Sample Text for Promoting ConsumerReports.org

*This document contains sample promotional text for librarians to use in marketing ConsumerReports.org to patrons and other librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long Descriptions (for Emails)**

**AUDIENCE: PATRONS**

*Subject line: Making a big purchase?*

*Preheader: The library can help you do your homework!*

Smart and savvy buying tips are just a few clicks away!

Our library provides free access to **ConsumerReports.org,** a buying advice tool that will ensure you get the best deal or product. You can use it to find reliable ratings and reviews for thousands of products and help you make the most of your time and money. You can also access money-saving advice and tips, buying guides, videos and more.

Subjects include:

* Appliances
* Babies and kids
* Cars
* Electronics
* Health, fitness and food
* Home and garden
* Money

To begin using ConsumerReports.org, visit the library website: [insert direct URL].

If you have any questions, please feel free to contact me at [insert phone number].

**AUDIENCE: LIBRARIANS**

*Subject line: Offer patrons a solution to their buying dilemmas*

*Preheader: ConsumerReports.org contains expert product ratings and reviews*

Empower patrons to make smart buying decisions

Our library provides free access to **ConsumerReports.org,** a buying advice tool that will ensure you get the best deal or product. You can use it to find reliable ratings and reviews for thousands of products and help you make the most of your time and money. You can also access money-saving advice and tips, buying guides, videos and more.

Patrons can research products in the following categories:

* Appliances
* Babies and kids
* Cars
* Electronics
* Health, fitness and food
* Home and garden
* Money

Using ConsumerReports.org, patrons can:

* Compare price, performance and reliability all in one place using expert reviews
* Purchase the best product from retailers such as Amazon, Walmart and Home Depot on an ad-free, frequently updated website
* Find reliable information on new and used cars and enjoy a haggle-free buying experience through Consumer Reports’ Build and Buy program
* Obtain reliable and unbiased consumer health information to improve healthcare outcomes.

Here is your library’s unique URL: [insert direct URL]. I encourage you to add a direct link to **ConsumerReports.org** on your library home page so that patrons can easily find and use the database. EBSCO also provides printable [promotional materials](https://connect.ebsco.com/s/article/ConsumerReports-org-Promotion-Kit?language=en_US) to help you market the databases to users.

If you have any questions about this valuable research tool, please feel free to contact me.

Sincerely,

[insert your name & contact info]

**Short Descriptions (for Newsletters)**

**AUDIENCE: PATRONS**

Smart and savvy buying tips are just a few clicks away!

Whether you’re looking to find the best deal on a new appliance or researching top-recommended cars, **ConsumerReports.org** can help you make the best choice for your time and money. Covering a variety of categories such as electronics, home and garden, babies and kids and more, ConsumerReports.org contains ratings and reviews for thousands of products from shoppers and experts, money-saving advice and tips, buying guides, videos and more. Visit the library website to get started: [insert direct URL]. Questions? Ask a librarian.

**AUDIENCE: LIBRARIANS**

Empower patrons in their buying decisions

Our library offers **ConsumerReports.org,** a buying advice tool that helps users find reliable ratings and reviews for thousands of products. Covering a variety of subjects such as electronics, home and garden, babies and kids and more, patrons can access money-saving advice and tips, buying guides, videos and more. In addition, access through EBSCO is private for users through the library’s account. Please be sure to add a link to ConsumerReports.org from your library website: [insert direct URL]. EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/ConsumerReports-org-Promotion-Kit?language=en_US) to help you market this resource to patrons. Questions? Contact [insert contact information].