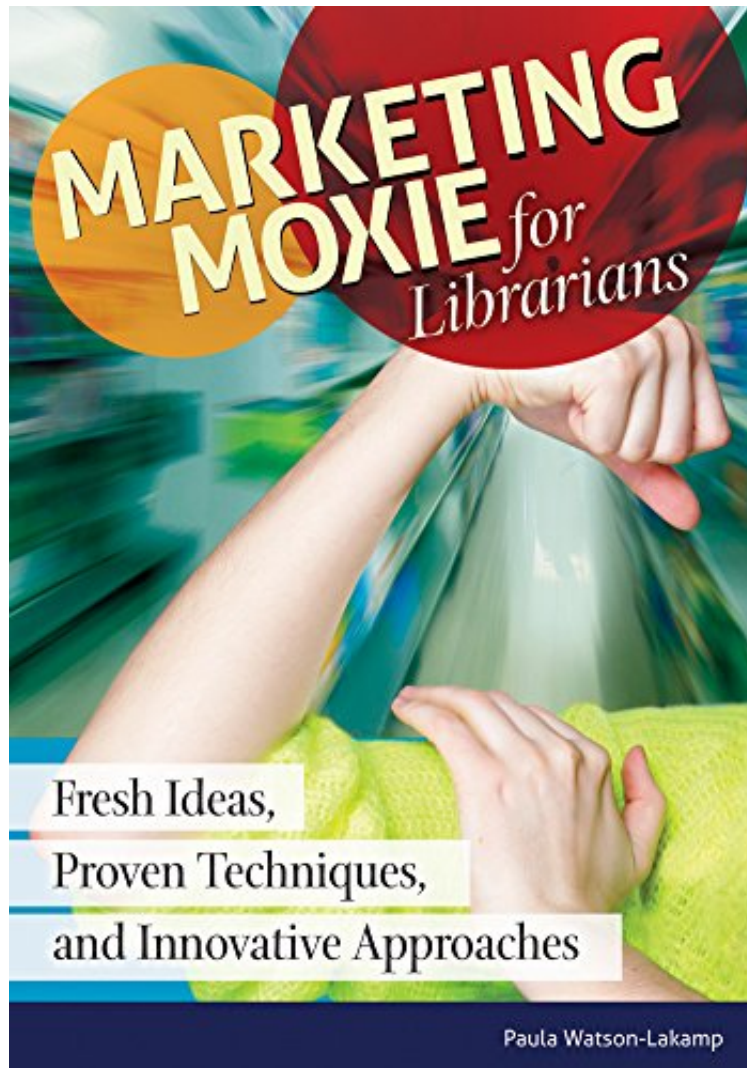


[Mobile ebook] Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches: Fresh Ideas, Proven Techniques, and Innovative Approaches

Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches: Fresh Ideas, Proven Techniques, and Innovative Approaches

Paula Watson-Lakamp
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Paula Watson-Lakamp : Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches: Fresh Ideas, Proven Techniques, and Innovative Approaches before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches: Fresh Ideas, Proven Techniques, and Innovative Approaches:

Fun and easy to read, this marketing and promotion guide offers you the "big picture" of how best to spend your limited funds and energy to create a successful marketing strategy; from traditional promotions such as advertising and posters to social media marketing. Takes you through a step-by-step process of creating a marketing campaign that meets the needs of your patrons and your library. Covers conventional marketing strategies such as print and broadcast media along with new social media venues. Includes a guide to marketing plans and content calendars. Offers chapter-by-chapter "Moxie Tips and Tricks" to help you get started and succeed in marketing your library. Presents ways to bolster your creativity toolkit when the ideas just won't come

"Watson-Lakamp speaks directly to the reader in an accessible voice that will encourage even the most reluctant to climb aboard the marketing bandwagon, while never losing sight of the fact that effective marketing emerges from a clearly understood mission. . . . This step-by-step handbook makes the process of developing a whole-library marketing plan transparent and achievable." - VOYA
About the Author
Paula Watson-Lakamp is communications manager at Poudre River Public Library District, Fort Collins, CO.