

Digital Book Promotion

Promote books digitally with a television, monitor, or any other digital device.

Get students excited about certain books by showing the book cover and a little preview or review of the books.

Prepare

Book list: Have a list of books you would like to promote. Maybe some new books, books coming soon, award winners, or just some books that aren't getting the attention they need. Also get a list of coming soon books.

Description: Find reviews or descriptions of the books that would get students interested in reading the books. Not too long, just enough to give them an idea of the book. Or use student reviews of the books to give your readers a voice.

Book Cover: Go online and save images of the book covers of your books. Make sure they are large size pictures. Usually Amazon or Titlewave has large images of the books.



Create

Create movie: Using a program like Adobe Premier, put the pictures and the descriptions into a video that will play on a loop. Usually about 50 seconds per book is enough time to read the description, but depends on how long your description is.

Coming Soon Books: If you are using the Brightsign equipment, which allows a video to play as well as text to scroll at the bottom below the video, you can create a text document using the list of coming soon books. Or just create that as part of the video.

Display

Television: Use whatever device you would like to push the video to a T.V or monitor, and set it out on a counter or bookshelf. You can use a computer, Brightsign, iPad, or any other device that will run a movie on a loop. If using short descriptions, try putting them on your schools announcements.

