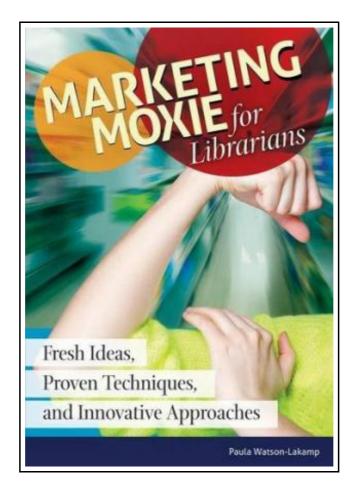
Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches



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Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Ms. Ora Buckridge)

MARKETING MOXIE FOR LIBRARIANS: FRESH IDEAS, PROVEN TECHNIQUES, AND INNOVATIVE APPROACHES



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ABC-CLIO, United States, 2015. Paperback. Book Condition: New. 251 x 175 mm. Language: English . Brand New Book ***** Print on Demand *****. 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.

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