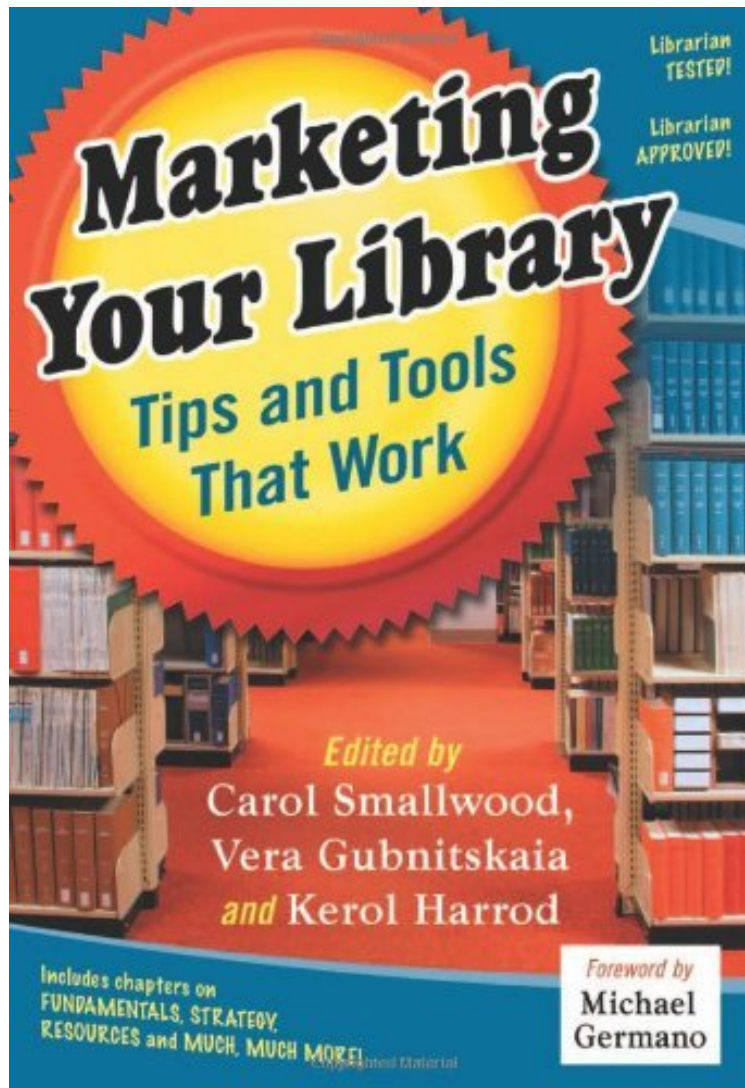


(Download) Marketing Your Library: Tips and Tools That Work

# Marketing Your Library: Tips and Tools That Work

*Carol Smallwood*

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**Carol Smallwood : Marketing Your Library: Tips and Tools That Work** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Your Library: Tips and Tools That Work:

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Concise, how-to case studies from practicing public, school, academic, and special librarians provide proven strategies to improve brand management, campaign organization, community outreach, media interaction, social media, and event planning and implementation. Intended for the novice and the old hand, individuals and large staffs, this valuable guide provides librarians with the effective marketing tools necessary to help their libraries thrive in these challenging times.

From Booklist "It's time for librarians to get out and get noticed," says Karen Wanamaker, in "Flaunt It If You've Got It!" one of the articles featured in this inspiring volume. Helping us get out and get noticed, *Marketing Your Library* contains articles on a variety of topics, from personal selling to outreach and programming strategies to brand management to connecting with the media. *Marketing Your Library* is divided up into seven parts, with each categorized by a specific theme: "Fundamentals," "Strategy," "Finding Resources," "Getting Recognized," "Media Matters," "Using Community Partnerships," and "Event Planning and Implementation." Each part contains several articles with variations on the main theme. Many articles are framed within a specific library's experiences; other articles illustrate strategies and concepts or sample a cross section of libraries. A list of contributors and a detailed index round out the volume. Inspiring and practical, this is recommended for librarians in all types of libraries. -- Blaise Dierks "Marketing Methods for Libraries provides the tools required to make your library's message a front page story. Implementing these strategies, your news will dodge the recycle bin and make it to print!" --Flo Caddell, Arts Director, Frankfort Community Public Library, Frankfort, Indiana "This crucial guide outlines the tools unique to libraries to market themselves and their services. Innovative and creative, these measures don't cost a fortune and ensure that libraries can and will continue to grow, develop, and thrive." --Mary Jo McKeon, Librarian, The Sage Colleges, Albany, New York "Marketing Methods for Libraries is a must-have book for all types of libraries large or small, giving new ideas at little or no cost for obtaining community involvement and generating interest in your events from the press. A crucial tool for new or experienced library staff which includes step by step instructions for the newest PR person and provides fresh ideas for the library staff member who has done it all." --Linda Burkey Wade, Digitization Unit Coordinator, Western Illinois University Library, Macomb, Illinois About the Author Carol Smallwood is the author or editor of numerous books, including many about and for librarians. A Michigan resident, her library experience includes high school, public and special libraries. Vera Gubnitskaia is a youth services manager with the Orange County Library System in Orlando, Florida. Kerol Harrod is writer and co-producer for the award-winning children's television show *Library Larry's Big Day* ([librarylarry.com](http://librarylarry.com)). The show won a first place award in 2010 from TATO (Texas Association of Telecommunications Officers and Advisors) and received the 2011 NTRLS (North Texas Regional Library System) Margaret Irby Nichols Award. Kerol also won the 2011 TLA (Texas Library Association) Branding Iron PR Award for Speechwriting. He has a chapter in a forthcoming ALA Editions anthology called *Bringing the Arts into the Library*. He is currently editing a book for McFarland Publishing about professional development for librarians. Kerol works at the Denton Public Library.