIBRUM

- Portal software for digitized periodicals
- OCR editing tool
- Involve, engage, contribute
- Made in Latvia
- Communication plan for libraries
WHAT IS
THE KEY PROPOSE
OF DIGITIZING
MATERIALS
LIBRARIES, ARCHIVES, GOVERNMENTAL AUTHORITIES, etc to preserve to ensure access
VENDORS

Libraries have to do
libraries have funding
PEOPLE
CURIOSITY INCREASES WITH KNOWLEDGE — THE MORE WE KNOW, THE MORE WE WANT TO KNOW.
how FROM ENSURING ACCESS TO SHARING CONTENT?
7 IMPORTANT THINGS REGARDING GENERATING INTEREST

1. PASSION
2. GOAL AND CLEAR IDEA
3. VALUE NOT PROFIT
4. WHO (SEGMENTS)
5. CHANNELS
6. ONE PAGE PLAN
7. FACTS VS WHAT TO DO WITH FACTS
## ONE PAGE PLAN

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
<th>Channels</th>
<th>Who</th>
</tr>
</thead>
</table>
| • Topics  
• Values | • Audience | • How often  | • Where  
• Social media | • responsible person |
THANK YOU!

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