# Vega Promote

## MARKETING & COMMUNICATIONS TOOLS FOR EVERY LIBRARY

Vega Promote keeps patrons and community members well informed through targeted and relevant communications, and eliminates the need for libraries to use a patchwork approach to marketing and communications tools. Vega Promote is an easy-to-use digital marketing tool designed for libraries. This cloud-based, Software-as-a-Service (SaaS) platform allows libraries to communicate what they want, when they want, to whom they want.

## Digital marketing designed just for you:

**Simplify Disparate Databases**
Vega Promote seamlessly integrates with Polaris or Sierra to give you one view of all contacts in a secure ecosystem.

**Build your Library Brand**
Our easy-to-use email design tool gives you access to a database of royalty-free images and options to customize and color emails to match your library branding.

**Better Workflows**
From unsubscribe workflows and bounceback handling to accessible engagement data and contact time, Vega Promote simpli ies your work lows and saves you time.

**Hit Send without Counting Emails**
Our subscription packages empower you to email everyone in your community multiple times a month without the stress of counting emails or worrying you'll go over your limit this month.

# What You Get

Simplify your communication efforts with Vega Promote, an easy-to-use digital marketing tool designed for public libraries. Vega Promote includes:

## Email Design Tool
Simple, intuitive, easy-to-use tool for designing visual and professional looking emails. Select and insert images from our database or royalty-free images.

## Email Campaigns
Create, schedule, and send emails. This allows library staff to work ahead on their communications calendar.

## Manage Marketing Contacts
View all patrons and separate ILS contacts from marketing contacts. Edit contact records and view the person's campaign history to see which emails they received and opened.

## Custom Design Library
Library staff can create custom email templates and individual design blocks (header, contact us, etc.) that can be easily added to templates or new email campaigns for consistency.

## User Guides & Announcements
Promote comes with built-in, interactive user guides for easy implementation and ongoing training. The guides provide product walk-throughs, tips for users, and highlight new features.

## Tag & Segment Contacts
Tag contacts with library-created notes for easy segmentation such as "gardening" or "children's programs." Create as many contact segments as needed to tailor messaging and send emails by segment.

## Footer, Unsubscribe, & Bounceback Automations
Protect your sender reputation. If an email bounces, Promote stops sending emails to that address until it's been updated. The default footer also includes mandatory unsubscribe workflows to ensure regulation compliance.

## Message Delivery & Engagement Metrics
View engagement data for email opens and clicks by campaign, by segment, and by contact. Evaluate successful campaigns and use the data to increase engagement.

## Embeddable Showcases
For Discover libraries, embed staff-created showcases in emails and link the showcase and items to their locations in Vega Discover.

## Vega Connect
Free with Vega Discover is our Vega Connect module which sends transactional emails to patrons. Connect includes templates for five types of patron courtesy notices and three patron journeys for new patron registration, account renewal, and anniversary celebration.

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### iii innovative
Part of **Clarivate**

## Promote Your Library

Simplify your library marketing and communications with Vega Promote.
Implementation is quick and easy.

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Request a demonstration

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