



EMAIL TEMPLATE 1

Email Subject: Now You Can Download eBooks on ANY Mobile Device, Anytime, Anywhere!

Email Headline: Great News! Now We've Got an App for That!

Email Body:

We're excited to announce the launch of our very own Library App this week! The [Library Name] App works on any mobile and tablet device and provides access to all of our library's resources. And the best part is ... it's FREE!

Now you can download eBooks for Free right from your tablet or mobile phone. Click here to download the app now. Whether you have an Apple (iOS) device, Android, Windows Phone, Kindle Fire, Blackberry, our app will provide you 24/7 access to all of our digital resources, wherever you are.

- Want access to Free eBooks and AudioBooks?
- Want to search our catalog before you come down to the library?
- Want to find the nearest branch library?
- Have a question for a librarian?

All of this and more is available now through our [Library Name] App.

A red, rounded rectangular button with a white border and a slight shadow. The text 'Download Our App' is written in white, bold, sans-serif font, centered on the button.

Download Our App

If you have any questions about the app, please email us or give us a call at [phone number]. We will also be hosting an "App Training Day" on

Thanks.

[Librarian]