

Proximity for Promotion

Using iBeacons to Highlight Spaces
and Services

Want to use your smartphone to test
iBeacons in this session? Download the app

URL: goo.gl/NraaLR

(We also have iPods with app preloaded)

URL: goo.gl/NraaLR

Proximity for Promotion

Using iBeacons to Highlight Spaces and Services

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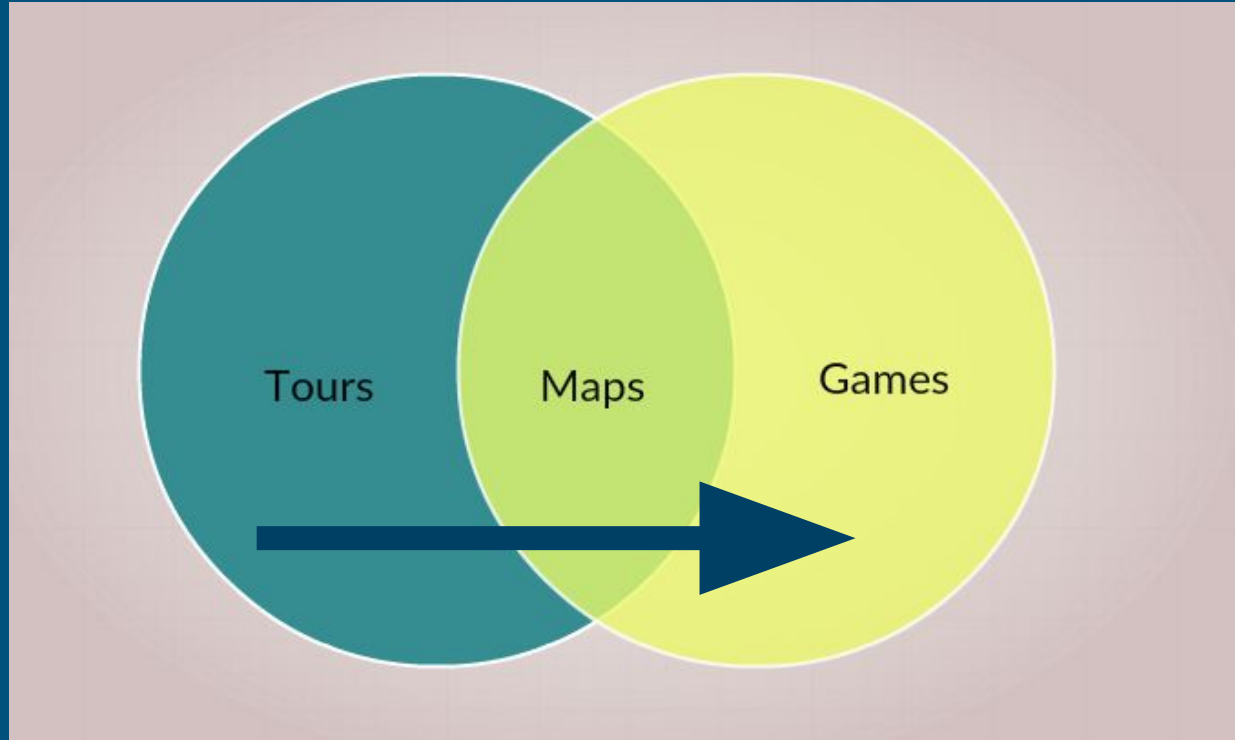
URL: goo.gl/NraaLR

McConnell Library, Radford University



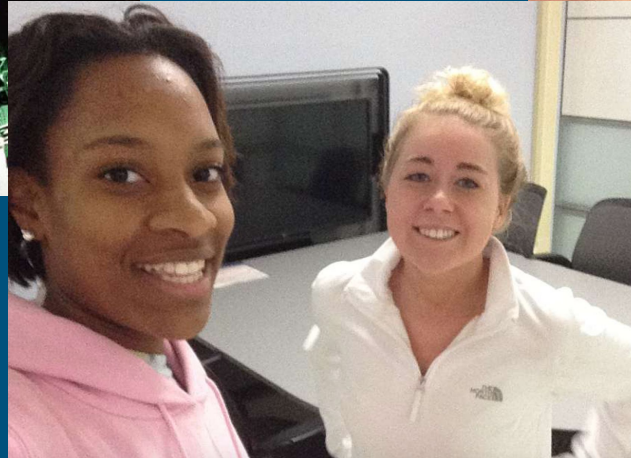
Wayfinding

URL: goo.gl/NraaLR



Selfie scavenger hunt

URL: goo.gl/NraaLR



Enter the iBeacon (proximity beacon)



Our Project: National Library Week Hunt



CHECK OUT OUR DVD COLLECTION ON LEVEL 4

Reflection

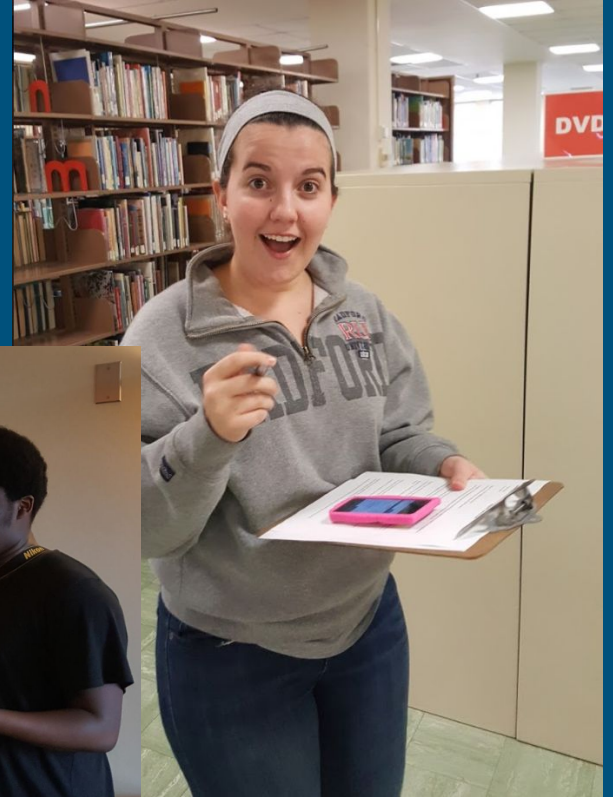


Piper

<https://www.piper.ly/>



Our experience



Marketing & assessment



SCAVENGER HUNT!

Get to know your library,
win \$ and free RU swag!

Stop by the library's Front Desk to play
during National Library Week
APRIL 11 – 15, 2016

RADFORD UNIVERSITY
McConnell Library

The image shows a promotional poster for a scavenger hunt. At the top, a red banner with white text reads 'SCAVENGER HUNT!'. Below this is a photograph of the entrance to the John Preston McConnell Library, featuring a classical pediment with columns and the name 'JOHN PRESTON McCONNELL LIBRARY' inscribed on the frieze. A grey semi-transparent box is overlaid on the bottom left of the photo, containing the text 'Get to know your library, win \$ and free RU swag!'. Below the photo, the text 'Stop by the library's Front Desk to play during National Library Week' is followed by the dates 'APRIL 11 – 15, 2016' in red. In the bottom right corner, the Radford University logo is displayed, consisting of the words 'RADFORD UNIVERSITY' in a bold, sans-serif font, with 'McConnell Library' in a smaller font underneath.

DIY: Your library, your iBeacon tour

Groups of two or three:

- What areas in your library need to be highlighted?
- What connections should your users make between physical spaces and virtual presence or library services?

Future Directions



Questions?

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